



**“ We share with our
clients the belief that
communication is about
talking to people in their
language about things
that matter to them. ”**

Introduction

We thank you for the opportunity to submit our credentials.

We have significant local and national experience.

We have a passion and drive to deliver on your every expectation.

Our boutique approach will provide you with the personalised service levels your business deserves.

We take our commitment to our clients very seriously and we look forward to the opportunity of working together.

History

2's Company is a boutique advertising agency and design studio with extensive experience in brand development.

2's Company has been servicing clients for over 10 years.

Founded by Simon Kitching in 2000, the agency has delivered exceptional service, creativity, innovation and results to many clients.

The business has been intentionally kept small and offers a wealth of marketing, advertising and design experience.

It has avoided becoming an ad factory, preferring to be a creative brand consultancy, built on the meeting of strategic and creative minds.

Services

We specialise in brand development, design, advertising and business marketing. We provide a full range of strategic, creative, media and production services.

These include:

- Brand and Identity
- Marketing Strategy
- Advertising
- Copywriting
- Graphic Design
- Logo Design
- Packaging
- Brochures
- Newsletters
- Point of Sale
- Annual Reports
- Tender Submissions
- Signage
- Media Strategy and Planning
- Digital Marketing
- Website Design
- Television and Radio Production
- Print Management
- Event Planning
- Exhibitions and Displays
- Corporate Video Production

Our Clients

Our current client list reflects a broad range of work. Our services for these clients range from full marketing partner to projects, PR, graphic design, communications, events, web design, advertising, annual reports, promotions, packaging, point of sale, sponsorship, copywriting, submissions, tenders, environment effects statements, books and newsletters.



Our Fee Structure

It is our intention to be totally transparent with our fee structure. We are happy to discuss any remuneration method that is fair and reasonable for our involvement with your business.

We estimate all major projects up front for approval before we proceed and keep timesheets for anything that falls outside the original estimate.

Our terms of business are 30 days.

Resume - Simon Kitching Director

Simon Kitching began his career as a Graphic Designer 30 years ago. After several years working for high end design Studios, Simon moved into Advertising where has worked as a Senior Art Director and Creative Director for many of the multinational Advertising agencies and smaller local agencies in Melbourne.

These companies include:

- **Beavis Design**
- **The House of Graphics**
- **The Ball Partnership**
- **Clemenger**
- **RGS Communications**
- **Sudler and Hennesy**
- **Leo Burnett**
- **DDB Needham**
- **Austin Begg & Partners**
- **Ammirati Puris Lintas**
- **George Paterson Bates**
- **Sanford Partnership**
- **Samuelson Talbot**

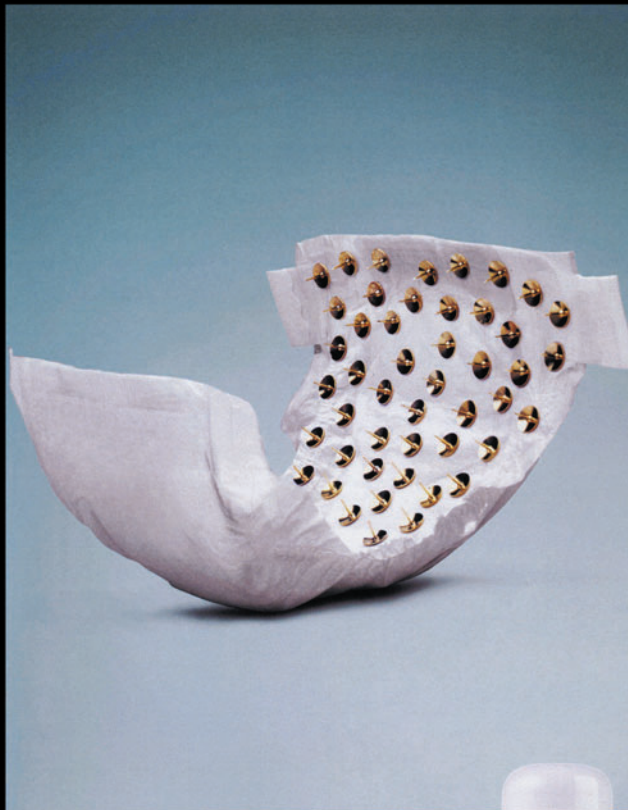
Experience

Some of the big brands Simon has been responsible for include:

- **GMH**
- **Ford**
- **Honda**
- **Cadbury Schweppes**
- **Telstra**
- **Ericsson**
- **NEC**
- **Kraft**
- **Heinz**
- **Jennings**
- **Glenvill**
- **BRW**
- **Racing Victoria**
- **Unibic Biscuits**
- **Goodness Superfoods**
- **Devondale**
- **Borders**
- **Myer**
- **Diamaru**
- **Sportsgirl**
- **The Age**
- **The Liberal Party**
- **MFB**
- **Maunsell AECOM**
- **GHD**
- **Victorian Government**
- **JB Were**
- **Go Pet**
- **Nestle**
- **Dahlsens**
- **Taberet**
- **Glo Weave**
- **Port of Melbourne**
- **Razzamatazz**

Simon has created many memorable campaigns in advertising and has received numerous industry awards and effectiveness awards for his work. He has also spent several years giving back to the industry - lecturing at RMIT for the advertising, design and photography faculties. This has been a very rewarding experience and illustrates his dedication to the industry and his wealth of experience.

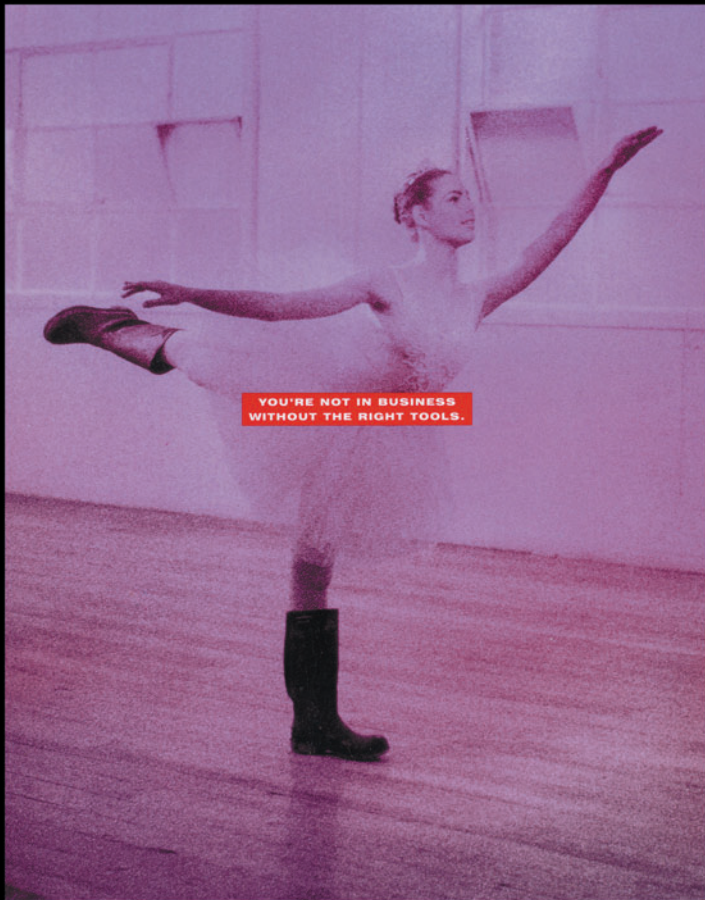
**“ Unless you make
yourself noticed
and believed, you
ain't got nothin'.”**



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Get





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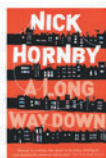
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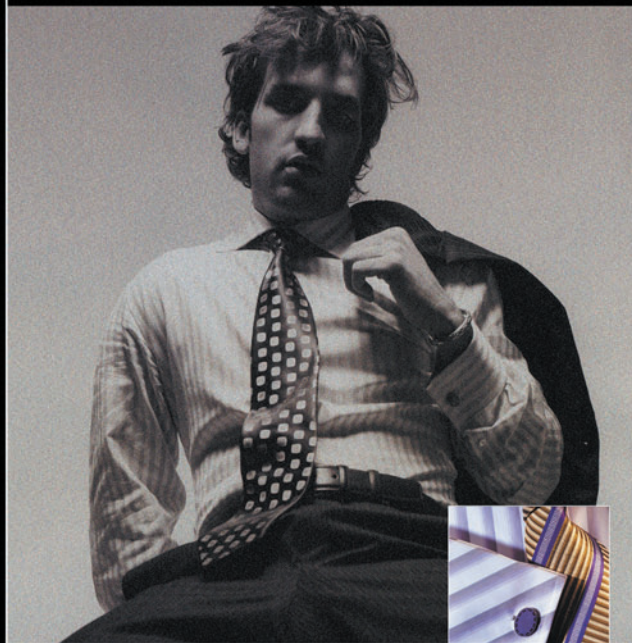
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Fiji Islands
where wonders never cease



Fiji. \$599 return.

Fiji Air Pacific economy class return. For reservations call the Fiji Visitor's Bureau 1800 251 175. Conditions apply.

Fiji Islands
where moments never end.

**“ Design is so simple,
that is why it is so
complicated. ”**















HYATT  ON COLLINS



Return to a time in the future.

Where the grace of another era
lives in harmony with the
trappings of the modern age.

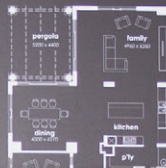
Hyatt On Collins Melbourne.

The Avignon, a home for leafy inner Melbourne suburbs.

A home that blends neo-classical architectural detailing with symmetry and proportion and has a floor plan designed for today's casual entertaining, family lifestyle.

Craftsmanship, quality and attention to detail are uncompromised throughout to create a truly magnificent home.

Avignon - Art of Design by Glenwill.

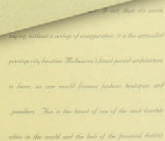


AVIGNON



the ART of DESIGN



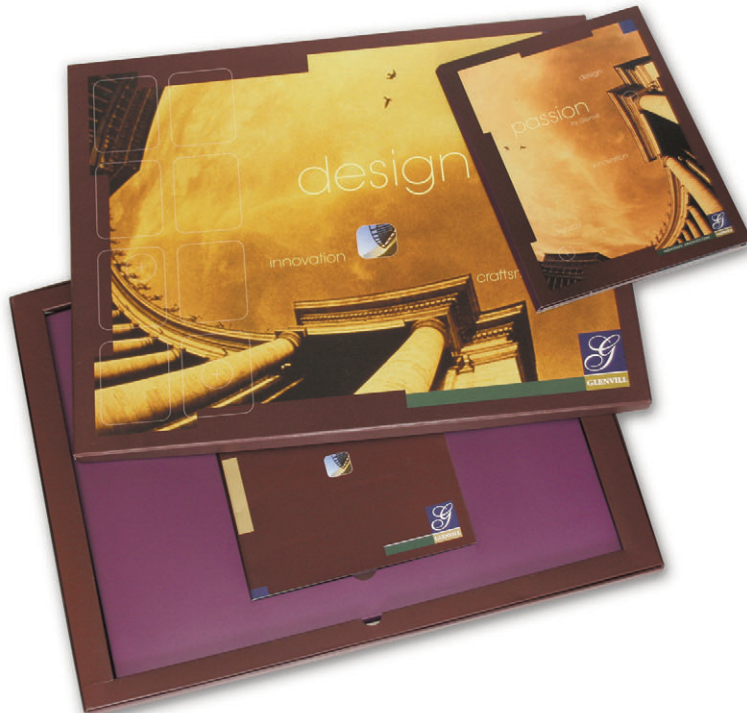


Welcome home.



The Malabar Cuckoo Sound and Malabar Fish
Sound Effects are just a short time ride from your
finger tips ★ ★ ★ ★ ★

★★★★★





THE OLIVE GOAT

NATURAL HOME MADE SOAP



THE OLIVE GOAT

NATURAL HOME MADE SOAP



THE OLIVE GOAT

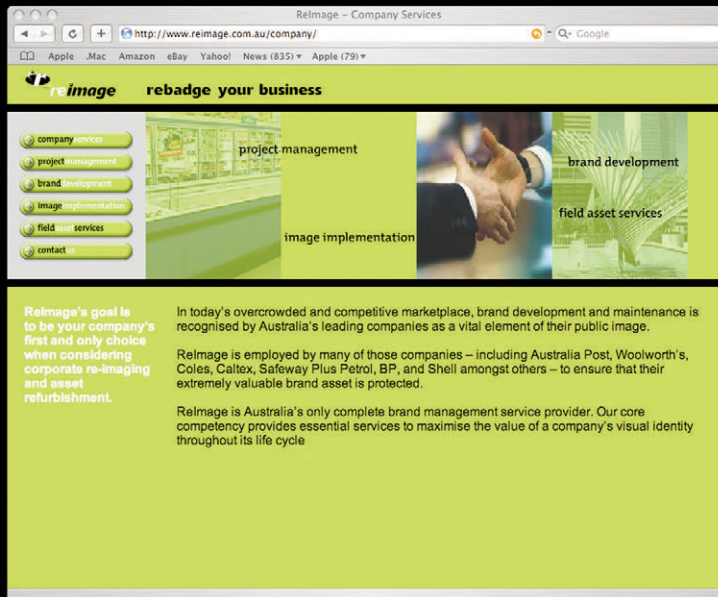
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