

## Who we are and what we do

We're one of Australia's most enduring and successful specialist creative agencies. We're 'unbundled' too, which means our clients enjoy a direct relationship with senior creatives and strategists without the overheads of a traditional agency structure.

We're 23 years old which means we can drink and drive, though strangely enough, not at the same time. It also means we're old enough to know what works, but young enough to know that when the media landscape changes (as it frequently does), we need to change with it.

We've worked in many countries throughout the world and we've made things in lots of different languages. Our permanent and project clients are some of the most prominent in their respective industries.

Our way of working begins with a thorough strategic understanding of your business or brand, or both. We demonstrate our values of listening, feeling and thinking creatively, asking questions and delivering key insights with simplicity. This enables you as a client to enjoy a detached perspective of your operation and goals, providing a clarity of how best to invest in your future success via our expertise and experience.

## A few of our past and current clients

### Food & Beverage

NPC (Global), Woolworths Delis (Aust), Australian Food Industry Association, DBC, Braziliano Coffee, Marine Produce Australia, Tipperary Cheese (Ireland), The Fig Group, Cone Bay Barramundi, Stelita Coffee, Australian Liquor Group, ALH Group, European Foods, Crystal Bay Prawns, Freres Patisseries, Ocean and Earth (Dubai).

### Agribusiness / Automotive

DAFF Trucks (UK), CASE IH (Aust), Gull Petroleum, Holden Dealers (WA), Dept of Agriculture (WA State Govt), Ford New Holland (Aust), Mazda Australia, Continental Tyres UK, ICI (UK), Proton Cars (UK), Perth Hide & Skin Exports, Seafarms Australia, Maxima Pearling, Aarli Mayi Aquaculture Project, StratAgri.

### Construction / Real Estate / Land Development

ABN Group, Woodvale Harvest Edge Estate, APG Homes, TR Homes, Solahart (Aust/NZ), Dept of Housing (WA State Govt), Realmark, BGC (Statesman Homes / National Homes / Commodore Homes / First Homebuyers / BGC Concrete), Dunsborough Lakes Estate, Victoria Quay Apartments, British Steel, (UK), HiLine Sheds, Freedom Pools, WR Carpenter Properties, Professionals Real Estate, Satterley Property Group, Growth Realty, Barr & Standley, HM Tracey, Just Property Management, Australian Eco

Constructions, Integral Windows, Slatter Constructions, Ashley Grove Estate, Ross North Homes, Complete Homes, Develop West, Eco Structures Australia, Meadowbrooke Estate, Coast Homes.

### Finance / Law

ANZ Bank, Resolve Finance, Daytrader HQ, McKinley Plowman & Associates, Williams & Co Lawyers, Michael Whyte & Co Lawyers, O'Connor Partners, Manhattan Chase (UK), Girobank (UK), cfo2go.

### Miscellaneous

Sedus (Germany), Red Corner (Hong Kong), Education Dept of WA, U6F Basketball (Singapore), US Minor Baseball League (Illinois), Yapperz (US), Starpac Corporation (Singapore), Desana, Livingworks (Canada), Lifeworks, University of Tasmania, Wonderdog (US), Maxima, Swanfish, Dickies Trees, Shire of Mingenew, City of Cambridge, Bowls Western Australia, St Mary's Anglican Girls School, WALGA, Aquatec Australia, SusanSays (UK).

### Resources / Industrial

Woodside, O2 Australia, British Gas (UK), Apache Energy, Grange Resources, Cameco, Kimberley Diamond Company, Gull Petroleum, Marine Produce Australia, Redox Diamonds, Griffin Coal, Griffin Group, Matrix Metals, Glengarry Resources, AccuCorp Australia, UltraHawke (VIC), PACVAC, SCACO (QLD).

### Resort / Tourism / Hospitality

AQWA, Hyatt Hotels & Resorts, Perth Bell Tower, Tourism Council WA, Parmelia Hilton, Eco Beach Resort, Esplanade Hotel Fremantle, International Hotel On The Water, Dunsborough Lakes Resort, Sanctuary Resort, Mullaloo Beach Hotel, The Cross, Broome Aviation, Northwest Regional Airlines, Home Valley Station - Indigenous Land Corporation, Steves Hotel, Kimberley Quest, Exmouth Holidays, Beaches Of Broome, Willie Creek Pearls, Red Cat Adventures (QLD), Bujerum Apartments (QLD), Burketown (QLD), Yagurli Tours (QLD), Gangallida Aboriginal Corporation (QLD), Gulf of Carpenteria Aboriginal Corporation (QLD).

### Retail

Lust Pearls (Worldwide), Willie Creek Pearls, Harbourtown Australia, Forest Chase, Stirlings, DBC Retail, Lakeside Shopping Centre, Bunbury Forum, Centrepoint Shopping Centre, Melville Plaza, Pitz Bodyboards, Frères, James Said, SABI Interiors, Kimberley Fine Diamonds, Surge Fitness Group, Maxima Pearls, Hillzeez Surf Shop.

### Not For Profit

Fishers With Disabilities, Conquer Cystic Fibrosis, Recfishwest, LivingWorks, Lifeline, MAMILS.

## Major aspects

creative director

**mark lucas**

Mark is a writer with over 27 highly successful years in advertising, beginning his career in sports journalism before a fortuitous switch to copywriting in commercial radio. Lateral Aspect, and its clients, benefit from Mark's extensive international experience in Australia, UK, Europe, Asia and the Middle East.

general manager

**lily ward**

Lily has current expertise in mainstream, digital and social media strategy, as well as qualifications in modern media and a Degree in Marketing from the University of Newcastle. Lily works closely with both our clients and creatives to ensure that multi-channel communications are optimized for results and measurability.

key account manager / copywriter

**felicity gordon**

Felicity holds a Bachelor of Arts with a double major in English & Cultural Studies and History. Sadly, she also studied Law. A copywriter and creative concierge of sorts, 'Flick' manages everything that happens between our clients, contractors and the creative team.

web developer

**azure wordsworth**

Azure is a super talented web developer who collaborates with Lateral's design and strategic team to create sensational websites and digital projects for our clients. 'Az' also possesses an outstanding commercial ability to understand and execute a project or business' goals from strategy stage through to implementation.

web developer

**jake rodriguez-gonzales**

Jake is a highly experienced web developer and works alongside Az and our design team to collaborate and create Lateral's many brilliant websites, all of which benefit from Jake's focus upon, and interest in, end user experience.

art director

**jasmin bernhagen**

Jasmin is charged with the artistic direction of the agency's traditional media projects and campaigns. Additionally, she creates concepts for her development team to turn into exceptional pieces of working digital art.

designer

**marcie schneider**

A highly talented member of a highly talented team, Marcie works with Jasmin across both traditional and digital media. A product of Curtin University, Marcie departed academia as a member of the Vice Chancellor's List (top 1%).

designer

**abigail gifford**

Abigail is a gifted designer who, whilst attaining her degree with Murdoch University, also worked commercially for a range of businesses across most modern and traditional media platforms. She also sits on the council of the Australian Graphic Design Association.

junior designer

**poppy campbell**

Poppy is a multi-disciplined junior designer with a passion for both traditional and digital media. Additionally, she is also a very talented video producer/editor and creates many of Lateral's online projects.

chief financial officer

**brian bolsmore**

In a career spanning over forty years, Brian has held senior management and executive director roles in large government agencies, managing staff in excess of 5000 people. He has also sat on company boards in law and NFP organisations. Brian manages Lateral's finance, HR & compliance.