



BRANDMASTERS

“The value of a brand is only as good as a customer’s last experience with it - everything matters! That’s why you need to work with people who are prepared to champion your brand; people who will ‘sweat the small stuff’ and have the vision to anticipate what lies on the road ahead.”



Brand launch campaign for Glaxo

P R O F I L E

Mulga Partners are Brandmasters.

We help our clients create emotional connections with their customers that go beyond the product or service itself.

We define our success solely in terms of results.

And results only come through the rigour of disciplined strategy formulation coupled with superior design execution.

Mulga offers a full range of brand communication services including:

Strategy

Design

Direct Marketing

Internet Development

Loyalty Programmes

Advertising



DM campaign for Ford Motor Company

P E O P L E

Director, **Philip Dennett**, has been a communications practitioner for over 20 years. He has held senior positions in advertising, both in account management and creative roles; and in publishing as Australian Sales & Marketing Director for Adis International Ltd and Group Marketing Manager for Scholastic Australia.

Philip's portfolio of work includes creative direction and strategy on campaigns for AGC Finance, American International Insurance, Ford Motor Company, and Glaxo.

Philip's practical experience is backed up by a postgraduate Diploma in Business Marketing and a Masters degree in Management. Philip regularly conducts seminars and workshops in Customer Relationship Management and has published a book on the subject entitled *Customer Savvy*.



Collateral development for AGC's Rentwise product.

S T R A T E G Y

Mulga strategy workshops take an in-depth look at the principles of relationship marketing and how they can be used to develop competitive advantage for our clients. The outcomes ensure our communications are sent to the right people, with the right message, at the right time.

Topics include:

- ★ Optimising the value exchange.
- ★ The 5th P.
- ★ Satisfaction segmentation.
- ★ Start now! - 101 ways of kick starting your relationship marketing programme.
- ★ Creating/evaluating a frequent buyers programme.
- ★ Customers in "market space".
- ★ Rewarding the right behaviour.
- ★ Learning from your mistakes (causes of customer dissatisfaction, measuring customer defections).



Collateral design for Mastercard

C O N T A C T

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