

LINE & LENGTH

AN INTRODUCTION



line-and-length

Noun

(Uncountable)

1. (cricket) The direction (line) and point at which a bowled cricket ball hits the pitch (length), creating a perfect, or near perfect delivery.



ABOUT L&L

- Line & Length was founded to offer a genuine alternative to big agencies who didn't have time for the small details and the cavalier approach of flashy consultants and online 'experts' robbing trusting clients blind
- We are an intelligent, no-nonsense marketing and communications consultancy who pride ourselves on ingenious, logical and impactful business solutions
- From international strategy to the smallest details of content development, our team prides itself on delivering optimum results to our clients – each and every delivery

ABOUT L&L

- With a truly national reach, with offices in Perth and Melbourne and partners and team members in Sydney
- With the exception of Darwin, we service clients in every capital city of Australia, as well as Papua New Guinea



OUR TEAM



Marlon
Forrester

**Managing Director
& Head of Client
Services**

"Train" as he is known, began his career in short copy for his University paper before graduating to policy writing before becoming a published social commentator and writer with the Education Department.

A 16-year stint in corporate affairs working with the media and leading marketing initiatives across the FMCG landscape followed.

All the while Train has created compelling communications across fields as diverse as marketing, entertainment, comedy, sports, music and training & development.

Industry experience – 28 years



Keith
Widelski

**Director & Head of
Strategy**

With a career spanning the globe, Keith has worked with some of the biggest and most challenging brands across geographies, markets and cultures.

As Head of Strategy he delivers insights-based, structured and smart solutions for our clients. Whether it's B2B or B2C and no matter what the industry, our clients receive valuable strategic plans and guidance, executed to the highest standard by the L&L team.

Common sense, clarity and insight are hallmarks of his approach.

Industry experience – 18 years



Heather
Huguen

Account Manager

A passionate, growth-focused business professional, who makes life easier for our valued clients.

With rich experience across project management, HR and of course marketing, Heather has helped create successful and profitable associations across corporate Australia and overseas.

Now, as the voice of reason and detail aboard the good ship Line & Length, she continues her legacy here, helping clients towards triumphs of their own.

Industry experience – 20 years

LINE & LENGTH



OUR SERVICES & EXPERTISE

- We place ourselves at the heart of our clients' challenges and opportunities, positioning ourselves to deliver the perfect solutions
- Whether starting at the foundations of a concept, through to refining the strategy or go-to-market communications, we are experts in advancing the way clients do business



SERVICES & EXPERTISE



EXECUTION PARTNERS

CREATIVE, DESIGN &
PRINT



B!GFOOT™

EXPERIENCES, EVENTS &
ACTIVATIONS



FILM, WEB
& DIGITAL

JEROME Z

Ad+ Venture & Company

ARMSTRONG 



RETAIL &
GO-TO-MARKET



LINE & LENGTH

OUR CLIENTS & OUR WORK



WHO WE WORK WITH

- **Established businesses** – From blue chip corporations to SME's, we help streamline and enhance processes, address key issues, or seize new opportunities
- **Start Ups, New Products & New Brands** – We build foundations for success, ensuring the strategy, systems and processes are in place to make building a business or brand, easy.

CLIENT TESTIMONIALS

"Line & Length are a fundamental component of the operation and success of NCrypt Cellular and joining forces with them has been one of the smartest business decisions we have made since founding the company. The team has gone above and beyond, time after time to deliver the highest quality advice and work and at the end of the day, simply put: "They just know what they are doing" and that is what we love about them"

Alex Kesik, CTO NCrypt Cellular

"The ROCKSTARS at Line & Length have gone above and beyond to not only help us understand our business target market, they have become part of our team to enable us to grow and advance our business in leaps and bounds. Between them, they have done an amazing job to help us create and define our brand, which is so critical in our competitive industry!"

Josh Ryan, Co-Founder iMend

"Both Marlon Forrester and Keith Widelski locked me down at my home for 24 hours and came up with a brand concept that was launched then and there, an international basketball business. They have also continued to offer advice and assistance to this day! Without any doubt I can and will always recommend Line & Length to any business and or brand owners looking for or in need of a creative strategy, marketing or communication services - 100 percent. They're the best I've seen of all the others in this space"

Cal Bruton OAM, Director - Bruton Basketball

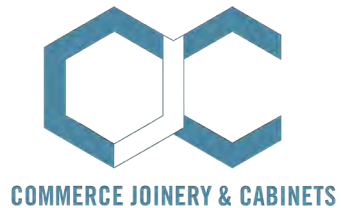
"The L&L team have the ability to stand in the customers' shoes and elucidate what the customer thinks and says. But equally, they also had the courage to say we see your passion, but you came to us, because of who we are and what we do — follow us and you will be better off. The result? Our customers hit our website and think, "at last, here is the thing we have been looking for." So if that's the outcome you're looking for, call Marlon and his team, take part in the discovery process and take your product to the world."

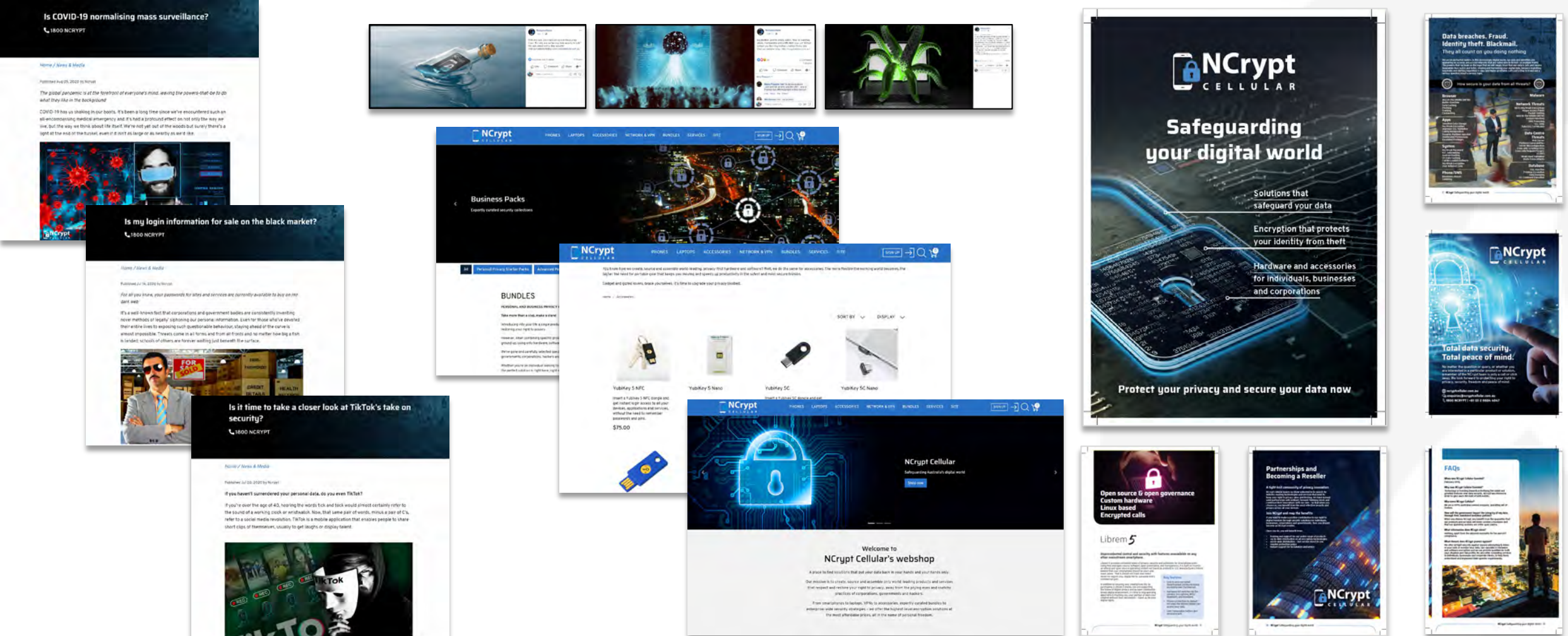
Quentin Glover, Director - Profinance NZ Ltd

SOME CURRENT CLIENTS



See Well, Live Well - In Style





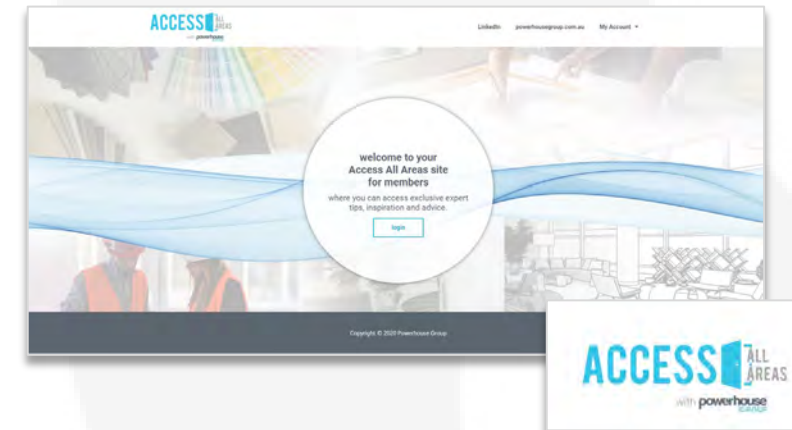
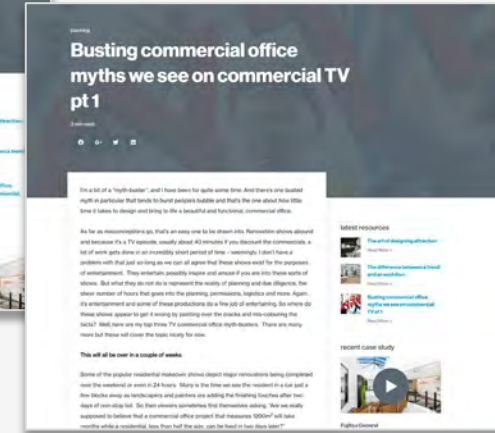
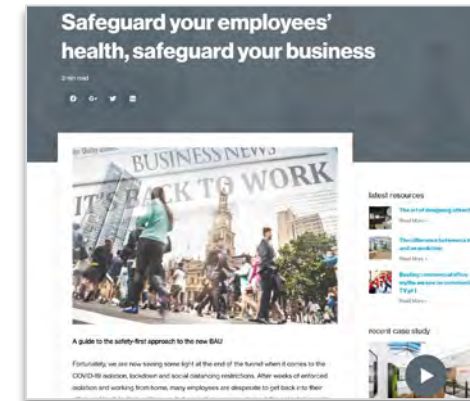
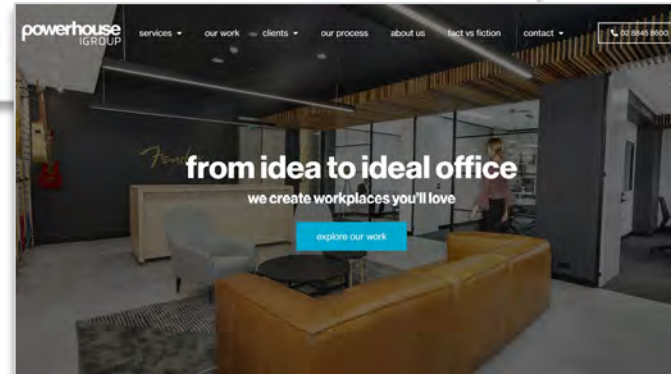
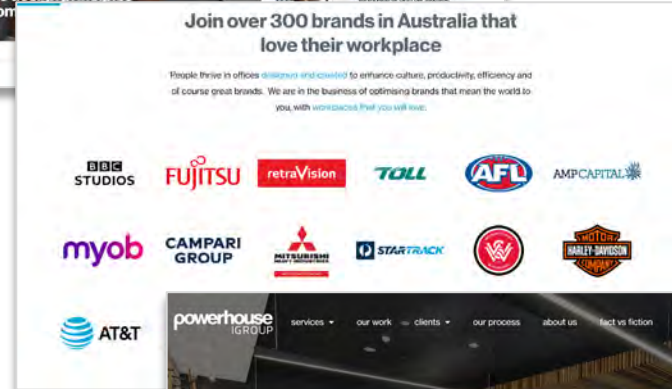
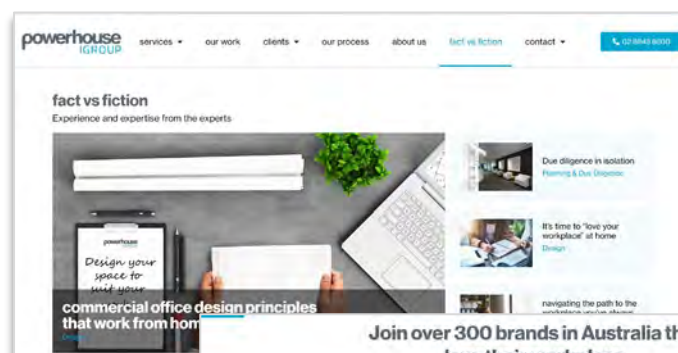
NCRYPT CELLULAR



L&L help NCrypt bring privacy and data security software and hardware to individuals, small businesses and corporations through creative and effective communication.

WORK, CHANNELS, TOUCHPOINTS & COLLATERAL DELIVERED:

Marketing Strategy • Blogs • Social Media Posts • Content Strategy & Management • Brand Management & Creative • Print & Digital Collateral • Copywriting • Videos And Digital Communications Structures



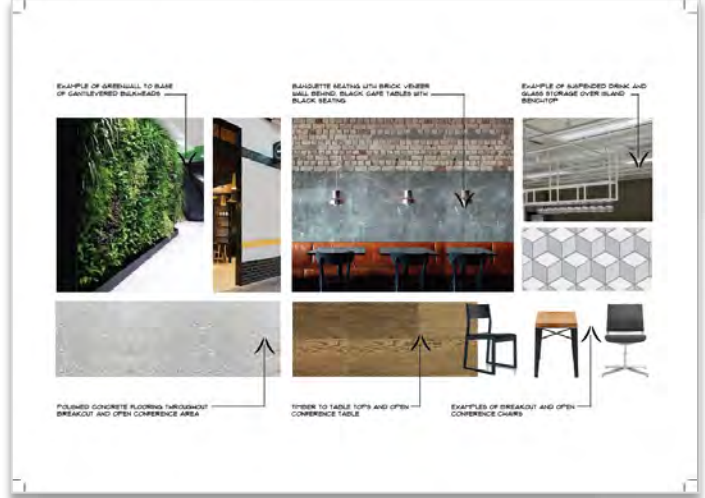
POWERHOUSE GROUP

L&L are valued partners of PHG, working on business and marketing strategy and B2B engagement on their behalf, to ensure they remain leaders in interior and commercial design and construction (fit outs).

WORK, CHANNELS, TOUCHPOINTS & COLLATERAL DELIVERED:

Marketing Strategy • Loyalty Programme • Business Development, Sales Pipeline • Blogs • Social Media Management • Brand Management & Creative • Print & Digital Collateral • Copywriting • Videos And Digital Comms Structures • Content Strategy & Management





POWERHOUSE GROUP

Website: powerhousegroup.com.au
Videos can be viewed on website



OUR AUDIENCE



MASTER BRAND MARK SECONDARY ASSETS

THE BELOW TEXT LOGO IS FOR USE WHEN PROMINENT BRANDINGS IS ALREADY PRESENT ON THE COMMUNICATION, SUCH AS A LARGE CAN, SCHOONER OR PACKAGING OR LOGO ON MERCHANDISE.

LOGO AS TEXT - FOR USE IN HEADLINES

LOGO AS ICON

LAST MAN STANDING



ONCE WE'VE BUILT OUR BRAND AWARENESS WE WANT TO HAVE A BIT OF FUN WITH IT. WITHOUT PLASTERING OUR LOGO ON EVERYTHING.

THE NAME LAST MAN STANDING

TORTOISE AND THE HARE



THE TAGLINE PERFECTLY PACED AUSTRALIAN LAGER

THE HORSESHOE & OMEGA



LAST MAN STANDING BRAND GUIDELINES

BONUS PREMIUM COOLER

WITH EVERY CARTON PURCHASED*



AUSTRALIAN OWNED 100% AUSTRALIAN MADE

FIRST FOR THIRST



AUSTRALIAN OWNED 100% AUSTRALIAN MADE

FIRST FOR THIRST

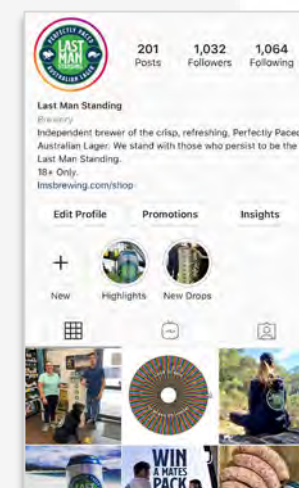


MERCHANDISE

THESE ARE SIMPLER BRAND MERCHANDISE EXECUTIONS. IT SHOULD GIVE YOU AN IDEA OF THE BALANCE WE'RE LOOKING TO STRIKE.

IT DEMONSTRATES HOW WE CAN USE THE TORTOISE AS AN ICON.

IT ALSO SHOWS HOW SOME OF OUR EXTENDED MOTTO'S ADD MORE BREADTH TO OUR 'RANGE'.



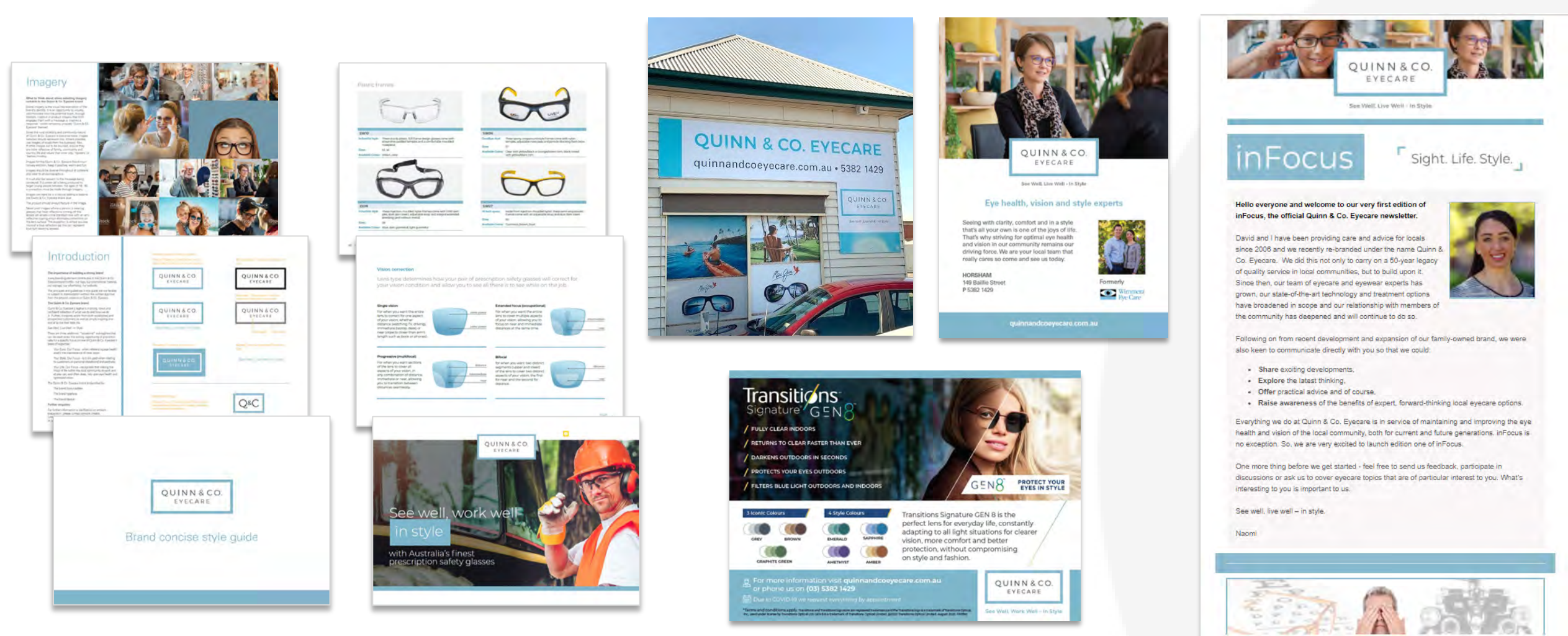
LAST MAN STANDING – AUSTRALIAN LAGER

Last Man Standing Perfectly Paced Australian Lager is one of Queensland's fastest growing beers, setting record sales in Dan Murphys in only weeks of ranging. L&L have helped LMS Brewing on business and marketing strategy, content creation, B2B and B2C sales strategies and support.

WORK, CHANNELS, TOUCHPOINTS & COLLATERAL DELIVERED:

Business & Marketing Strategy • Social Media Management • Campaign Design & Execution • Brand Design, Management & Creative • Print & Digital Collateral • Copywriting • Videos And Digital Comms Structures • Content Strategy & Management, B2B & B2C Comms & Engagement





QUINN & CO. EYECARE

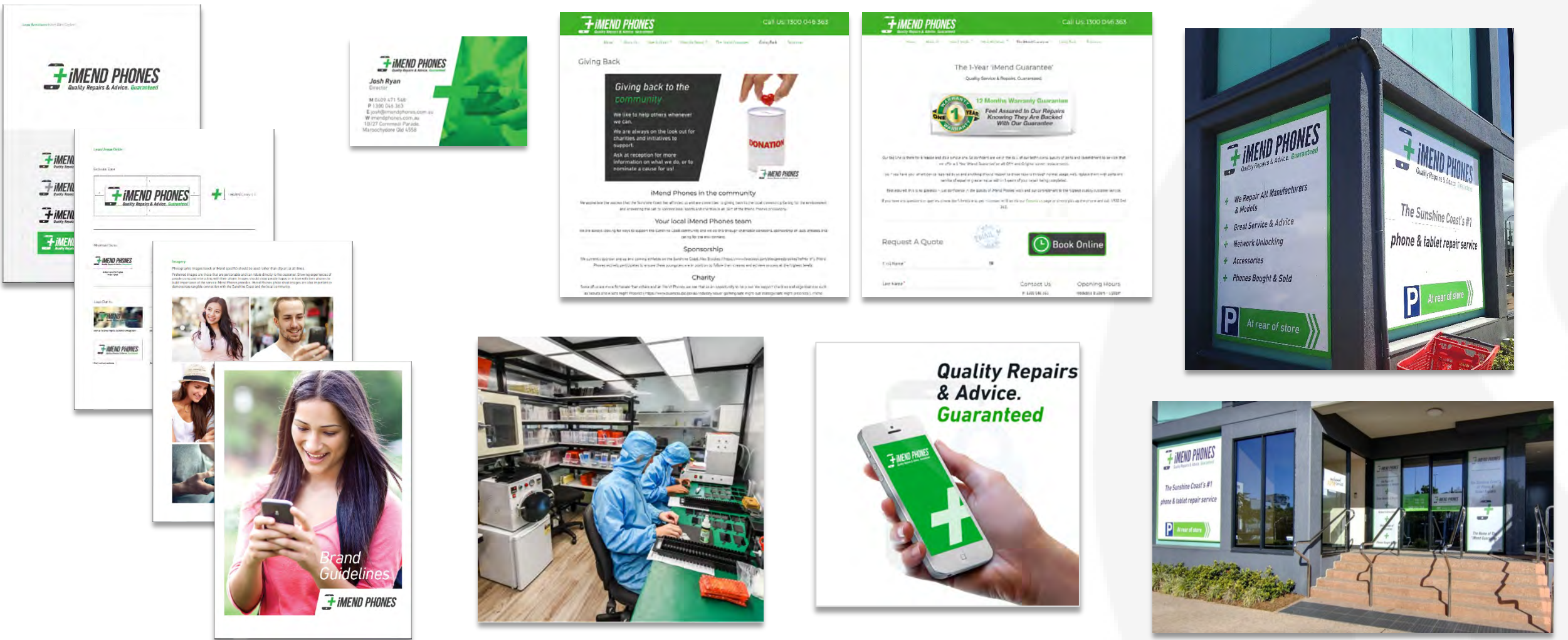
L&L helped QCE optometrists with a brand transition from 5 well-established regional Victorian stores, to one parent brand. Now we operate strategic and day-to-day B2C communications for this local, community-focused brand.

WORK, CHANNELS, TOUCHPOINTS & COLLATERAL DELIVERED:

Marketing Strategy • Brand Transition • Blogs, Creative Imagery • Print & Digital Collateral • Videos And Digital Comms Strategy and Execution • Brand Design, Management & Creative • Content Strategy & Execution • Signage Design

QUINN & CO.
EYECARE

See Well, Live Well - In Style



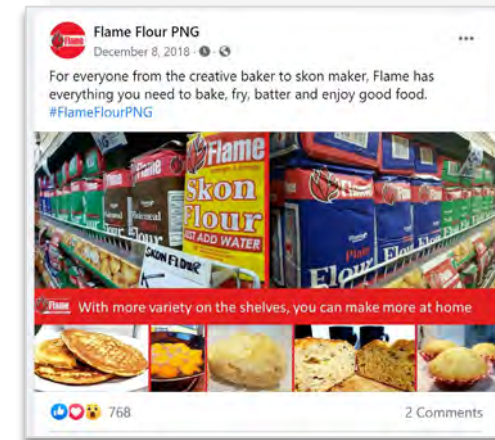
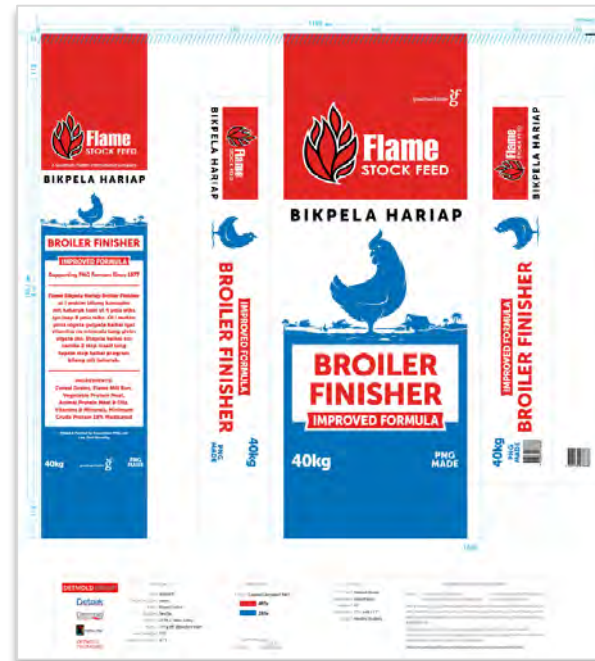
iMEND PHONES

Working together for nearly 10 years, L&L have helped iMend Phones grow from an at-home operation into one of the Sunshine Coast's best-loved brands and one of Queensland's most promising technology innovation firms

WORK, CHANNELS, TOUCHPOINTS & COLLATERAL DELIVERED:

Business & Marketing Strategy • Brand Design, Management & Creative • Copywriting, Content Strategy & Management • B2B & B2C Comms & Engagement • Print & Digital • Collateral • Videos And Digital Comms Strategy and Execution • Retail Signage





GOODMAN FIELDER

L&L worked closely with Goodman Fielder International in Papua New Guinea, to improve the effectiveness of consumer communications and product touch points. In a largely remote, yet mobile connected market where being 'local' is critical, L&L created and curated rich social media engagement.

WORK, CHANNELS, TOUCHPOINTS & COLLATERAL DELIVERED:

Business & Marketing Strategy • Brand Design, Management & Creative • Product Packaging – Concept to Final Art • Copywriting, Content Strategy & Management • B2C Comms & Engagement • Print & Digital Collateral

LINE & LENGTH

THE L&L WAY



THE L&L WAY

**THE HEIGHT OF
CREATIVITY**

BACKED & GUIDED BY

**THE DEPTH OF REAL
EXPERIENCE**

BROUGHT TO LIFE WITH

INSIGHT & EXPERTISE

& DELIVERED WITH

FOCUS & PASSION

THE HEIGHT OF CREATIVITY:

- We believe that the best ideas don't live in left field but are born there – simply 'pushing boundaries' at the point of execution isn't enough
- We bring the knowledge, ideas and vision of other categories, markets and channels to our clients
- We embody the concept of 'confident creativity' – it's the Line & Length way

BACKED BY REAL EXPERIENCE:

- Our team brings a combined 75+ years of business and marketing experience to work – every day

Experience gained:

- In global business and brands, across global markets
- Across industries, categories, communities and demographics
- On both the client and agency sides of the fence



BROUGHT TO LIFE WITH INSIGHT & EXPERTISE

- L&L start every project with the right foundations, asking the important questions that ensure our team and our partners receive an accurate brief
- Talking of our team and partners, we only work with inquisitive minds who bring skills and expertise that add value to our clients, backed by rich experience

AND DELIVERED WITH FOCUS AND PASSION

- When success is everything, we understand how important our clients' trust is.
- That's why we ensure their success is our focus, whether at a strategic or executional level – from brief to implementation and beyond.
- What's more, we love what we do and we are passionate about our business and our client's wins.
- **We are passionate partners in their success**



LINE & LENGTH

AND...PLAY!

Perth WA

M: +61 (0) 407 010 658
E: marlon@line-and-length.com

Melbourne VIC

M: +61 (0) 498 7435 162
E: keith@line-and-length.com

📍 line-and-length.com