

The Work-In-Progress Edition

What the geschnörkel is going on?

Welcome to the first edition of Geschnörkel. It's our way of keeping you in the loop with everything that happens at The Globe. You can expect to receive Geschnörkel every now and then. And by all means feel free to reply to us, we'd love to include a section with your comments and witty repartee. Meanwhile, check out our fancy bits below.



01 The Globe Dreams Bold Dreams With BCGS

Part of the reason we enjoy working with BCGS so much is the variety of jobs they have us work on. It gives us a chance to show off our geschnörkel and strut our stuff. We love stretching our minds to engage design and communication in a way that serves a client's strategy.

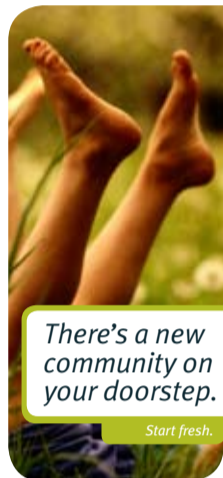
Recently, we've been working with Kym Betti, Marketing & Communications Manager, on the 'Dream bold dreams' campaign that encourages students to think creatively about what their lives will look like in the future. The focus of the campaign goes beyond traditional concepts of career paths and occupations to embrace notions of character, commitment and values.

Bronwyn recently travelled to Bunbury to direct a photo shoot featuring students from BCGS. These spectacular images will be used on print advertisements, large-format signage and environmental signage. At The Globe, we're always doin' it for the kids.



02 Wesfarmers Enhances Arts-end of The Globe

Bronwyn has been displaying a raft of geschnörkel brilliance in helping Wesfarmers promote their 2006 sponsored arts events. The 2006 Wesfarmer's Arts Campaign is The Globe's 7th Arts Campaign for Wesfarmers. This year's campaign was united by the moment (oops, too much Commonwealth Games action) and focused on the 'big words' that capture the 10 or so different arts companies Wesfarmers benevolently support. The campaign engages these ideas using three-dimensional white lettering on white backgrounds. When other materials are placed, layered and dropped on to the letters they are brought into warm relief. We've given you a bit of a 'behind the scenes' into the whole shebang – but you can experience Bronno's design genius along with the magic and passion of Wesfarmers-sponsored events throughout the year in Perth.



03 The Globe Ascends Malonga Heights

There's nothing quite like taking out the shovel and working on a new piece of unadulterated earth. Thanks to Sam Reece, our good friend at SMR, The Globe has recently helped to announce the release of a fresh real estate development in Burnie, Tasmania – Malonga Heights.

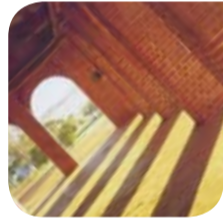
This master-planned community is the freshest estate living offering in the state. And with a plethora of buyer-incentives in addition to spectacular planning and amenities, Malonga Heights gives Burnie something to smile about.

The Globe was engaged to launch the campaign and develop a raft of promotional materials – from press advertisements to outdoor signage and banners, corporate folders and brochures. Simon worked most hours of the clock to develop most of the concepts with help from Brad, who wrote some of the gear. The Burnie baby is up and running. United by a clean, fresh and consistent visual style, Malonga Heights is being positioned under the banner 'Start fresh!'



04 The Globe & Nik Jones Realty

The Globe continues to extend its considerable experience with real estate and property development ventures with new client and quality operators, Nik Jones Realty. Currently we're developing a suite of advertising brochures and direct mail pieces to promote the extensive property services offered by the Nik Jones team. With plans for a new website underway and public relations capabilities being discussed, we're looking forward to enhancing the top work done at Nik Jones Realty.



05 Monk Business: The Globe Does New Norcia

The Benedictine Monastery at New Norcia was founded by Bishop Rosendo Salvado in 1846. And while The Globe's contribution is slightly different in scale and nature, we're positively enthusiastic (in a restrained way) about being involved with the Benedictine Community at New Norcia, Australia's only monastic town. The Globe is currently at work on a branding and identity style guide, and will soon extend this style across a new website and an accompanying suite of brochures to highlight this extraordinary place.



06 The Globe Helps Five Senses Tackle Victoria

The Globe developed Five Senses' identity several years ago. Needless to say the feisty coffee company has become a robust player in the WA market and is set to take on the Victorian market as well. The Globe is currently preparing a whole suite of promotional material and reinvigorating the style of Five Senses to coincide with the coffee juggernaut's concerted foray into the Eastern seaboard.



07 The Globe 'n Riverside

The Globe was recently appointed to handle the advertising, marketing and design for the redevelopment of BaptistCare's Gracewood Homes. The major project, a \$60 million redevelopment of the residential aged care homes in Salter Point, will feature assisted living facilities, independent living units and low care beds.



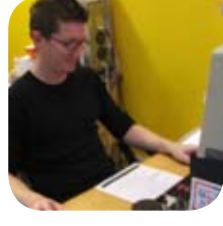
08 The Globe Gets Creative

National publication *Creative* recently paid homage to the "solid body of design work from The Globe Advertising and Design" in their search for Western Australia's 2005 Creative Hot Shop. Ok, so we didn't win... but we were in the ball game. Well done to Block Branding. We love your work too!



09 Population Spike at The Globe, Atmosphere Heats Up

The Globe is growing great guns with its population surging by 150% to 6 members. Prodigal Nik Gall returns as Design Director and Brad Birt joins as Marketing Manager. Brad looks after a mixed bag of strategic marketing, key account management and production management, while Nik's high calibre design skills will bring clients much pleasure across a range of media. "We've staffed for design-savvy, creativity and strategy," said The Globe's founder, Simon Elliott. "We are now equipped to handle larger accounts, more diverse needs and longer-term projects than we could have previously entertained."



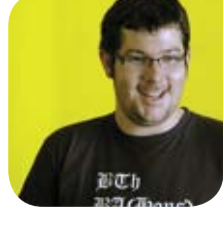
10 The Globe Gets Wealthy... Kind Of

The Globe was recently appointed to handle the marketing and advertising for Wealth Management Partners and the WMP Group – a 'wealth house' offering financial planning, broking, investing, business development and property advice. The Globe has been involved thus far in developing the strategic marketing direction for the WMP Group and is currently hard at work creating the branding and visual style for the group.



11 Bang! Beauty: The Globe GETS SERIOUS ABOUT ITS SKIN

We've just finished the development of 'Bang! Beauty #1': the first Bang! Beauty salon in Westfield Carousel. We've been busy on their brand, print marketing and store design... and it's coming together a treat.



12 Getting our work on...

If all this sounds as if we've been busy, you're pretty much on the money. Our foot's on the accelerator right now as we search eagerly for opportunities to do great work and discuss ways of doing the whole 'Globe' thing better than we ever have before. If you've forgotten about us or know fine people and businesses that could enjoy life being more effective (and looking great) call Brad at The Globe on 9328-6993.

Now that's just silly

- Most recently, Globers have discovered a warm place in their hearts for Chuck Norris. Check out some facts of which you're blissfully unaware: www.chucknorrisfacts.com
- Despite The Globe being 33.3% vegetarian, the revolutionary diet offered on www.watchmeeatahotdog.com was tempting – especially the condiment exchange program.
- The Globe recently moved on from its envied status as a 12-year-old company and into it's teens. For those who forgot to send cards, February 17 marked The Globe's 13th birthday.
- We've also developed a recent affinity for that marvellous animal – the Kalahari Honey Badger. A cute yet vicious creature, they have inspired us to great heights and new levels of feistiness. www.honeybadger.com

