

Like an agency,
unlike any agency.

THE **FREEFORM** FOUNDRY™

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"Success means never letting the competition define you. Instead you have to define yourself based on a point of view that you care deeply about."

Tom Peters

RESEARCH X STRATEGY X BRAND X EXPERIENCE X DESIGN X DIGITAL

**We use design thinking and making to navigate the complexities of the digital age,
crafting brand experiences for the businesses of tomorrow.**

OPTIMIST



PESSIMIST



OPTIMIST



PESSIMIST



DESIGNER



DESIGN THINKING CAN

- **TRANSFORM BUSINESS AND MOVE CULTURE**
 - **CHANGE MINDS AND CHALLENGE BIASES**
 - **IMPROVE LIVES IN WAYS BIG AND SMALL**

It's all about me.

It's all about me.
(Your patrons!)





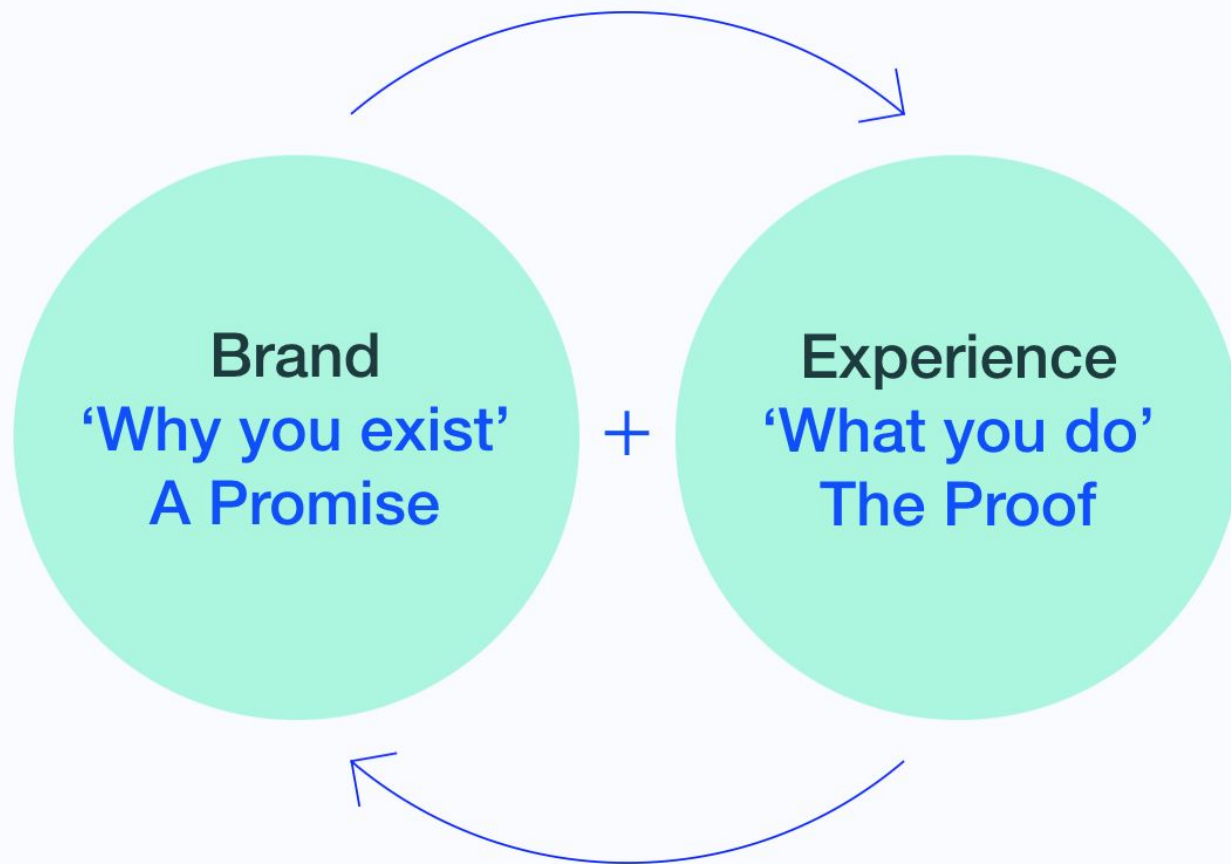


MOP
EXPERIMENTAL



Before you can love anyone,
you've got to love yourself!

So, what is branding anyway?







The goal is to do business with
people who believe what you believe.

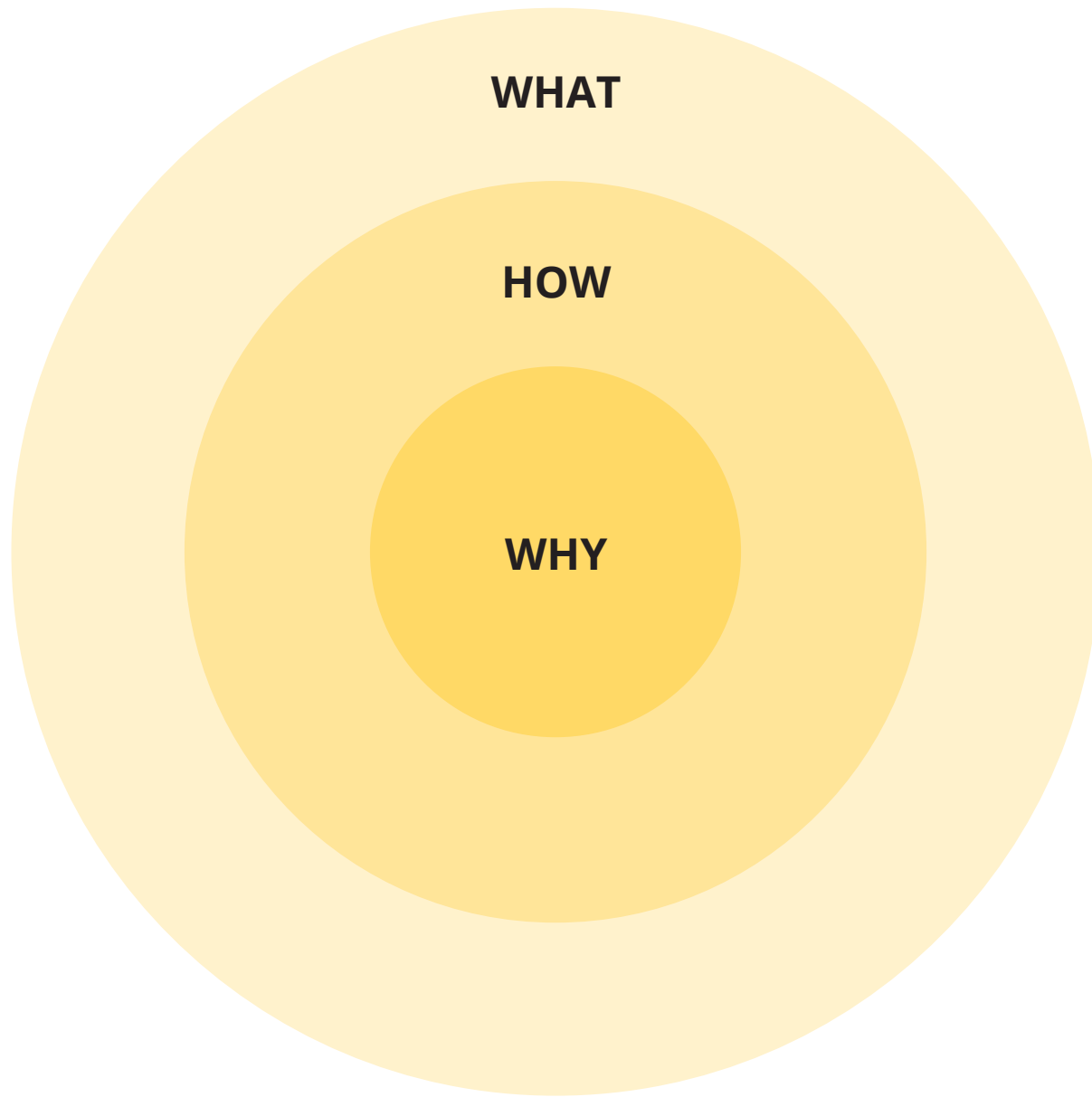


st Gallery

Sotheby's

Sotheby's

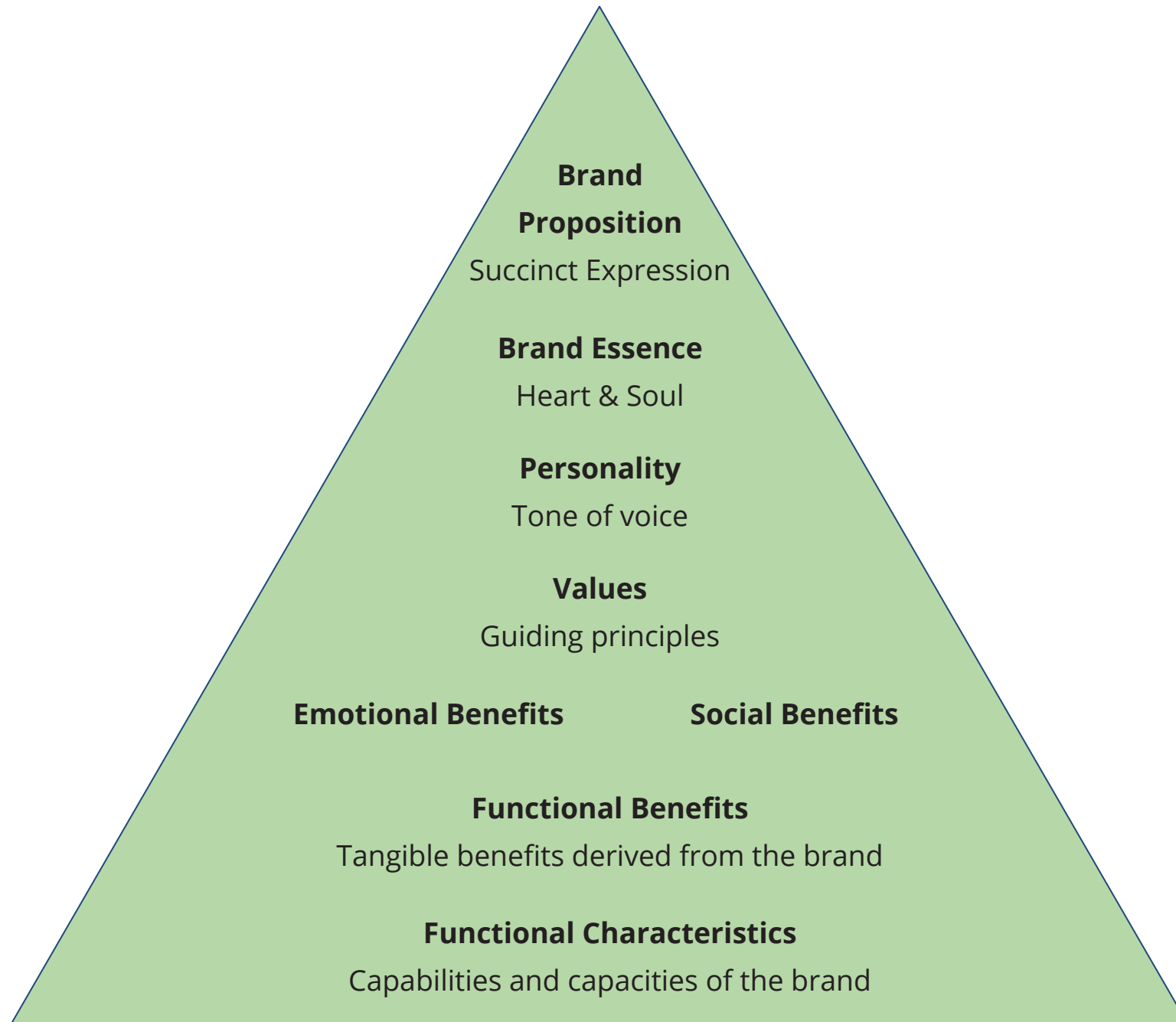
Great brands communicate from
the inside out



Brand Pyramid



A Brand Pyramid is often used as a training tool for on-boarding new staff, and as your official rulebook for all communications - ensuring that everybody on the team is aligned in one voice.

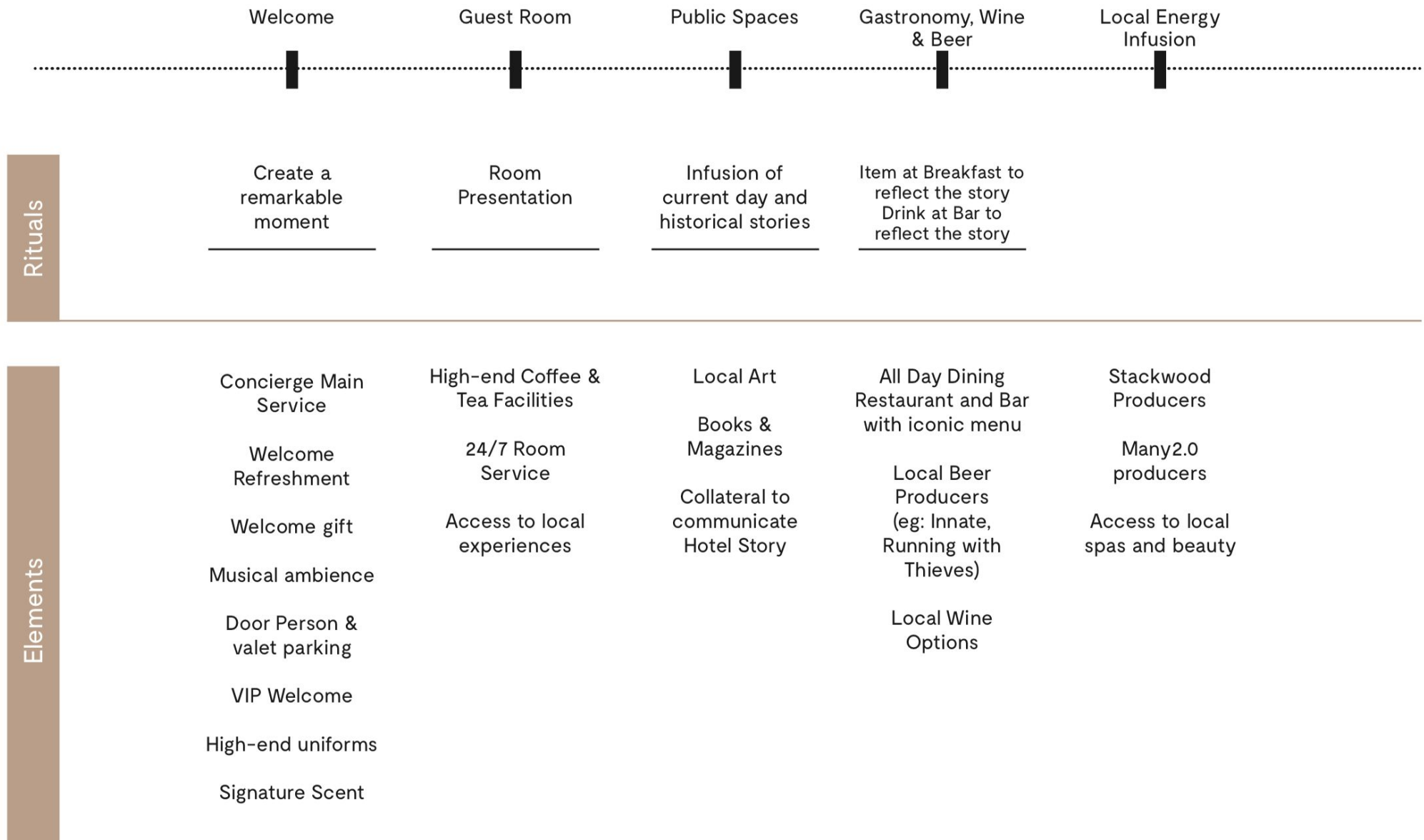


DIFFERENT - DESIRABLE - DEFENDABLE

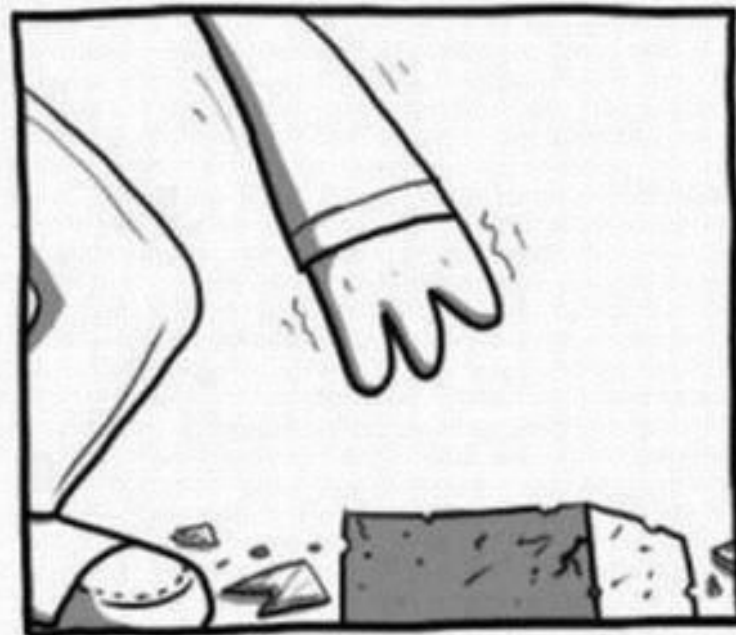
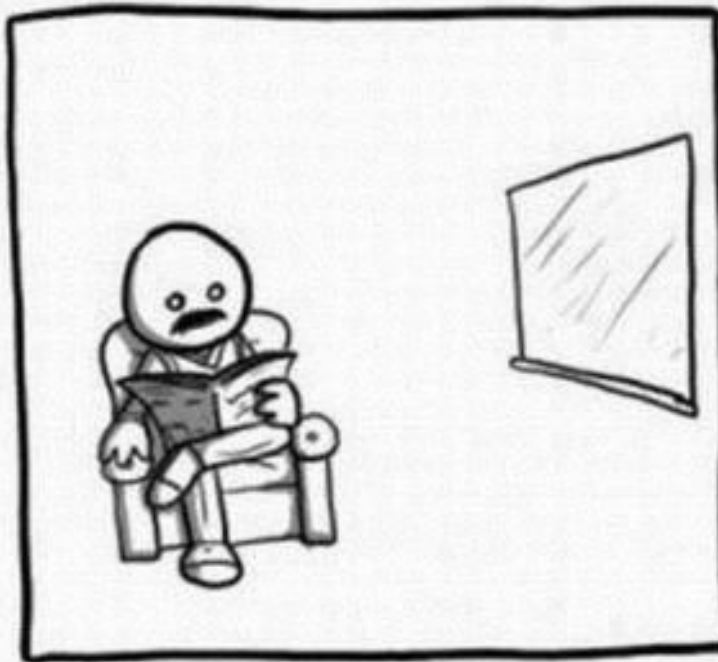


Highlight the remarkable Lise Meitner.
Discoverer of nuclear fission whose male
partner was awarded with the Nobel Prize.

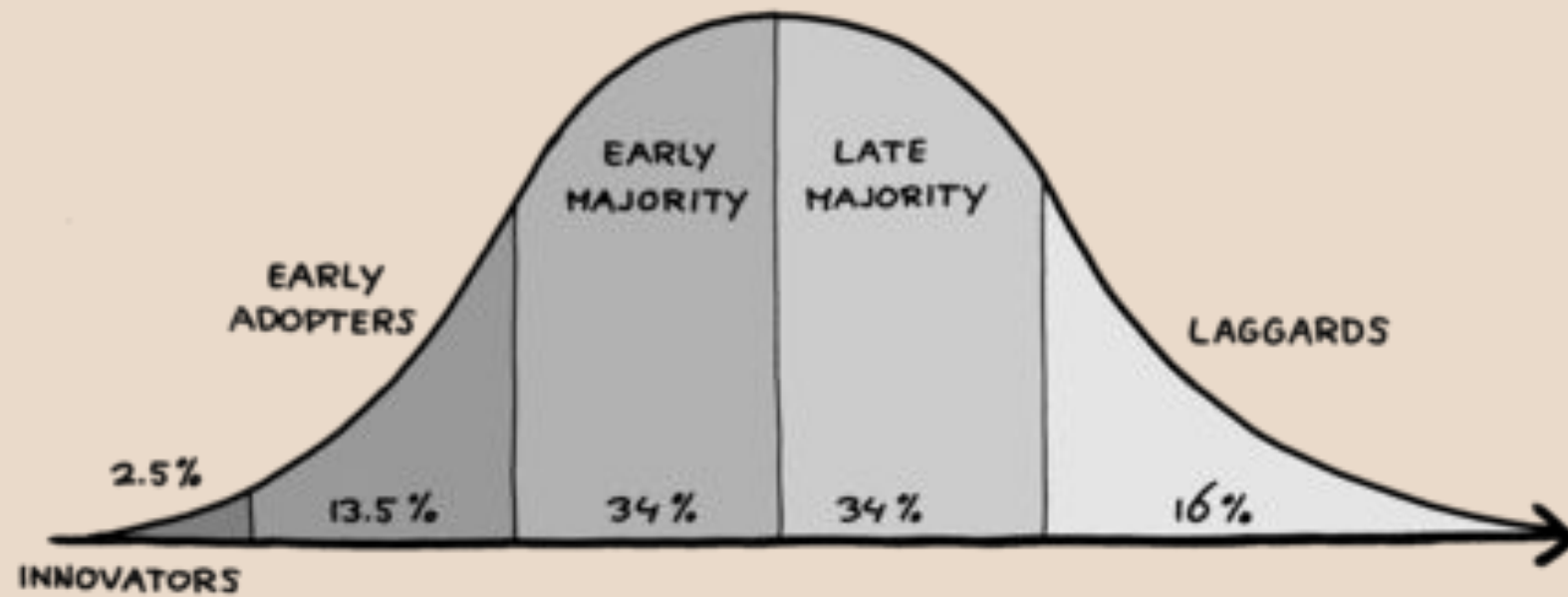




Now how about marketing?



Where do most organisations go wrong?





AVERAGE MESSAGE



TOP DOWN

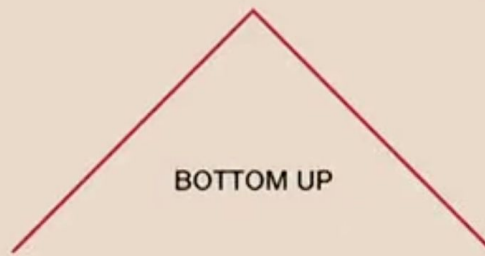
AVERAGE PEOPLE

It's forgettable.

GOOGLING FACEBOOKING GRAMMING PINNING SWIPING SCROLLING CHATTING SHARING

CONNECTING DISCUSSING CONTRIBUTING PUBLISHING

RELEVANT MESSAGE



BOTTOM UP

REAL PEOPLE

What are my options?

INTENT + INTERRUPTION + INITIATE

Sales Funnel

19% of buyers want to connect with a sales person during the awareness stage of their buying process when they're first learning about the product

60% buyers want to connect with sales during the consideration stage after they have research the options and come up with a shortlist

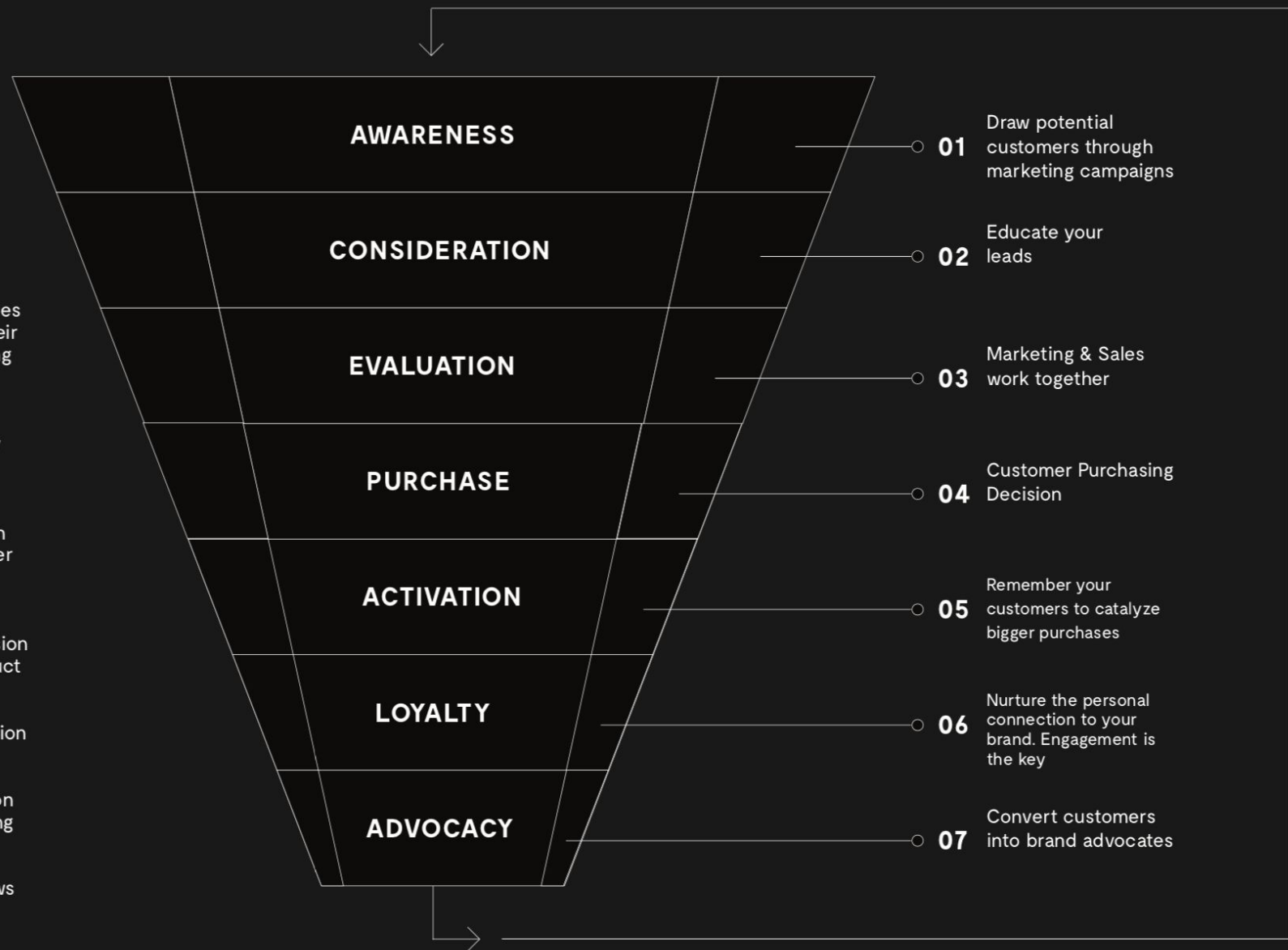
81% of shoppers conduct online research before they make a purchase. A consumer will investigate on average 3 different options before making their purchase

20% buyers want to talk during the decision stage, once they're decided which product to buy.

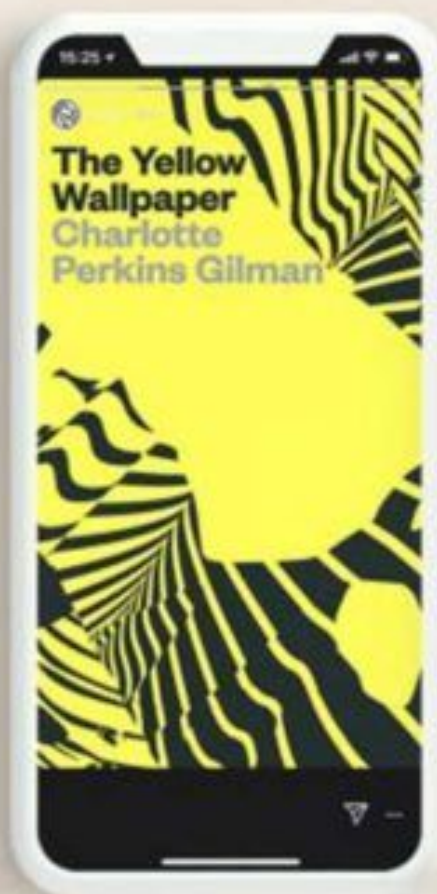
"Goodwill is the only asset that competition cannot undersell or destroy"

"A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well."

61% of consumer will read product reviews before making any purchase.



RELEVANT - REMARKABLE - REPEATABLE



The
New York
Public
Library
**Insta
Novels**

Workshop

In a sentence, write who we are and how we'd define ourselves?

Who do we think our audience is?
Is there a difference between our current
and our ideal?

What do you feel is the biggest challenge
faced by the library?

As a group - draw what you think the library currently represents.

Imagine the library is a table - what are the legs that hold the table up?

This could be anything that you actually do - or anything that you feel is a benefit or an asset to the library.

If you could fix the library / industry perception by doing just one thing - what would it be and why?

You + Us =
Best trends forever 