

Biggs & Bigger

We specialise in one kind of advertising; the most appropriate for you. That sounds like a vague promise but it's the reality. We have no particular bias toward type of media, style of communication, or to any affiliated organization. As a result, we develop an idea / a strategy / or a plan that will meet your business objectives.

Clients come to Biggs & Bigger because we provide outcomes for their businesses, not just solutions to problems. By tying together a number of products and services we provide a single conduit for getting their message out across multiple media channels while maintaining a single un-fragmented Brand Image. We also believe that there is no excuse for poorly branded, or poor performing advertising at any level, even retail. With the right Creative Development even the most mundane and functional of ads can become interesting, more responsive, and build your brand at no extra cost, just through better thinking. There's a lot of talk about being creative and in thinking different. It has even become part of the vernacular. But why do it? It will only cost more... right? Wrong. And, if budget is a consideration then listen closely. Taking a serious approach to creativity is the only way you will get your customers engaged with your brand or company. A creative approach will allow you to reach more of the right people for less, and keep your budget lower.

Our offering is one simple proposition: To identify and develop a marketing solution that is most appropriate to your specific objectives. To each business, that can mean wildly different things, so here's what we do, loosely grouped.

Advertising Strategy | Marketing Strategy
Media Planning | Media Buying
Ad Concepts & Production for:
Press TV Radio Printed Collateral Flyers & more

Logo Design
Brand Research Development & Design
Corporate Image Design & Development
Flyer & Catalogue Design & Layout
Website & Web Presence Design

Copywriting
PR | Press Releases
Article | Content Development

Visual Merchandising | Sales Training
Photography | Product Photography

High Quality Luxury Feel Cards & Stationery
Ultra Cheap Business Cards & Stationery
Embossing & Foil Printing
Custom Print Idea Development

Website Development | e Commerce
Email | Newsletter Marketing
Website Content Management
Internet Marketing | Content Relevant Ads

BIGGS



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Our approach:

The Advertising Planning Process has not changed much in a long time. What has changed is the expectations of the output. Instead of focussing on reach & frequency of a static message (how many will see it how many times), consumer expectation has demanded that we offer more. The key to the hearts and minds of consumers is in how well any communication engages the audience. As communicators we are faced with competition from other marketing messages but also entertainment and forms of recreation. That is why we need to engage and really deliver some value, in addition to the delivery of our message.

Within the planning process there are many stages that require creative input. This is where we really add value by bringing an outside perspective and specific tools to the table. We generate and foster creativity in both the process and in the content of the work we produce. In respect to the process we use specific techniques to introduce new scenario's, new perspectives, and allow new creative concepts to be born.

Specific Examples::

- Edward de Bono Thinking techniques. We use many of the practical methodic processes as developed by de Bono during strategic/ creative development. For example: 6 Thinking Hats.
- Conduct research groups with children, and groups that are outside the target market. The insights that are uncovered by these two unfamiliar and unconnected groups are priceless.

Ambient Examples::

- Use 'Minus' Ion or 'Negative' Ion Generators in the office.- The extra Ions in the air promote a noticeable increase in creative connections in the brain which leads to better ideas and better solutions to your problems.
- Hold Creative meetings in the shower. The falling water offers the same advantages as the Negative Ion Generator. Plus the glass is a great whiteboard for notes, and it's fun!



BIGGS



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We're a small team who are big on service. Each job is given due attention by the appropriate experts in their field. We have a total of 6 team members, all with their own specialty.

Mike - Client Service Director
Vanessa - Account Co-ordinator
Dallas - Art Director
Champ - Web | Digital Design
Benn - E commerce | Web Coder
David - Production | Pre-Press | Retoucher

Our client list includes companies from a range of industries including FMCG, Financial Services, Information Technology, Retail, and Online Retailers.

MASU Group www.masu.com.au
Electrocorp www.electrocorp.com.au
Concepts Direct www.conceptsdirect.com.au
Blooms Chemist (Top Ryde) www.blooms.net.au
Imperial Tobacco Australia www.imperial-tobacco.com

Concepts
direct

electrocorp


MASUGROUP

Blooms  **THE CHEMIST**


Imperial
Tobacco

Samples of our most recent work are on the following pages for your perusal.

BIGGS



BIGGER

Concepts
direct

AS SEEN ON
TV

Concepts
direct

Gifts for Guys



7pc BBQ Apron
Stainless Steel Utensils
Extra Long Handles
S&P Shakers
Oven Mitt
Apron
\$19.95



Anti Fog Mirror
iPod Speakers
- Shave & listen to your
favourite music in the
shower.
\$39.95



Sudoku
Toilet Paper
The age old answer to
why he's in there so long!

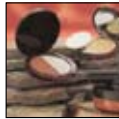
\$4.95

Gifts

Slim 'n' Lift
Revolutionary slimming
undergarment.
Get a sexy hourglass
figure instantly!
- Buy one beige, get one
black free (same size).

\$79.95

Sudden Glow
Three shades available:
Light, Medium or dark.
Includes: - Camouflage Concealer
- Foundation Mineral Powder with vita-
mins A, C & E
- Duo Blush 'n Glow
\$79.95



Mt Druitt Store
Grand Opening 27th August

Parramatta - Liverpool

Visit us from home
www.conceptsdirect.com.au

Online

Concepts
direct

Visit our newest store...

Newest
Products

Browse
Categories

Best
Deals

Concepts
direct

From the Web direct
to you in 2-3 days!*



Special item



www.conceptsdirect.com.au

www.conceptsdirect.com.au



About | Stores | Contact | Shop Online

Can't find a product
you saw on TV?
Email us
we probably stock it

Christmas is coming!
Buy by NOW
see in store for details

Ab King Pro



With the Christmas sale on, make the most of our **FREE DELIVERY**

- **FREE DELIVERY:** Online Message Check save just \$199.95 - \$299.99
- **LIMITED TIME & LIMITED STOCK**
- **FREE GIFT WITH EVERY PURCHASE:** who spend more than \$75 your local. Choose from a Battery-Free Touch or Perfect Probe Face
- **LARGE & GREAT!** - Save during the **50% OFF!** - Clean up for your friends in a flash. <http://www.conceptsdirect.com.au>

Special Message: 1 for Half Price (Inst \$399 Now Just \$199.95)

Make Christmas Day a Believing Deal!

Transfer your active and passive joint by sitting in your new favourite chair. The Shikhar Chair gives you the best of both worlds, offering the comfort of a chair and the support of a massage chair. The Shikhar Chair is the only chair of its kind that has multiple speed and massage settings allowing you to experience your own personal massage in a particular area.

- In 1 you Shikhar Reclining (without massage system)
- Head held controller
- Time display
- Removable panel
- Center (1) on the bottom back end for massage (the chair)
- Side chair panel (for the remote)

Return Policy | Testimonials | Free Delivery | Newsletter
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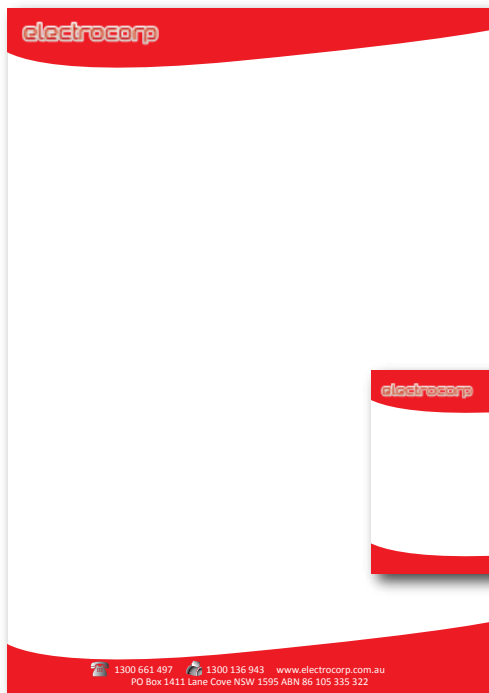
Ab King Pro
Innovative Fitness with LOW Freight
Concepts Direct - Making Life Easier
www.ConceptsDirect.com.au

BIGGS



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electrocorp



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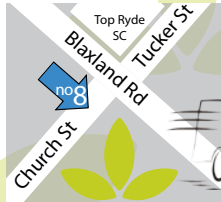


BIGGER

Blooms THE CHEMIST

Relocating to:
8 Church St
Top Ryde

Open from 17th July



Please support us in supporting the community.



9809 1661

We still offer
FREE DELIVERY

Relocation Specials!

- Discount Private Prescriptions
- Discount Vitamins
- Discount Fragrances

Grab Mum a Gadget!

RECHARGEABLE MASSAGER

HOT/COLD MASSAGE
ERGONOMIC DESIGN
CHARGER INCLUDED
GH-1758

\$59.95



BLING STATIONERY

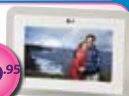
PINK & WHITE RHINESTONES
STAPLER/CALCULATOR/
MOUSE - SOLD SEPARATELY
GH-1890/92/94

from \$14.95

DIGITAL PHOTO FRAME

STYLISH & FUNCTIONAL
PLAYS PHOTOS/VIDEOS/
MUSIC FROM FLASH CARDS
REMOTE CONTROL
QM-3765

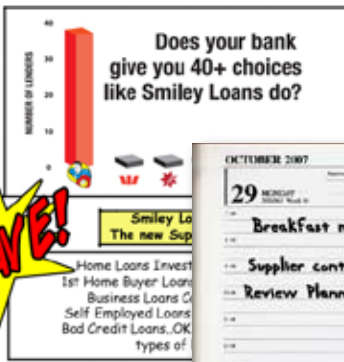
\$199.95



Gadget Central

www.gadgetcentral.com.au Shop 57, Top Ryde Shopping Centre Ph: 9807 4811

SMILEY HOME LOAN CENTRE



SAVE!

OCTOBER 2007

29 **Breakfast meeting**

Supplier contracts neg

Review Planning

Drinks with clients

MASU Contact:
Sally Rogers
Ph: 8297 6633

OCTOBER 2007

30 ***Must Attend Wisdom of the Ages**

Re: Work / Life Balance
Organized by MASU
→ Find out more
→ who's presenting

Reminder:
Register & buy tickets.

6:30PM
Sheraton
on the park
must look up address

BIGGS



BIGGER

Contact details.

Client Inquiries:
Mike Biggs
Account Director
0401 628 295

All other Inquiries:
mail@biggsandbigger.com

