

DISPLAYWISE

We're *your* brand activation people.

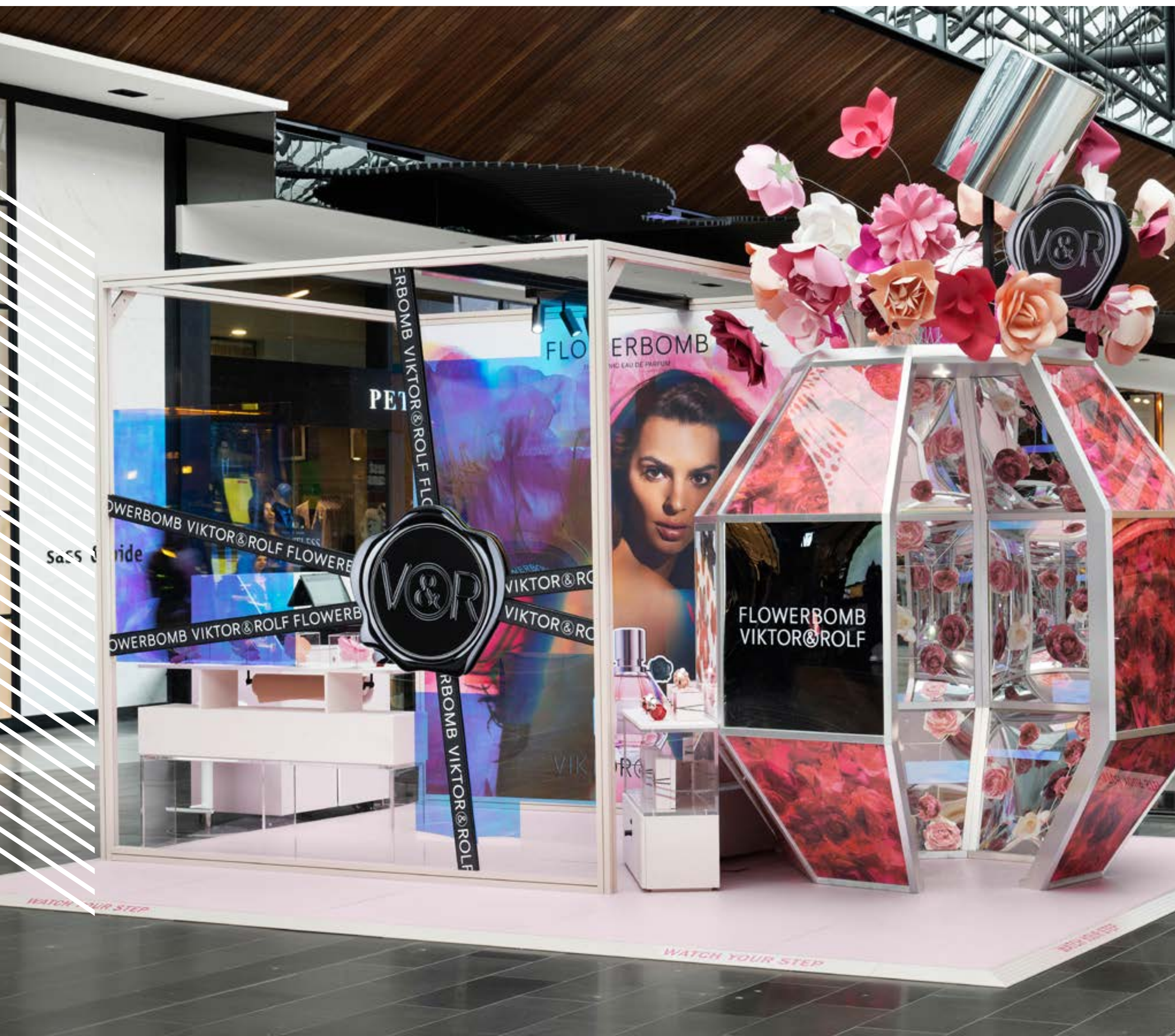


# BRAND ACTIVATIONS MADE EASY.

Brand activations provide a platform for creating meaningful interactions with customers, building loyalty and generating engagement. They are increasingly viewed as a great alternative to traditional media and a key component of a holistic marketing strategy.

With over twenty years proven experience, DisplayWise can help you create an engaging and memorable brand activation. Having worked with many of Australia's leading brands and agencies, we have the skills and local manufacturing capability to make the entire process easy. Whether you have a concept you need brought to life, or are looking for us to guide you, our team will develop a seamless solution, designed to deliver maximum impact and engagement.

From roadshows to sponsorship activations, pop up booths to retail displays, we can work with you to develop a great space for your next campaign.



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# WE'VE GOT YOU COVERED

*From concept to creation,  
we're with you every step of the way...*

## IDEATION

Our highly skilled team of in-house Industrial Designers take the time to understand your brand and brief, developing concepts to create an impactful brand activation space. Working collaboratively with your team, we will develop and refine ideas until they are signed off and ready to go. Already have a design in mind? No problem, we can help you turn that concept into reality and get it ready for production.

## PRINT & MANUFACTURING

With 12,000sqm of production facilities including large-format printing across both Sydney and Melbourne, DisplayWise has the resources, machinery, and capability to deliver bespoke displays for your next brand activation. Our in-house, highly skilled team of designers and craftsmen enable us to produce bespoke, premium solutions for many leading brands. We can also pre-build your display, so you'll always know exactly what you're getting before installation and delivery.

## INTEGRATED TECHNOLOGY

We will work with you to integrate technology into your next brand activation to boost engagement, including touch screens, audio visual equipment, data capture and customer monitoring tools.

## PROJECT MANAGEMENT

From initial brief through to final delivery, your dedicated Project Management team will work with you and ensure that every stage of the process is managed seamlessly. Our local management and production ensure that we can offer a high quality and cost-effective solution that is customised for your brand and delivered on time and on budget.

## DELIVERY & INSTALLATION

Our national installation capability and trusted partner network ensures your activation can be delivered to multiple sites seamlessly, without the need for you to engage additional suppliers or contractors.



BRAND ACTIVATION SOLUTIONS



# BRAND ACTIVATIONS

## EXPERIENTIAL MARKETING DISPLAYS

If you are looking to create an activation in an indoor or outdoor precinct, DisplayWise can deliver a bespoke solution that will amplify your brand, creating an impactful experience - igniting consumer interest in your brand, product or service. Whether to introduce a new product, generate sales or present your brand story, the DisplayWise team will design a space for your brand to connect with customers.

Our team will manage logistics including transport, installation and storage and have the capabilities to take care of all the extras, including facilitating data capture, signage, audio visual, lighting, and power. We will also provide a thorough on-site hand over process with your team, or a remote handover and signoff if required.

## ROADSHOWS

Expanding audience reach, gaining brand exposure and interacting face-to-face with customers is a crucial part of any brands overall marketing strategy. Roadshows help to build brand credibility, spread your brands voice over a large geographical area and most importantly helps generates sales or leads.

DisplayWise works directly with brands and agencies to plan multi-site roadshows from ideation and planning stage through to project management, logistics, installation, and storage. Whether to demonstrate products, promote a service or hold a marketing event, our team will help bring your

creative vision to life, creating custom designs tailored to your brand. DisplayWise will tailor designs to suit varying purposes, delivering projects on budget, and creating a solution that can be repurposed or reused at multiple locations - maximizing ROI and ensuring a successful roadshow.

## POP UP DISPLAYS & RETAIL KIOSKS

From concept creation to execution, DisplayWise offer a complete end-to-end project managed solution for pop up displays and retail kiosks. We will work with you to design a display that incorporates your branding and product placement needs. Having worked in almost every major retail precinct, we understand shopping centre layouts and requirements and can ensure any approval drawings or site certifications are covered.

## CARTS AND BOOTHS

Many brands at some point may require a temporary or permanent branded structure to be displayed in an indoor precinct such as a shopping centre, in outdoor environments or at events. DisplayWise will work with brands to select the most suitable structure and customise the design with the brands target audience and strategy in mind, ensuring the structure attracts the right traffic to the area.

Carts and booths are a perfect alternative to brands having to rent a larger space, particularly when wanting to promote a product or service during key calendar times such as holiday periods. They are a great idea for brands seeking a portable structure in temporary locations.



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