



Watch This Space
Creative

C A P A B I L I T Y S T A T E M E N T





What We Are About

Watch This Space Creative invites you to elevate your brand and leave a lasting impression in the digital landscape with our trusted, family-owned design agency based in Brisbane. Our compact yet seasoned team is driven by a genuine passion for crafting compelling brand identities and online presences that truly connect with your target audience.

Situated in the heart of Brisbane, we operate as a closely-knit, family-run establishment. At the core of our operations, Sarah excels in project management, business development, and social media, while Tony specialises in the art of producing stunning graphic and web designs.

Our values encompass passion, integrity, hard work, professionalism, and a deep commitment to caring for our clients. We go the extra mile to ensure every client is treated as a cherished member of our extended family.



What We **Do**



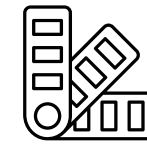
Website Design

What sets us apart is our unique, brand-focused approach to building websites. With us, you're not just a client; you're part of our family, and we're committed to creating something exceptional together. We're dedicated to your success!



Branding and Identity

We prioritise understanding your target audience and the significance of a memorable brand image. Our aim is to craft a visual identity that aligns with our clients business, setting you apart in your industry.



Graphic Design

Our graphic design services are tailored to make your brand truly stand out. What sets us apart is our personal approach and unwavering dedication to your satisfaction. We're invested in your success, ensuring your design vision becomes a reality.



Website Design & Development

Watch This Space Creative excels in crafting custom websites on platforms like WordPress and Shopify, with a primary focus on lead generation and enhancing conversion rates. Whether you require a refresh for your existing online business, guidance through WordPress, or a completely new site from the ground up.

Our commitment is centered around you and your business, which is why we specialise in designing creative websites meticulously researched and tailored to your specific clientele. We have the expertise to develop any custom feature you might need and provide invaluable guidance to ensure your website delivers optimal results.



CASE STUDY

LG Events

WEBSITE URL
www.lgevents.co

OBJECTIVE / TASK:

We had the honor of collaborating with the remarkable Lauren from LG Events on a recent project. Our primary task was to craft a visually appealing website precisely tailored to the business's target audience.

In addition, we were commissioned to create a bespoke membership portal equipped with dynamic forms, designed to streamline the information collection process for Lauren's clients during events. The portal's primary function was to efficiently gather and manage essential event details provided by clients.

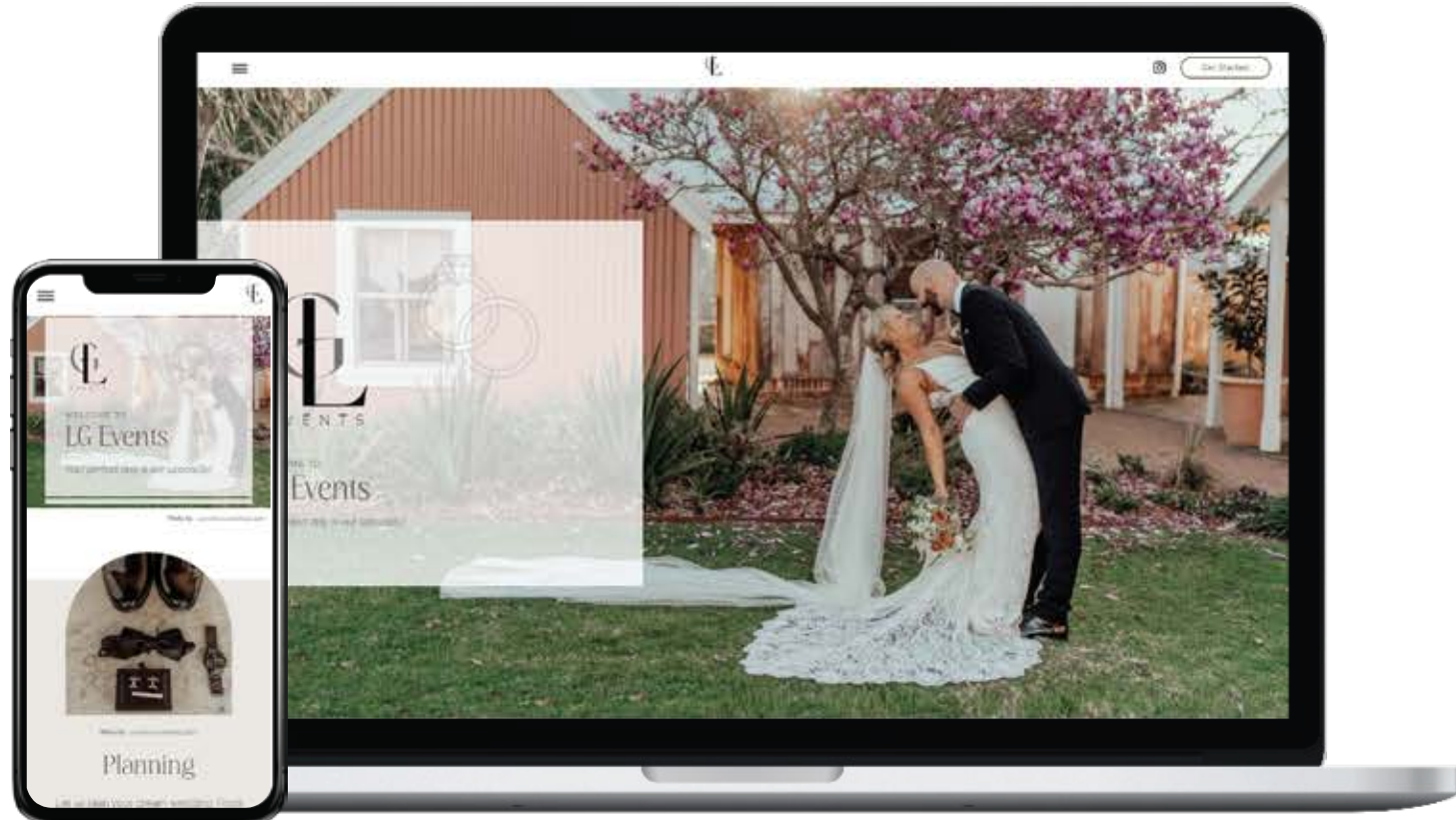
SOLUTION/PROCESS

In the world of web design, thorough research plays a pivotal role. We discovered that LG Events' competitors had adopted a similar design style for their websites. This insight provided us with a strategic advantage in our design approach. Exploring platforms like Pinterest and Behance, we uncovered valuable sources of creative inspiration.

Both Lauren and WTSC expressed great satisfaction with the project's outcome.

In terms of development, we leveraged WordPress as the content management system, which allowed us to utilise a plugin while tailoring it to meet the client's specific requirements.

TOOLS USED



CASE STUDY

The Find Antiques

WEBSITE URL
www.thefindantiques.com.au

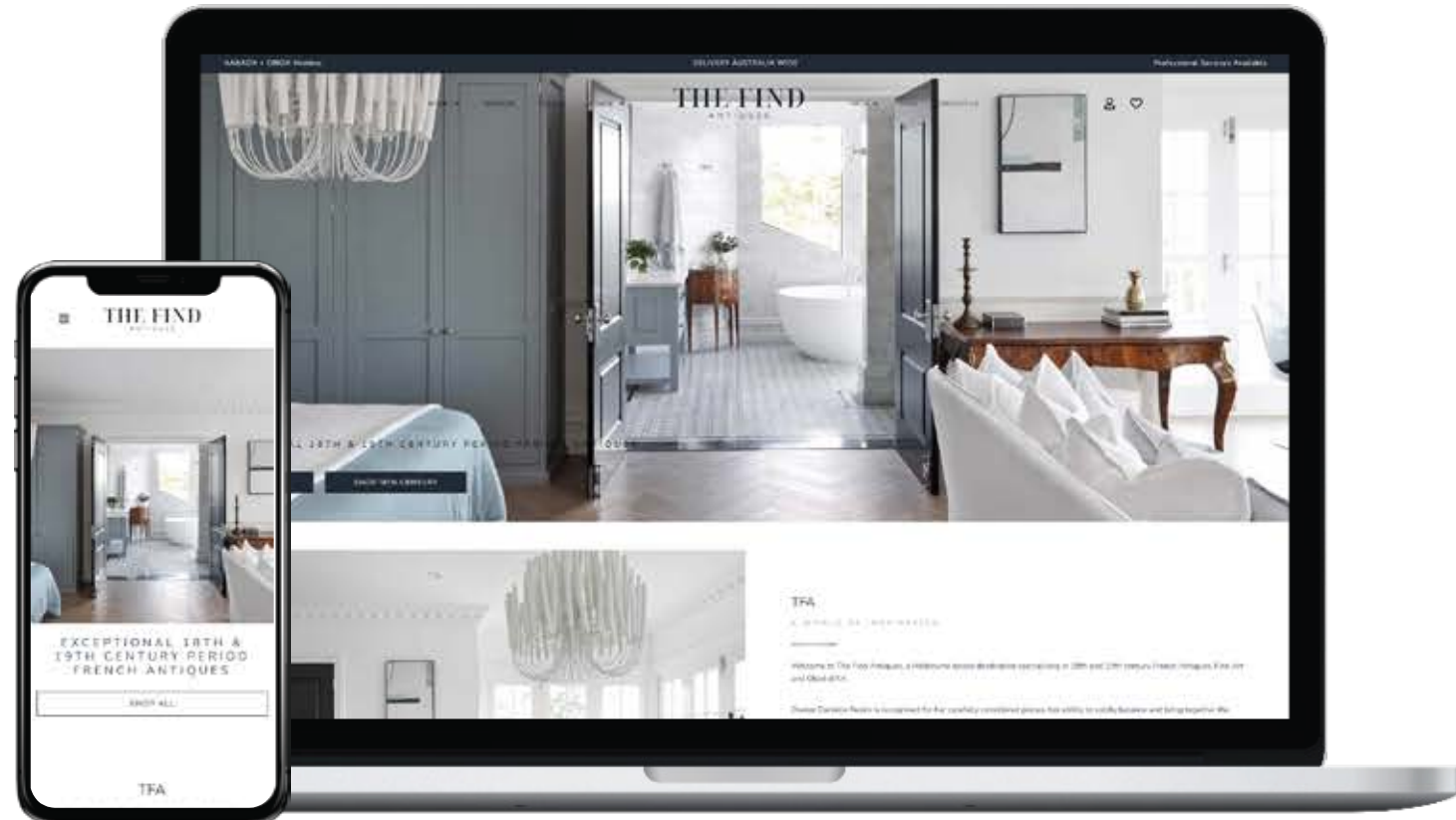
OBJECTIVE / TASK:

The Find Antiques client approached us with a unique project, seeking to replace their existing website which was on a Square-space platform. They desired a visually pleasing and clean website tailored specifically to their niche audience. Additionally, the client requested several customised development components, including a fully personalised shopping cart and a comprehensive membership portal.

SOLUTION/PROCESS

To accomplish this project, we harnessed the power of WordPress, WooCommerce, and Elementor Pro. By effectively combining this CMS and plugins, we achieved the creative flexibility and development capabilities necessary to deliver an outstanding final product.

TOOLS USED



CASE STUDY

Banzi Consulting

WEBSITE URL
www.banziconsulting.com.au

OBJECTIVE / TASK:

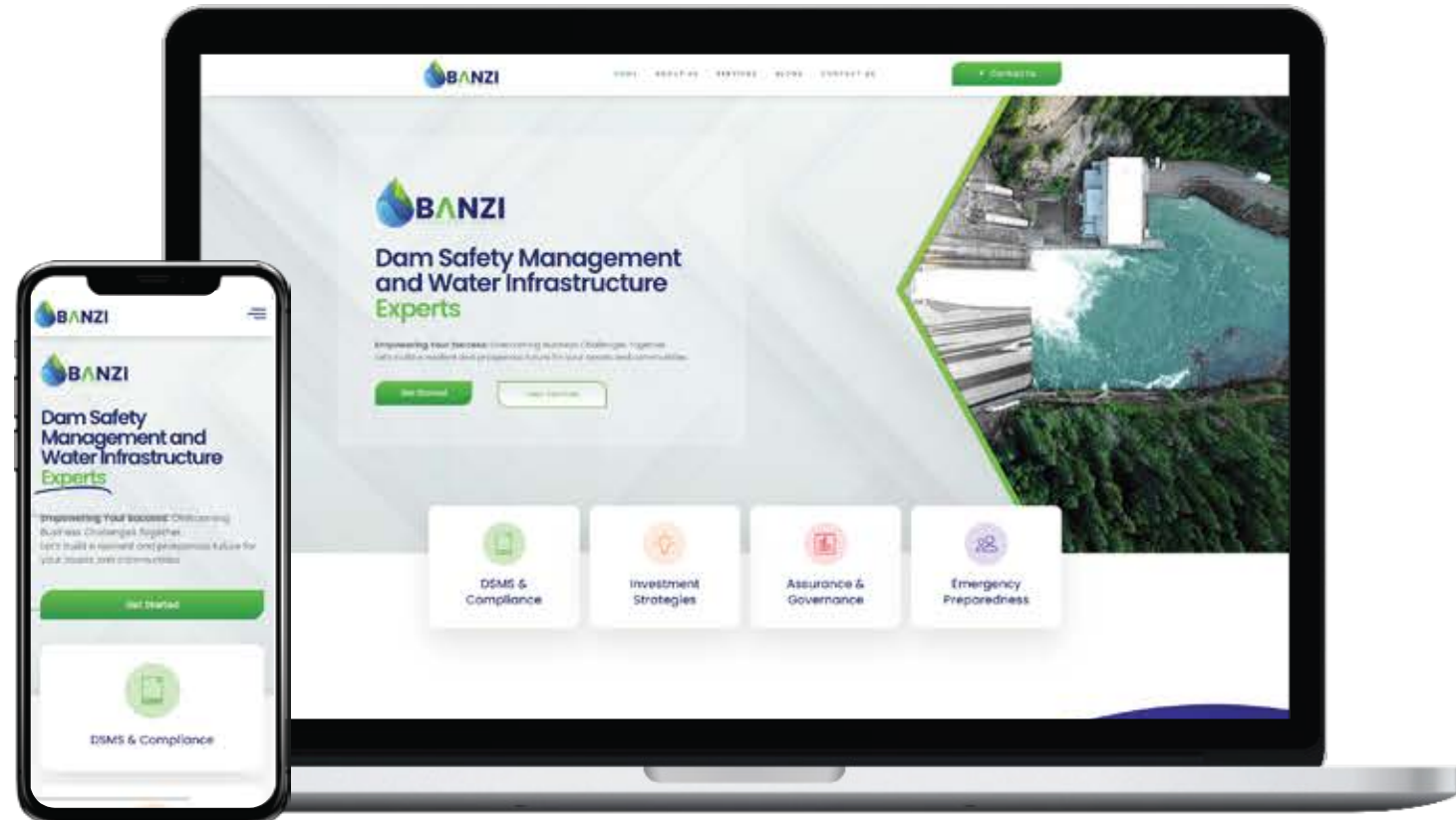
Sam Banzi, the proprietor of Banzi Consulting Services, engaged our services to design a unique logo, stationery, and presentation materials. Additionally, he sought a captivating landing page that would distinctly differentiate him from his industry peers in the realm of web design and development services.

SOLUTION/PROCESS

To fulfill this request, we conducted comprehensive research into the competitive landscape of Banzi Consulting's industry. Armed with the insights gathered from our research, we conceived a modern, eye-catching landing page.

Since its launch, this landing page has demonstrated an impressive surge in website traffic.

TOOLS USED





Branding & Identity



Your logo design plays a pivotal role in shaping your brand identity and is instrumental in establishing a thriving business. A well-crafted brand identity is the linchpin for drawing in the right clientele, propelling you toward new heights of prosperity and profitability.

At Watch This Space Creative we recognise the paramount significance of strategy in logo creation. By integrating your business's objectives, core values, and the preferences of your target audience, we are dedicated to empowering you to attain remarkable success through strategic and purposeful design.

CASE STUDY

Compass Assurance Services

OBJECTIVE / TASK:

Back in 2020, when Watch This Space Creative first embarked on its journey, one of our first clients was Compass Assurance Services, a leading provider of ISO certification and assurance services throughout Australia.

Our primary task involved delivering a comprehensive rebranding service, which encompassed updating and redesigning all their existing business documents, enhancing their certification logos, and developing an entirely new set of branding guidelines tailored to their specific needs.

SOLUTION/PROCESS

Rebranding a business is a multifaceted process that involves extensive research and careful planning. It typically begins with a comprehensive analysis of the company's current brand identity, market positioning, and target audience. This research helps identify the reasons for rebranding and the desired outcomes. Once the objectives are clear, the process moves into creative development, where new brand elements like logos, colors, typography, and messaging are crafted to convey the desired image.

TOOLS USED



CASE STUDY

One Love Street

OBJECTIVE / TASK:

A local Brisbane startup named One Love Street sought the expertise of Watch This Space Creative to revamp their logo. Their existing logo was created using Canva, lacked originality and failed to capture their unique identity.

SOLUTION/PROCESS

To commence the design process, we initiated a thorough research phase, delving into the essence of the business, analysing their competitors, and understanding their target audience's preferences to gain insight into the message their new branding should communicate.

Our research revealed the company's exceptional attention to detail and their warm, family-oriented relationships with clients. Armed with this valuable information, we embarked on the design journey.

TOOLS USED



CASE STUDY

HR Connect **Australia**

OBJECTIVE / TASK:

Brooke, a delightful client, approached our company with a project to establish her new venture, HR Connect Australia. She sought a distinctive and professional identity for her business. The brief was clear - the design needed to convey a sense of comfort and an organic look and feel.

SOLUTION/PROCESS

After extensive research and creative brainstorming, we crafted a design that perfectly aligned with Brook's vision. The warm, earthy tones and natural elements we incorporated not only made the design visually captivating but also evoked trust and reliability. Brook was thrilled with the result, and the new brand identity has become a powerful tool for HR Connect Australia, leaving a lasting impression on her clients and helping her business stand out in the industry. This project exemplifies the transformative power of creative and purposeful design in shaping a brand's image.

TOOLS USED







Presentation Documents

We cater to a diverse range of clients, some of whom seek to revamp their existing presentations or documents, while others are in pursuit of entirely new presentations. At Watch This Space creative we have an extensive knowledge, skills, and creativity to ensure your presentation or document consistently delivers the desired impact.

Every design we produce is completely custom. We adhere to a rigorous, well-defined process that begins with thorough research. This research is a fundamental step that involves understanding your competitors' strategies, staying abreast of current trends, immersing ourselves in your business's brand identity, and comprehending your specific target audience.

This accumulation of information serves as the foundation for creating a presentation document that not only meets but surpasses expectations. Armed with these insights, we develop a perfect game plan to ensure that our designs are not only professional but also creatively aligned with your brand's identity and precisely targeted to boost your business's performance and turnover.

CASE STUDY

Peach Tree

OBJECTIVE / TASK:

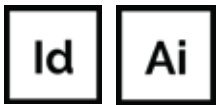
We have a special affinity for collaborating with non-profit organisations, as we find it truly fulfilling. Last year, Watch This Space Creative had the privilege of working closely with Peach Tree Peri-natal Wellness on a series of presentation and training program documents.

The project brief was quite comprehensive, emphasising the need for a design that exuded a calming, inviting, and personable ambiance, considering the sensitive nature of the documents intended for individuals in distress.

SOLUTION/PROCESS

To fulfill this requirement, we opted to replace stock images with single-line illustrations, which imparted a soothing and homely quality to the design. We maintained a calming color palette throughout the project and incorporated some beautiful hand-illustrated drawings provided by the client.

TOOLS USED



CASE STUDY

Fosse *Electrical*

OBJECTIVE / TASK:

Collaborating with professionals in the trades industry has always been a standout experience for Tony and our team. We bring a unique perspective and in-depth understanding of the trade sector, given our close relationships with friends and family who work in these fields. This inherent connection enables us to comprehend the specific requirements for making a business stand out in the trade industry.

One of our inaugural clients during our journey at Watch This Space Creative has been Fosse Electrical. Over the years, our partnership has allowed us to elevate the Fosse Electrical brand. Our initial scope of work encompassed designing their logo, stationery, presentation materials, and vehicle signage.

SOLUTION/PROCESS

Our primary objective in the design process for Fosse Electrical is to create a distinctive and prominent presence in the electrical industry. This is achieved through the strategic use of vibrant color palettes, innovative design approaches, and contemporary, sleek aesthetics.

TOOLS USED



CASE STUDY

UrTech Recruitment

OBJECTIVE / TASK:

The team at UrTech Recruitment employed us to produce a striking Capability Statement document for an IT focused recruitment company located in Brisbane. The task at hand was to create a design that was on brand but would stand out from competitors.

SOLUTION/PROCESS

We embarked on a meticulous and research-driven design process that allowed us to produce a document that not only exuded dynamism but also preserved a pristine and easily decipherable aesthetic. This dynamic design wasn't merely a creative exercise; it was a carefully constructed response to the specifics of our client's brand identity and the unique sensibilities of their target audience, ensuring it stood out as a compelling departure from the industry's conventional design conventions.

TOOLS USED







Campaign Creatives

Are you seeking to elevate your online presence through compelling social media content? Your search ends here! We specialise in the art of crafting extraordinary and visually striking designs for your Instagram, Facebook, Twitter, and LinkedIn profiles.

Leveraging our graphic design proficiency and mastery of tools like Photoshop, Illustrator, and Figma, we're dedicated to creating exclusive and aesthetically pleasing social media posts that are meticulously aligned with your brand. Whether you require engaging templates, breathtaking visuals, or personalised graphics, we have the expertise to fulfill your unique needs.

CASE STUDY

Spotify Ad Campaigns

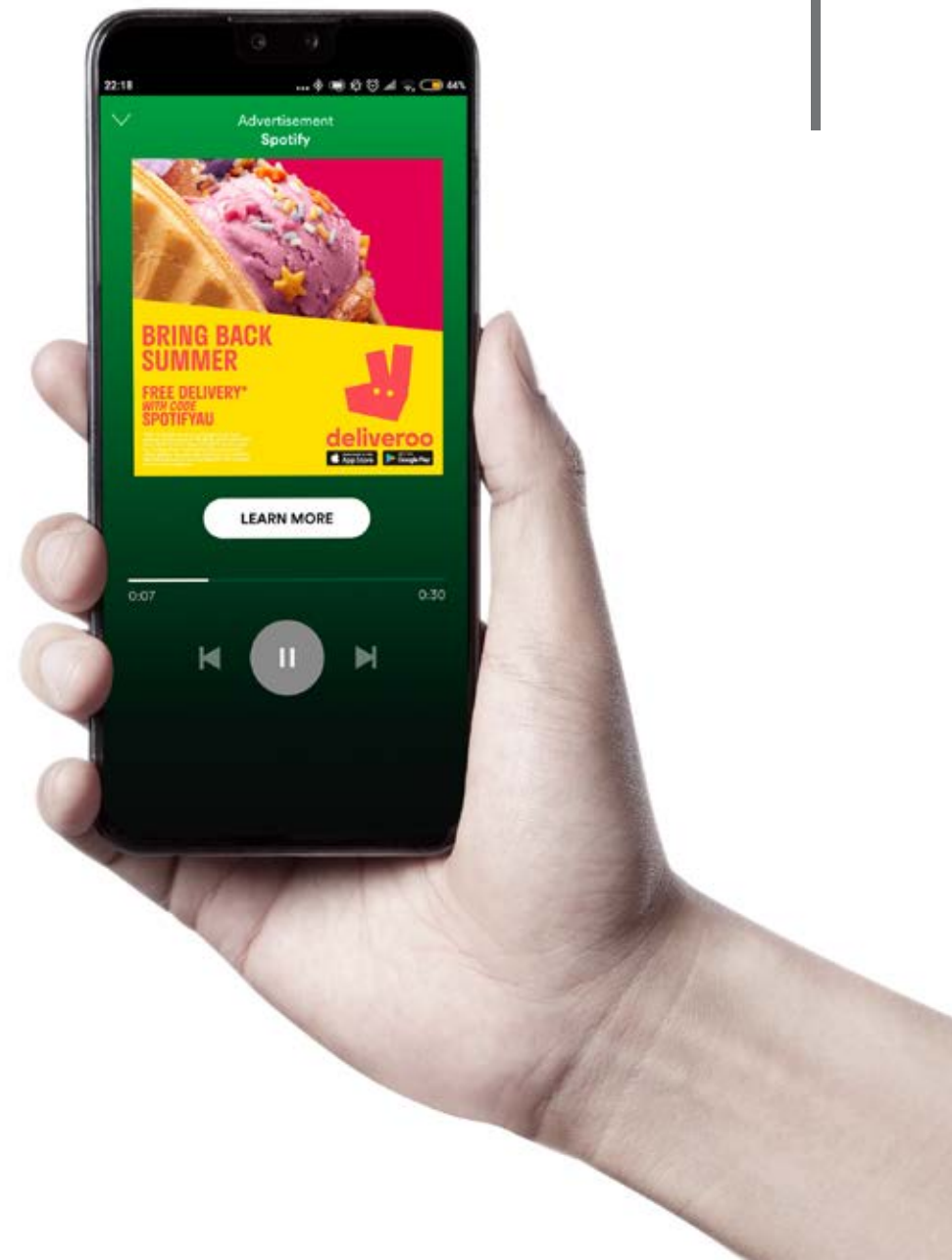
OBJECTIVE / TASK:

We have had the privilege of collaborating with the incredible Spotify brand. Our mission was to craft and conceptualise digital advertising campaign elements, encompassing audio banners, leaderboards, mobile and desktop views. This project served as a fantastic opportunity to showcase our design prowess, drawing from our experience working with esteemed clients like the NSW Government, AAMI, Dan Murphys, Vodafone, and Hungry Jack's, among others. The main objective was to make dynamic, eye-catching creatives, to the standards of Spotify.

SOLUTION/PROCESS

To achieve the high standards set by Spotify design team, we researched the brands in detail such as past campaign creatives. We also investigated the target audience set by Spotify for each brand. By doing this and driving the design with the brands design guidelines, we achieved amazing eye-catching designs which showed great results for the client.

TOOLS USED



CASE STUDY

Social Media Creatives

OBJECTIVE / TASK:

In today's dynamic marketing landscape, social media has emerged as a potent powerhouse for businesses, and its influence is steadily on the rise. We are regularly entrusted with the task of creating compelling and highly targeted visual content for a variety of social media platforms, including popular channels like TikTok, Instagram, Facebook, and LinkedIn. Our clients recognise the importance of making a lasting impact in the digital realm, and they turn to us for our expertise in designing professional, visually striking, and strategic content that resonates with their specific target audiences.

SOLUTION/PROCESS

At Watch This Space Creative, our expertise lies in crafting compelling social media creatives. Our approach goes beyond aesthetics; it's a carefully structured process. It commences with a client meeting where we delve deep into their goals, target audience, and challenges to be addressed. Armed with this critical insight, we unleash our creativity. Our commitment to thorough research and asking the right questions at the project's inception ensures that our creatives are not only visually engaging but also precisely tailored and professional.

TOOLS USED



CASE STUDY

Digital Advertising Creatives

OBJECTIVE / TASK:

A digital banner on a business website can serve as a visually engaging and attention-grabbing tool to promote key messages, products, or special offers, effectively capturing the visitor's interest. Additionally, it provides an opportunity for brand reinforcement and enhanced user experience, helping to create a memorable online presence that sets the business apart from competitors. We have been tasked by many companies to provide engaging static and animated banners with the intention to drive the user towards a product or promotion.

SOLUTION/PROCESS

With over 15 years experience as a designer, we use our expertise in creating dynamic and visually appealing digital banners to address this challenge. We designed eye-catching banners showcasing featured products, limited-time offers, and brand messaging, strategically placed at the top of the website's homepage and relevant landing pages. These banners were not only aesthetically pleasing but also designed to be responsive, ensuring seamless display across various devices.

TOOLS USED







Sarah O'Toole

P R O J E C T M A N A G E R

Meet Sarah O'Toole, our dedicated project manager. As a small family-owned business, we take pride in providing a personalised service to our clients. Sarah plays a crucial role in ensuring the seamless execution of your projects.

Her expertise extends across our range of services, including project management, business development, and she is committed to achieving the best possible results for your project. With Sarah at the helm, we focus on making your project journey as smooth as possible, from inception to completion, so you can trust us to deliver outstanding outcomes every time.

With over 15 years experience and having worked with some of the worlds most well known brands, Sarah knows to help elevate your brand to the next level.

sarah@wtscreative.com.au

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Tony O'Toole

GRAPHIC & WEB DESIGNER

Tony has embarked on a dynamic journey as a graphic and web designer since 2005. Over the years, he has enjoyed a diverse array of clients, both commercial enterprises and independent endeavors.

His design philosophy revolves around crafting captivating and innovative solutions that target the intended audience using brand awareness to drive the design. Tony's focus is firmly set on pushing creative boundaries and leaving a memorable visual impact. His ultimate goal is to deliver high-end products for every client, a feat he accomplishes through close collaboration and involvement throughout the entire creative process.

Tony possesses an extensive and versatile skill set, with proficiency in a range of Adobe products, including Illustrator, Photoshop, XD, InDesign, and After Effects. Beyond Adobe's suite, he also boasts expertise in platforms like WordPress, Shopify, Squarespace, and even Canva.

Tony's creative scope encompasses a broad spectrum of design disciplines, including presentation design (Powerpoint, Word), signage, stationery, social branding, and web design. His passion for design is only matched by his commitment to bringing clients' visions to life through his work.

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Thank You

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