

The logo features the lowercase letters 'em' in a bold, white, sans-serif font. The 'e' and 'm' are connected at the top. Below 'em', the words 'creative/digital' are written in a smaller, white, lowercase sans-serif font, separated by a forward slash. The background is a solid orange color with a diagonal line running from the top-left to the bottom-right, creating two triangular sections of different shades of orange.

em  
creative/digital

The background consists of several overlapping geometric shapes in various shades of orange and red. A large, light orange triangle is positioned in the upper right. A darker red triangle is on the left side. A medium orange triangle is in the lower right. A horizontal band of medium orange is at the bottom. The text is centered in the middle of the composition.

we combine experience  
and expertise to deliver  
effective communication  
across multiple channels

# experienced

Since 1981 we've been helping increase sales and improve profits, bringing our wealth of experience across marketing, creative and production, to projects of all sizes.



# creative

Well considered creative has always been fundamental to our work, whether that's developing a new website, an ad campaign or a suite of marketing collateral. We take time to listen and absorb, then we bring decades of experience and knowledge to the creative process.



HAMILTON ISLAND AIR  
GREAT BARRIER REEF AUSTRALIA

em  
creative/digital



# strategic

Intelligent strategy makes the difference between simply appealing to customers, and actually creating engagement that ultimately meets your objectives. We partner with clients to develop marketing strategies or implement an existing plan.

# effective

We're a team of marketers, creatives, web developers, producers, and account managers. We are committed to achieving the very best outcomes for our clients. We value transparency and openness and we don't compromise on quality.

# services

## Creative & Marketing

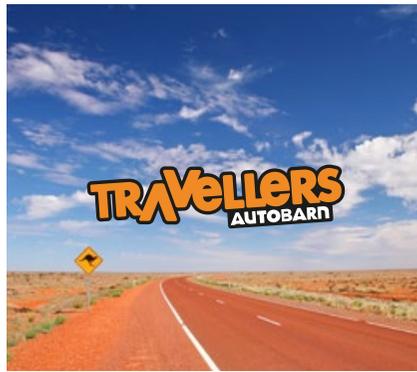
- Strategy
- Branding
- Graphic Design
- Advertising
- Direct Marketing
- Print Management
- Video & Animation
- Promotions
- Point of Sale

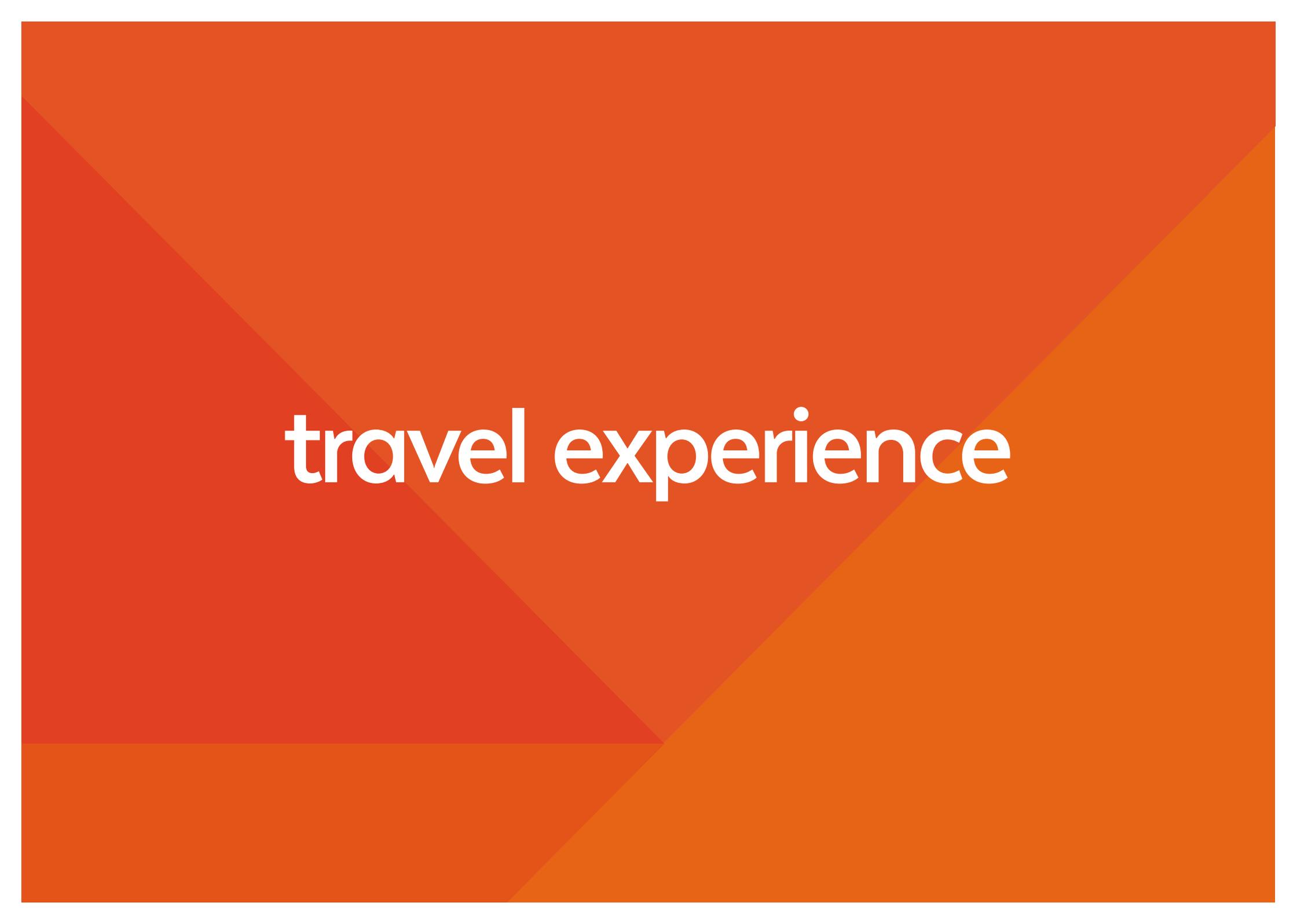
## Web Design & Development

- Strategy
- UI / UX design
- CMS Websites
- Bespoke Websites
- Ecommerce
- Microsites
- Content Creation

## Online Marketing

- Email Marketing
- SEM
- SEO
- Social Media Strategy
- Google My Business
- Conversion Optimisation
- Banner Design & Development



The background consists of several overlapping geometric shapes in various shades of orange and red. A large, light orange triangle points downwards from the top right. A darker red triangle points upwards from the bottom left. These two triangles overlap in the center. Below the dark red triangle is a horizontal band of a medium orange color. The overall composition is abstract and modern.

**travel experience**

# background

em creative/digital (em), is the pre-eminent marketing agency for the tourism industry, the principals having been involved with tourism marketing since 1973. The company was established in 1981 as Enterprise Marketing and has since worked with many of the major players in the tourism industry, as well as numerous smaller ones, both in Australia and globally.

We have worked across a range of tourism industry sectors – a summary of which you will find overleaf.

For several years we worked with Tourism Canada across a range of activities, from brochureware to promotions, across B2C and B2B marketing collateral. In addition we successfully ran a Trueview video campaign for Yukon tourism to attract guests to the Northern Lights viewing. This was one of the most successful campaigns driving more business in three months to the website than was driven with a substantial budget over 12 month period.

Our understanding of the tourism industry and the ability to deliver integrated creative campaigns working with multiple stakeholders is demonstrated in some of the work which follows.

Our team of creatives, developers and project managers know the industry. The founding directors have run GSAs and their own travel agency. All staff are trained in tourism and collectively have over 90 years tourism experience covering a wide variety of marketing communications including, but not limited to:

- |              |  |
|--------------|--|
| Brochureware | Microsites                                       |
| Direct Mail  | Websites   |
| Publications | SEM  |
| ooH          | Integrated launch campaigns                      |
| Advertising  | Through a third party supplier                   |
| Videos       | we can book and place media across all channels. |

# history

In 37 years we've covered a lot of ground. Our experience has included:

- Hotels, resorts and land operators
- MICE market and various trade events
- Domestic and international wholesalers and retailers
- Regional, state and national government agencies
- Leading national and international tourism organisations
- Cruise lines

## Hotels

- Hamilton Island and Qualia
- Shangri-la Hotel, Sydney
- Meriton Serviced Apartments
- Rendezvous Group
- Marque Hotels
- Golden Door
- Cypress Lakes Resort
- All Seasons Hotel Group
- Saville Hotels
- Mantra
- Cabarita Ocean Retreat

## Tourism bodies

- Tourism NSW
- Tourism NT
- Port Macquarie Tourism
- Canberra Tourism
- Tourism Tasmania
- Canadian Tourism
- New Caledonia Tourism
- Yukon (Canada) Tourism

## Retailers

- TravelManagers
- Global Travel Directors
- Traveland
- Travelstrength
- Thomas Cook
- American Express

## Wholesalers

- Albatross Tours
- Constellation Journeys
- DriveAway Holidays
- Outback Spirit Tours
- Globus family of brands
- Avalon Waterways
- Bill Peach Journeys
- (Aircruising Australia)
- Evergreen Tours
- Bench International
- Hunter Valley Wine Tours
- AAT Kings
- Short Excursions
- Barossa Valley Wine Tours
- Scenic Tours
- Insight Vacations

## Cruise lines

- Princess Cruises
- Cunard Line
- Coral Expeditions
- P&O UK World Cruising
- P&O Australia

# feedback



“I’ve worked with em for over 5 years and we have been delighted with the quality of everything produced and the helpfulness and professionalism that all em staff show. We have tough deadlines to meet for our advertising and em is always able to turn things around quickly for us.”

Nick Ferguson /  
Princess Cruises



“Degremont Australia contacted em to design, project manage and develop our new company website. Right from the outset we found the team at em was very knowledgeable, reliable and responsive. The project manager guided us through each phase of the web development process. The end result was a creative, fresh and fully functional website that meets our needs and stands out amongst our competitors. Degremont Australia highly recommends em for any website and digital marketing needs.”

Stuart Fagan /  
Degremont



“Denise and the superb team at em creative are, simply the best in the business. They have taken our brochures and branding to a whole new level. We truly believe em creative have made our brochures the most envied in the travel industry. Not only are our brochures stunning, they are also incredible marketing tools which makes selling our tours so much easier. em creative always go above and beyond to exceed our expectations. Their highly experienced team will stop at nothing to deliver the best work possible, and always on deadline (if not before!). em creative have certainly been instrumental in the growth of our business and we look forward to working with them in the future.”

Michele Zavaglia /  
Albatross



“We have been working with em creative/digital now for over 3 years and are extremely happy with the results – online sales numbers don’t lie! They are 24/7 available for us and solve any enquiries or challenges we throw at them. I have no hesitation in recommending em.”

Bastian Graf /  
Travellers Autobarn



“We went through a detailed review of web developers before finally settling on em to reinvigorate our online presence. The team’s ideas, creativity and passion for web design were evident in our first meeting and continued throughout the website development process. The team did their homework, and provided thoughts and concepts which perfectly fitted with our organisation whilst always trying to push us to do more to provide a valuable resource for our members, our sponsors and our industry. Luckily we always listened and have a great outcome to show for it.”

Keith Bannerman /  
Australasian Tunnelling Society

# key people

## Joe Cristaudo /

Founder and managing director

“Coming from a highly successful marketing career, Joe established Enterprise Marketing (em) in 1981. Since then em has worked with companies large and small to market their brands within Australia and around the globe. Among these have been many iconic brands such as Cunard, Alfa Romeo, American Express, Commonwealth Bank, Caterpillar, The Golden Door, Shangri-la Hotels, and various travel brands owned by the Travel Corporation. As managing director, Joe continues to be involved with major projects at a strategic level.”

## Denise Berthelot /

Director & co-founder

“Denise has a distinguished track record in marketing, advertising and print production having worked on projects for many leading national and international brands. These include Cunard Line, Princess Cruises, Commonwealth Bank, WesTrac, Insight Vacations, Shangri-la Hotels and Tourism Canada to name just a few. She is a skilled strategist with a practical hands-on approach to marketing across the full range of traditional and digital channels. Whether it’s web development, DMs or eDMs or video production, Denise has outstanding project management skills and is passionate about leading her team to deliver the best possible outcomes.

## Lesley Gregory /

Creative Director

“Lesley has been our Creative Director since 2014 and enjoys forming partnerships with clients to take their business in a new direction. Before moving to Sydney she lived and worked in London, both within agencies and running her own consultancies. Designing across the board in branding, packaging, events, print and digital disciplines her portfolio of work includes brands such as Cadbury’s, Sainsbury’s, Vodafone, Canon, British Telecom, Sony, Boat International, Peugeot, Nissan and Volkswagen. Lesley has also worked on the client side as Head of Design and brand guardian for three brands at RAC plc.”

## Shelly Vrabel /

Acting Head of Digital

“Shelly is new to em and brings more than just a big smile and rigorous work ethic. A master of all things digital she has an exceptional technical understanding and passion for delivering great work in partnership with great clients. Shelly has an integrated background and has had the pleasure to work with some amazing clients in both London and Sydney including Reckitt Benckiser, CSIRO, Tesco, and Diageo, BBC, Revlon, Sydney Airport and The Fred Hollows Foundation.”

# contact

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