



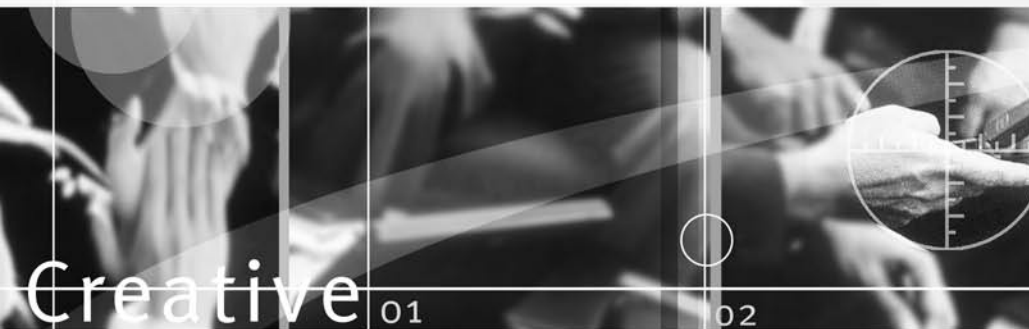
S·A·S



An Introduction To
Skinner Advertising Services

Strategy

Entertainment



Creative

01

02

03

S·A·S



An Introduction to Skinner Advertising Services

Who are SAS

SAS opened its doors on 1 January, 1995 after Andrew Skinner left Foote Cone & Belding.

Andrew had been a partner and Account Director at Thomson White & Partners for 10 years prior to its takeover by FCB. Subsequently he became a Group Account Director and member of the management team at FCB for 5 years.

It was then that he decided to open his own business based on providing a level of high level client service to a select group of clients.

The logo for S·A·S is located in the top left corner. It features the letters 'S·A·S' in a bold, red, sans-serif font. The letters are separated by small dots. The logo is partially enclosed by a grey circular arc that also contains a stylized, grey, gear-like or comb-like structure.

Agency Positioning

The Agency is structured to provide personal service by a senior team of account, media and creative people offering creative solutions to its clients marketing needs.

The scope of the service includes mainstream advertising and below the line solutions including Direct Marketing, PR and Promotions.

Whilst it is a small team, we pride ourselves on being able to deliver a level of talent and service not often seen in larger Agencies.



The People Behind SAS

Andrew Skinner

Andrew has had over 25 years experience working on a diverse range of clients in an account service role.

These clients include packaged goods, retailers, service organisations, government instrumentalities and entertainment.

Examples:

Packaged goods:

| | |
|---|----------|
| SPC (Canned Fruit, Baked Beans & Spaghetti) | 5 years |
| Mildara Blass (wines & spirits) | 3 years |
| Ronson (electrical goods) | 5 years |
| Croner (Toys) | 3 years |
| Playcorp (Toys & Games) | 10 years |
| Anderson Hosiery | 5 years |
| Hickory Fashions | 3 years |
| Murfett Games | 4 years |
| Funtastic (Toys) | 15 years |
| bioRevive - current | 10 years |



Retail:

| | |
|---|----------|
| Lincraft (fashion fabrics) | 9 years |
| Captn Snooze (bedding) | 4 years |
| Jetset (travel) | 1 year |
| Gasmart (Retail division of Gas & Fuel) | 3 years |
| Carpet Call - current | 12 years |

Service Organisations:

| | |
|-----------------------------------|---------|
| AAMI Car Insurance | 7 years |
| Hotham Permanent Building Society | 4 years |
| Manchester Unity Health Insurance | 4 years |

Government Instrumentalities:

| | |
|--------------------------|---------|
| Gas and Fuel Corporation | 6 years |
|--------------------------|---------|

Entertainment:

| | |
|---------------------------|----------|
| Melbourne Moomba Festival | 3 years |
| Disney On Ice - current | 12 years |

This diverse background has given Andrew a wealth of experience in all aspects of Advertising ensuring "big picture" thinking, along with the ability to handle the "nuts and bolts" detail associated with day to day advertising tasks.



Chrissy Skinner

Chrissy has worked in Advertising and PR for 20 years in various roles from Secretary/PA for Account Directors and Managing Directors through to Accounts Clerk and Media Assistant.

She worked at International Public Relations (Australia's foremost PR organisation) for 2 years followed by 5 years at Leo Burnett Advertising.

Rob Catherall

Rob manages his own Direct Marketing company, Catherall Communications. He also works on a number of SAS clients on a permanent basis in an Account Service role. Rob's specialist background lies in Direct Marketing. His credentials appear at the end of this document as Appendix 3.

The logo for SAS, featuring the letters 'S·A·S' in red, positioned within a grey circular graphic that resembles a stylized globe or a circular scale with tick marks.

S·A·S

Agency Services

SAS provides all the services you would expect from any Advertising Agency.

Briefly we provide:

- formal briefs and contact reports
- media planning and placement
- strategic planning for effective advertising campaigns
- creative development for electronic/print media
- creative development for print material including brochures, posters, direct mail
- competitive print pricing for all print work
- careful estimating and budget control

Outsourced Services

SAS uses only the best available talents to ensure its clients receive maximum benefit.

The critical areas of creative and media need to be addressed.

Media: SAS has engaged MPG, a division of Mitchell Media Group, Australia's largest independent media buying service (see Appendices 1).

Creative: SAS has a permanent relationship with The Creative Parrot headed up by Jervis Ward (see Appendices 2).

Jervis is an Art Director / Graphic Designer with full Apple Macintosh facilities. He is supported by a team of 4 further Art Directors and Illustrators.

Production: We use a wide range of TV, Radio and Print Production houses based on the requirements of the client.

Electronic production is handled through SMR Productions, a boutique facility that also handles David Jones, Chadstone Shopping Centre, Jetstar and Jenny Craig's output.

Rest assured, competitive quotes are always obtained and quality is guaranteed.

Research: SAS works with several of Melbourne's top research companies. Again the company selected depends on the project. We understand research well and believe in it's use as a guiding tool.



Public Relations/Promotions: PR is an important marketing tool and it's importance is often overlooked. We have worked with many over time and have found both Rover Communications and Cavanagh PR to be reliable, resourceful and effective.

Direct Marketing: We have a close working relationship with a small professional Agency – Catherall Communications – whose Managing Director, Rob Catherall has several years experience many of which were at ANZ Bank and RGS Communications. Rob now works at SAS several days a month on a number on a number of our clients.

The logo features a stylized grey circular shape with a vertical line and a diagonal line intersecting at the top. The letters 'S·A·S' are written in red, bold, sans-serif font across the intersection.

S·A·S

Our Clients

Currently SAS services 7 clients.

- Disney On Ice – Family entertainment
- Australian Toy Association – Industry body
- BioRevive – Innovative OTC products marketer
- Carpet Call – Floor retail specialist
- Pacific Medical Supplies – Medical instruments importer/distributor
- Watsonia RSL Club – RSL and gaming venue
- Smart Baby – Infant goods

The SAS logo is located in the top left corner of the page. It consists of a stylized circular graphic with a grid-like pattern of vertical and horizontal lines, and the letters 'S·A·S' in a bold, red, sans-serif font.

Remuneration

SAS has a flexible approach to its remuneration.

We work on the traditional service fee method and with some clients the now oft preferred monthly retainer method.

Other alternatives are "head hours" or "project" basis.

Generally, media placement and production are both invoiced at gross (including agency commission), service fee is then applied at an agreed level.

Agency commission is included on external supplier invoices.

Regardless of the method selected, we operate on an open billing system so that copies of supplier invoices can be provided to clients. Nothing is hidden.

All work is pre-estimated and agreed to by our clients prior to commencement.

The logo for SAS is located in the top left corner. It features a stylized grey circular graphic with a vertical line and a horizontal line intersecting, creating a cross-like shape. The letters 'S·A·S' are written in red, bold, sans-serif font across the center of the graphic.

S·A·S

Summary

SAS is a lean and vibrant advertising agency. We have the energy and enthusiasm to involve ourselves fully in understanding our clients needs and problems.

We have the expertise to develop exciting communication solutions to those needs and problems. And we have the resources to implement the agreed solutions.

We look forward to the opportunity of working with you.

For further enquiries or questions you may call Andrew Skinner at any time on one of the following numbers:

Tel (03) 9822 0811

Fax (03) 9822 0812

Andrew mobile 0418 569 383

Email andrew@skinnerads.com.au

www.skinnerads.com.au

S·A·S

Appendix 1

mitchell

Credentials



The Right People... but are we right for you?

Our job is to deliver your communication to the right people – at the right time, in the right place with the right message at the best possible price.

Your job is to find the right people to work with – who will do all of the above. Naturally, the Mitchells team believe we are the right people: we have the skills, talent, expertise and experience you need, plus all the resources required to deliver the best possible result for you.

But we would say that wouldn't we?

So here is our story, you can decide whether we're right for you.



We are very proud of our history

Harold Mitchell pioneered the idea of an independent media agency in 1976. He felt that having a business that was totally dedicated to the task of researching, analysing and buying media made sense.

Since then many others have followed but Mitchell Media continues to lead with ideas like emitch – the first publicly listed online media agency and Stadia Media – which has revolutionized the way advertising ground signage is used.

If you like to work with innovative thinkers, you'll like working with us.



We can rightly claim to be the biggest in media

In media, size is power. It's not everything, but it does mean a great deal. We're the largest buyer of media in Australia so we naturally expect to get the best rates, and so should you.

We provide unparalleled negotiation, implementation, transactional and monitoring service for over 700 clients nationally.

...but it's not just the big guys who benefit

82% of Mitchell's clients spend \$1 million or less per annum

| \$ Billings | # Clients | % Clients |
|------------------|-----------|-----------|
| <\$10k | 81 | 21% |
| \$10 - \$50k | 78 | 20% |
| \$50 - \$100k | 45 | 12% |
| \$100 - \$250k | 64 | 16% |
| \$250 - \$500k | 33 | 8% |
| \$500 - \$1m | 19 | 5% |
| \$1m - \$2.5m | 18 | 5% |
| \$2.5m - \$5.0m | 30 | 8% |
| \$5.0m - \$10.0m | 7 | 2% |
| \$10.0m+ | 15 | 4% |

We have the right people in place

Harold Mitchell is rightly hailed as one of the greats of Australian media. And although it was one man's idea and determination that began this business it's certainly not a one man band.

From the beginning he's been able to attract talented people. One of our greatest strengths is our staff. Mitchells retain some of the most senior and experienced personnel in the industry, with an average tenure of 4.1 years per staff member, and 7.7 per senior.

The best people want to work here. like these people you see here



The logo consists of the letters 'S·A·S' in a bold, red, sans-serif font, with dots between the letters. It is positioned within a grey circular graphic that has a stylized, gear-like or architectural structure extending from the top left.

We're strong right across Australasia

We have offices in Sydney, Melbourne, Brisbane and Auckland, staffed by experts who are able to give you the best service and advice; people who know the market intimately and have relationships with the right people so they can make things happen when you need them to happen.



We work with you to get the right solution for you

Great solutions can come anywhere at anytime. But most often they are the product of hard work and disciplined thinking.



We have a process at Mitchell that helps deliver that thinking; it involves four elements divided into eight separate parts – you can see the structure in the diagram.

You can also see that it is a never-ending process because in today's world nothing stands still for very long.



Kaleidoscope process

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Forensic

Gathering and understanding all relevant stimulus to produce a media DNA

Outcome

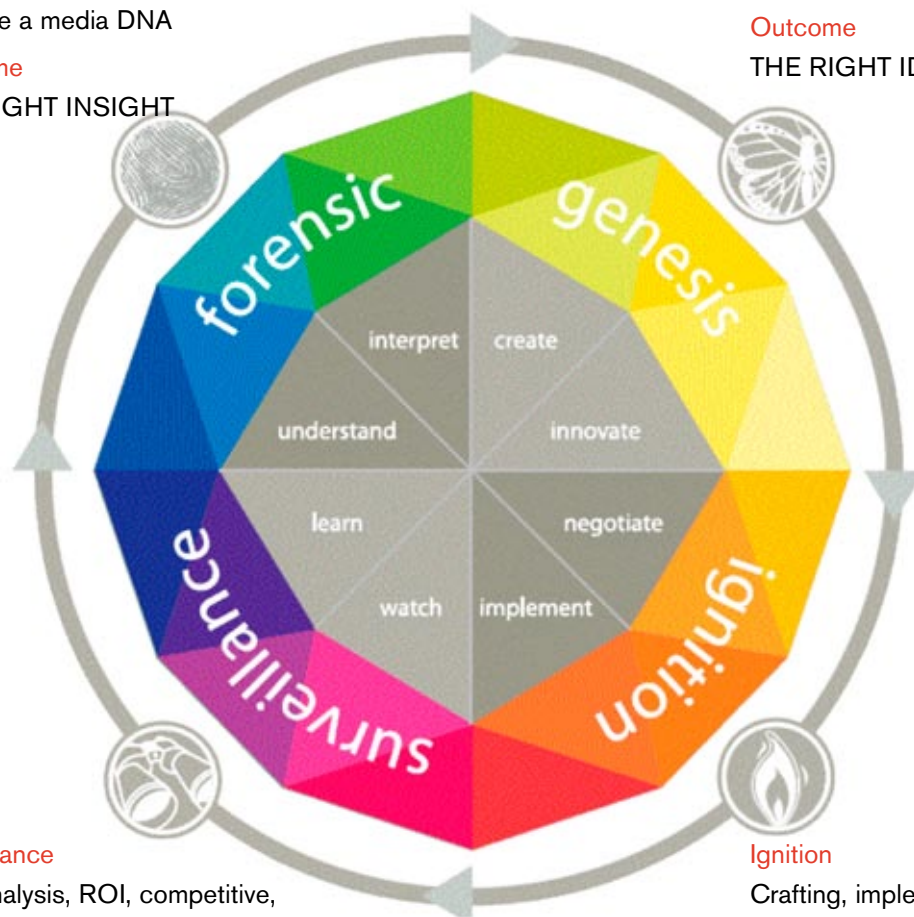
THE RIGHT INSIGHT

Genesis

Translating insights into ideas

Outcome

THE RIGHT IDEA



Surveillance

Post analysis, ROI, competitive, brand metric research and consumer research.

Outcome

THE RIGHT RESULT

Ignition

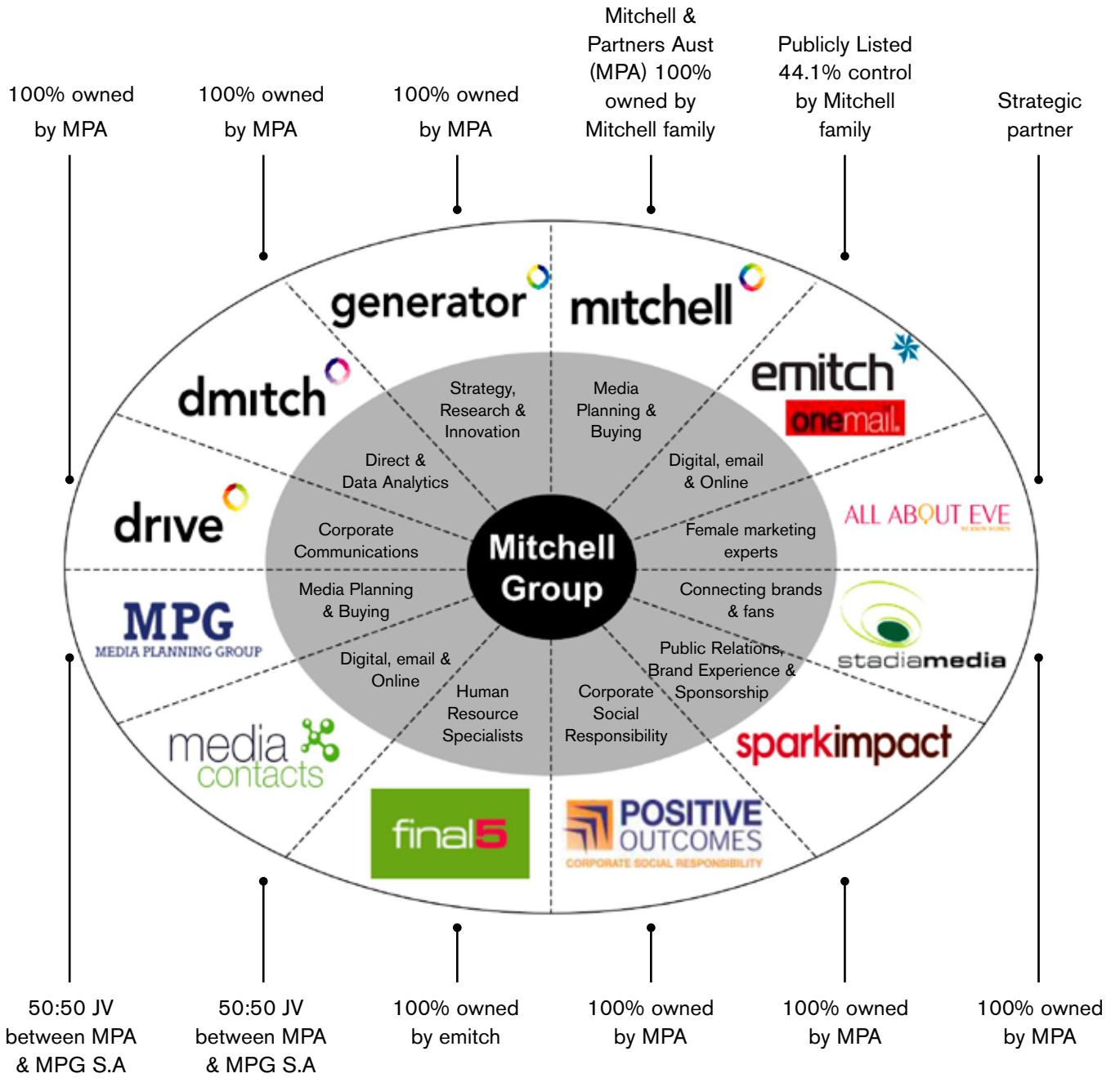
Crafting, implementation, negotiation

Outcome

THE RIGHT EXECUTION



Mitchell Group



Appendix 2

Jervis Ward – The Creative Parrot

Jervis studied Graphic Design at Chisholm Institute (now Monash) in the early 1980s. Initially he worked as a computer graphics designer by day and by night undertook freelance design and creative concepts for Exacto, Spaulding and DuPont. Jervis then freelanced full-time for 2 years as a writer/art director.

In the late 1980's Jervis worked for the Show-Ads group in the capacity of Art Design and Mac operator as well as co-ordinating the digital production for one of Melbourne's major advertising agencies. During this time Jervis continued to freelance, designing and writing for Dupont Stainmaster Carpets, Dupont Corian and Timezone. This led to a full-time job with a progressive Marketing company where Jervis designed and setup local area marketing programmes for Donut King, Shell (Franchise Network) and Bob Jane T-Marts as well as being involved with the highly successful re-imaging of Optus World Retail outlets.

Since 1995 Jervis has conducted his own freelance art direction and studio, The Creative Parrot. And he would like to add they don't sell parrots and no parrots have ever been hurt while designing or creating work.

The Creative Parrot is a full service studio with state-of-the-art MacIntosh facilities and a team of 4 talented designer/art directors and copywriters.

Appendix 3

Rob Catherall

Rob has been a direct marketing practitioner for 20 years and prior to launching Catherall Communications in 1996, his marketing experience was gained both as a client and as a supplier. He specialises in communication programmes for organisations that understand the value of customer retention and loyalty.

During the past 3 years Rob has had the opportunity to work on customer acquisition and retention programmes with companies such as:

Telstra

Australian Grand Prix Corporation

Crown Casino

Bank of Melbourne

Disney on Ice

RSL

He joined RGS Communications in 1993 as Group Account Director, Direct Marketing and was integrally involved with data driven marketing communications on accounts such as:

Isuzu GM

Australian Alliance Insurance Group

State Trustees

Stihl

Holden's Emergency Roadside Service programme

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Prior to the RGS appointment Rob had worked with ANZ Retail Bank as their National Direct Marketing Manager, a position he held for 6 years. He was the driving force behind their successful financial services "cross-sell" programmes and launched the ANZ Wine Club as a core strategy to leverage credit card activity. The Club still runs today and is considered a profit centre.

Rob was a founding member of the Advisory Board for the Melbourne Direct Marketing Club that operates as a networking forum with over 600 people meeting quarterly.

A collaborative framework has developed with Skinner Advertising Services over the past 3 years to ensure that well-rounded marketing communications programmes are developed and implemented for clients.