

finlayson



We bring innovation to market

finlayson

A black and white photograph of a group of people gathered around a table, enjoying a meal. The table is filled with various dishes, including bowls of rice, plates of meat and vegetables, and glasses of water. A person in the foreground is holding a glass of water, while another person in the background is holding a glass of water. The text "... we also love food" is overlaid on the image in a white, serif font.

... we also love food

finlayson

Mainland™ Tasty
TOASTIE TIME

✦ brand awareness ✦ press advertising ✦ photography ✦ sales promotion



Fonterra Foodservice
BURGER SLICES RANGE

✦ brand awareness ✦ press advertising ✦ photography ✦ sales promotion



Anchor™
BARISTA MILK LAUNCH

✦ strategy ✦ brand mark creation ✦ packaging ✦ photography ✦ brochure ✦ advertising

MADE FOR
EACH OTHER



Anchor™
BARISTA MILK LAUNCH

✦ product launch ✦ wholesaler activation ✦ events ✦ trial and sampling ✦ digital

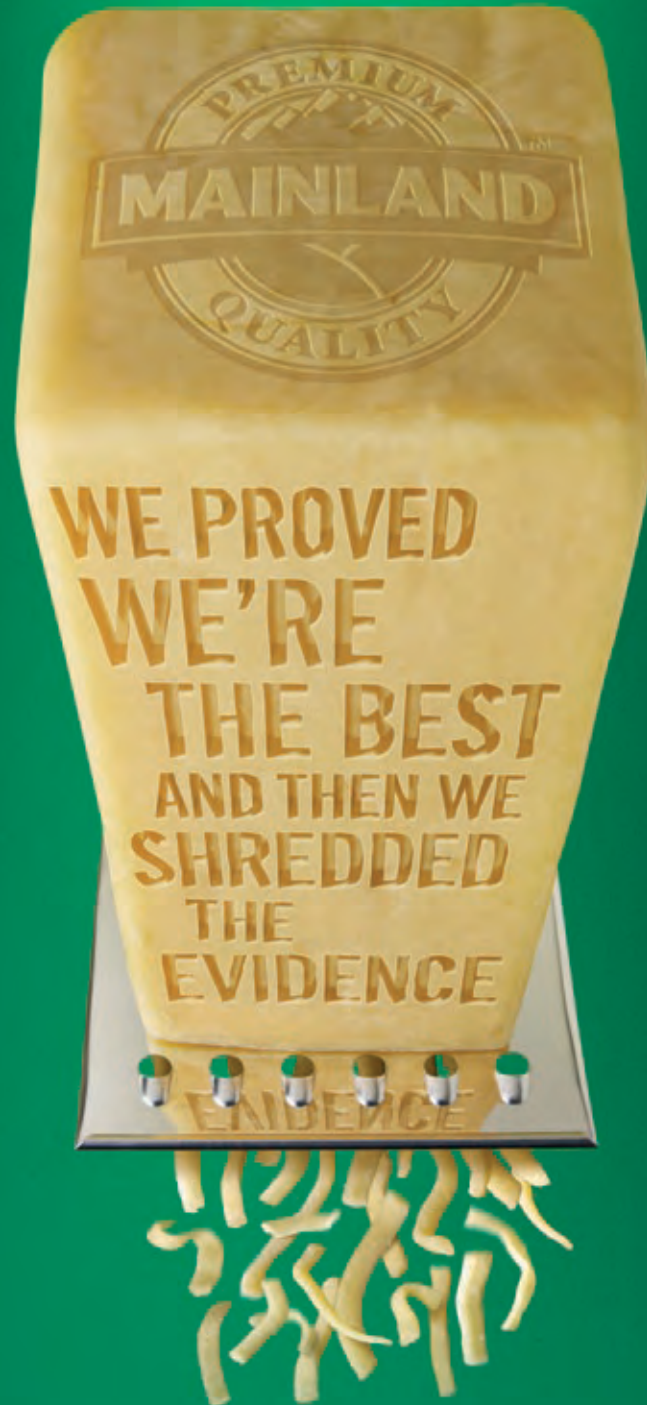


Through a relationship that starts right at the beginning of the process, we are able to understand exactly what you need to achieve.



Mainland™
SHRED CAMPAIGN

✦ strategy ✦ brand awareness ✦ press advertising ✦ social media ✦ digital ✦ sales promotion



Colonial Farm
BRAND RELAUNCH

✦ brand mark and logo development ✦ strategy ✦ launch campaign ✦ art direction ✦ activation event ✦ retailer presentations ✦ packaging
✦ collateral ✦ point of purchase ✦ digital ✦ sales promotion ✦ internal communications ✦ photography ✦ press advertising



Colonial Farm BRAND RELAUNCH

✦ brand mark and logo development ✦ strategy ✦ launch campaign ✦ art direction ✦ activation event ✦ retailer presentations ✦ packaging
✦ collateral ✦ point of purchase ✦ digital ✦ sales promotion ✦ internal communications ✦ photography ✦ press advertising



We develop a deep and
meaningful understanding
of your own unique
situation that will inform
the full communication
strategy of your project.



Riviana Food Service
PEAR JUICE PACKAGING

✦ strategy ✦ packaging ✦ collateral ✦ advertising

**REAL
JUICE.
AS IT
SHOULD
BE.**



Anchor™
ANCHOR CREAM CHEESE LAUNCH

✦ strategy ✦ launch campaign ✦ art direction ✦ activation event ✦ retailer presentations ✦ press advertising ✦ photography
✦ collateral ✦ point of purchase ✦ video content ✦ social media ✦ digital ✦ sales promotion ✦ internal communications



Anchor™
ANCHOR CREAM CHEESE LAUNCH

✦ strategy ✦ launch campaign ✦ art direction ✦ activation event ✦ retailer presentations ✦ press advertising ✦ photography
✦ collateral ✦ point of purchase ✦ video content ✦ social media ✦ digital ✦ sales promotion ✦ internal communications



Fonterra Promotions
MILK THE CASH COW

✦ strategy ✦ art direction ✦ press advertising ✦ sales promotion ✦ illustration



We help you to plan
the stages of project
development, all the way
from infancy to in market.



Fonterra Proud to be a Chef

THE CULINARY EXPERIENCE WITH THE LOT

✦ strategy ✦ concept ✦ advocacy campaign ✦ art direction ✦ press advertising ✦ photography
✦ collateral ✦ video content ✦ social media ✦ digital ✦ internal communications



THE
CULINARY
EXPERIENCE
WITH THE LOT

Fonterra Proud to be a Chef
MASTERCHEFS, MENTORS & MASTERCLASSES



Armed with our knowledge,
we unearth deep consumer
behaviour insights to provide
the information to create
multi-channel solutions.





The solutions we create are
driven by our philosophy
of interconnection and they
guarantee success.



Fonterra Proud to be a Chef
CULINARY EXPERIENCES AT EVERY TURN

✦ strategy ✦ concept ✦ advocacy campaign ✦ art direction ✦ press advertising ✦ photography
✦ collateral ✦ video content ✦ social media ✦ digital ✦ internal communications ✦ publishing



CULINARY EXPERIENCES AT EVERY TURN



We ensure that you
communicate a consistent,
yet tailored, message
throughout your internal
and external networks.



Fonterra Proud to be a Chef

THE ULTIMATE CULINARY EXPERIENCE – CELEBRATING 15 YEARS

✦ strategy ✦ advocacy campaign ✦ concept ✦ art direction ✦ press advertising
✦ photography ✦ collateral ✦ social media ✦ digital ✦ internal communications



Our continual presence allows
us to enable you to meet the
growing demands of your
retailers and consumers of
your brand.



Riviana Food Service
RIVIANA ANTIPASTO RANGE

✦ concept ✦ brand awareness ✦ press advertising

Antipasto favourites
bursting with classic
Mediterranean style

FLAVOUR.

Riviana's range of Mediterranean inspired
products are versatile and perfect for any occasion.





We create to connect

finlayson

Strategy ✦ Brand ✦ Campaign

finlayson

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