

# the elasticbrand™

launch | communicate | experience | activate | celebrate

## COMMUNICATE

the elasticbrand is a creative corporate brand and experience agency; our work is an extension of our clients' need to communicate, drive sales or reward. The elasticbrand provides a support system for your brand and team, a tool to help build positive relationships with your staff, clients and customers.

We service corporate clients who require internal and external experiential communication.



## ACTIVATE

We work closely with the communications team to service any strategy within the business.

Each solution is creatively conceptualised and strategically implemented across required platforms. Generating a common thread of Communication, Influence and Talk-ability.



**Creative:**  
Conceptualization, Campaign design, element generation



## Corporate Events:

Full Service events and activations - encompassing staff and client functions, conferences, product launches, year- end events, foyer drives, ambush theatre, communications strategy roll out etc.



**Event Technical:**  
Technical Production and show direction



### Mobile Experiences:

Coffee bars, ice cream, popcorn, yoghurt etc.



### Printed Collateral:

Design, print and production of all branding and custom items



### Bespoke Display Installation Solutions:

From touch points, to Expo stands, Internal Communications Boards and anything quirky and custom! We design, manufacture and implement



### Why 'the elasticbrand'??

**elastic:** the genius of elastic truly lies in its ability to adapt to any given situation – whether it's to stretch to reach someone, or to grasp their requirements. Elastic is unique in its ability to be BOTH binding and flexible ... Holding and pulling together all variables, as well as tailoring its flexibility to any situation.

**brand:** the perception of your business in the eyes of your customers, clients, colleagues and staff! Brand is ultimately your PROMISE KEPT!

**the elasticbrand:** upholds your brand promise whilst remaining flexible enough to help strengthen your corporate culture through crafted experiences for your most valued relationships.

### Branding Logistics:

Complete branding management and logistics for public and sports event...  
Branding plans, installations, storage and maintenance



### Gifting and Promotional Material:

Custom branded promotional products and personalised corporate gifting

