



Company Overview



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Introduction

New Sky Media is a production agency that creates branded experiences. We help our clients succeed by envisioning and deploying content, community and commerce solutions that people love to use, hear and see - on all the platforms customers interact with every day.

We create content for the web, print, audio and video - deploying applications across a diverse set of platforms including the internet, print media, TV, radio and mobile devices. Our team of Graphic Designers, Copywriters, Media Producers and Information Technology Experts build powerful solutions for marketing, education and entertainment. At New Sky Media, we're constantly thinking up the next best thing - so we've always got our heads in the clouds.

What we do

New Sky Media specialise in customer service, strategy, user experience, design, copywriting, technology, quality assurance, production and performance metrics. Each part of our business plays a critical role in our cross-disciplinary offerings - working in concert to deliver unprecedented solutions on every available screen and media outlet.

Strategy

In conjunction with our technology, creative and marketing experts, our team examines business objectives, project goals, legacy issues and customer demands from a variety of perspectives. This multi-disciplinary approach helps us conceptualise, develop and deploy user experiences that are both business-relevant and unexpected.

Over the years our strategic business challenges and solutions have included: developing experience-centered business models; integrating next-wave entertainment into current business structures; customer targeting; brand positioning; user and focus group testing and analysis; primary market research; competitive analyses and process audits.

Our strategic solutions frame business challenges in actionable and pragmatic terms - after all, we're not just consultants, we're executors. The result: frameworks that use straightforward, illustrative language and images to clarify situations, provide insights and deliver actionable roadmaps for the future.

Marketing

New Sky Media's extensive technology and production capabilities help us approach marketing and production challenges differently: we focus not just on crafting marketing messages and broadcasting them to potential customers, but on creating branded experiences that result in affinity and encouraging interaction.

This broader, more holistic strategy forces us to look at the entire life-cycle of a customer - from initial awareness to brand loyalty. The result isn't just a brand promise - it's the delivery of that promise as well.

Behind each of these customer experiences lie our goals for its performance and our approach to measuring success. We strive to set benchmarks in partnerships with our clients for both the feedback we'll receive (from focus groups, with test markets and with the press) and the metrics we'll drive (in terms of traffic, registrations, downloads, sampling and purchases).

Creative

We craft individual, customised solutions, approaches and sometimes even new creative processes to satisfy individual client and customer needs. That means that while you've surely encountered our work before, hopefully it felt like you were immersed in our client's experience that was created for you - so it might not have been recognisable as something we've done.

So if you've found a website recently that felt more fluid than those you have visited in the past, or if you used a mobile application that was actually simple and elegant, or if the experience you had with an application made you appreciate the thought that went into it, or if, instead of being frustrated, you actually had fun, then you'll most likely find that same piece of work in our portfolio.

User Experience

Each of New Sky Media's disciplines is committed to the conceptualisation, design and development of great user experiences - regardless of their area of focus. After all, what good is a great application if it isn't simple, usable, reliable and relevant? The compelling experience for which we are known are borne from meticulous planning and inventive approach.

In the often overwhelming environment of rapid technological advances, our team thrives on balancing tried and true expertise with foresight and a pioneering spirit. Our culture of innovation and experimentation allows us to respond with agility to the shifting technological landscape. We are fueled by the belief that the best is yet to come.

We specialise in interaction design, information architecture, user evaluation, audience analysis, usability and heuristics - ensuring that every application is intuitive, targeted and spot-on.

Technology

Great user experiences drives good business and builds fantastic customer relationships. Today, most businesses have first-hand knowledge of the power and agility that the right technology and communication tools can provide - from driving efficiencies and enabling better decision-making to improving sales and enhancing customer experiences. New Sky Media is leading the charge - designing and deploying applications across a diverse set of platforms including the web, TV, print, radio and mobile devices.

We examine the best practices, identify and qualify digital platforms and track shifts in technology - helping our clients choose the most appropriate development path. Every decision for a project is based on timelines, efficiency, effectiveness, ease-of-use, affordability, compatibility, longevity and extensibility - allowing us to bring great user experiences to life.

How we do it

There are two ways of looking at process: through a project lens (managing schedules, milestones, deliverables, meetings and communications) and through an engagement lens (discovering, analysing, strategising and ultimately furthering business goals and ideas). At New Sky Media, our process is at the heart of everything we do - as we believe it enables us to manage both engagements and individual projects successfully.

Our Approach

Since we started business in 2000, we've developed a set of philosophies about how to approach our relationships with clients - and they're not always what one might expect. What follows is New Sky Media's unique approach to help you understand us and the way we work.

Investigate

We learn everything about our client and their customers before we pitch our first ideas for any project. We consider this process to be too important to conduct informally. The first thing we present clients with is a process of discovery that we expect both parties to invest in mutually. We understand that our team must have the latitude to become fluent in our client's language, structure, advantages, competitive climate, internal politics and history - to be truly successful.

Differentiate

Second-movers don't make great New Sky Media clients. The only way to break through the competitive clutter is to show customers that you have a different approach - as innovation results only when you're willing to challenge conventional wisdom. Moreover, our staff come to work at New Sky Media because they know they'll be inventing the future. We expect our clients to be partners in this endeavor. That doesn't mean taking ill-advised risks, but it does mean we must share a willingness to deviate from the status quo and a strong desire to seize a leadership position in the industry.

Simplify

Simply ideas work better than complicated ones. We work to quiet corporate and project complexities so that we can pare individual projects down to their essence. The simpler we make our plans, strategies, messages and anticipated results, the greater the chance of shared success.

Collaborate

Many of our clients have significant creative or technical capabilities of their own. Our goal is not to eclipse these assets - after all, we work with some of the most technically and creatively gifted companies in the world. The secret to our success is that we make these internal groups more powerful; partnering with them to provide solutions that neither company could have

accomplished on their own. It's perhaps the greatest testament to our partnerships with clients - that our most successful relationships are with the teams we overlap with most. After all, you simply cannot succeed at providing technology, creative assets or ideas without an appropriate spirit of teamwork and a truly collaborative process.

Celebrate

Beyond helping our clients innovate, we have a secondary goal: helping them get credit for it. In the end, we all have careers as well as a business goal and ground breaking work deserves recognition. We do best with clients who, rather than hiding us behind a curtain, let us work together to get proper attention for everything we've accomplished together.

Who we are

New Sky Media rejects many of the traditional categories that have evolved out of the old advertising agency model. Are we more creative or more technology savvy? Do we focus on strategy or execution? Are we better at attracting customers or retaining them? If we're going to adapt to a radically new media landscape, these are the wrong questions!

We know that a brand promise without follow-through is worse than no promise at all. We know that strategy is powerful only when you have the ability to bring it fruition. We understand that today, in order to be a world-class creative shop, you need to be a world-class tech company too. Our in-depth understanding of technology is the secret to our success.

Our team

New Sky Media's team members aren't only managing the direction and vision of our agency - they are also some of the most talented media creators we can find. Their diverse backgrounds and expertise contribute directly to our unique vision and our success.

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|--------------------------|--|
| Mark Howell | Creative Director and Accounts Executive |
| Damien Pritchard | Customer Service and Administration |
| Ben Sullivan | Graphic Designer and Web Developer |
| Jamie Verban | Graphic Designer and Web Designer |
| Nathan Gelston | Graphic Designer and Web Designer |
| Thomas Williams | Audio & Video Producer |
| Simon Stanton | Senior Web Developer |
| Kristilee Ransley | Copywriter |
| Chase Stubs | Fulfillment & Distribution |

* Resumes and references for our staff are available upon request.

Accolades

New Sky Media constantly looks for opportunities to showcase our creative work and our business practices. We look for industry awards and competitions that put our staff in the limelight to celebrate their creative skills and offer them professional satisfaction. Taking part in such awards also gives us a chance to celebrate the story of our achievements and share the journeys taken by our founders, partners and staff along the way.

Telstra Business Awards

The Telstra Business Awards recognise the achievements of small and medium enterprises (SMEs) across Australia. New Sky Media (previously known as Creative One Studio) is very proud of winning the Australian Government Micro Business Award in the 2007 Telstra Business Awards.



What we've done

New Sky Media has created everything from basic websites to the development of complete branded solutions for print, video and audio. We've been responsible for creating magazine ads, newspaper spreads, business stationary, building signage, packaging, brochures, annual reports, entertainment video, music scores, radio ads and programs, training DVDs, websites for mobile devices, e-commerce websites, e-newsletters, podcasts and interactive PDFs.

Many of our recent projects can be found online at www.newsky.com.au/portfolio

New Sky Media has worked with many small to medium business enterprises in Tasmania and other states of Australia. We work closely and strategically with our clients to manage the development of their content and brand ensuring they reach their target market effectively. Our current clients include:

View Tasmania

Our latest online creation has been the development of ViewTube. View Tasmania is the latest real estate agency in Tasmania and their website has all the bells and whistles. We've integrated the website with its own content management system and it has all the features you'd expect from a real estate website - including searching capabilities, feature properties Google Maps and video content. For more information: www.viewtube.com.au

Travel Studio

After we completed artwork for magazine advertising, brochures and business stationary, the Travel Studio commissioned us to completely overhaul their website. The design has taken advantage of the loads of photography that was available to us. The site we created has been integrated with the Travel Studio's CMS - giving their staff the ability to update the content as required. For more information: www.travelstudio.com.au

George Self Property

George Self Property is one Hobart's dominating real estate agencies and we have been part of their success story since the beginning. We created their entire brand from the ground up. This included the development of their website, pages in the real estate guide, magazine advertising, copywriting, signs, e-mags, brochures and business stationery. We are constantly working to strengthen this brand's position in their target market using innovative media and compelling design techniques. For more information: www.georgeself.com.au

ITax

In the weeks leading up to the end of the financial year, we were commissioned to create the branding for Tasmania's newest tax agent. Our work included brand development, logo design and copy writing. We created a range of marketing material - including building signage, business stationary and a website. For more information: www.itax.net.au

Oak Tasmania

We created this website based on branding that was originally created by another advertising agency. Our challenge was to showcase the brand online on a website that encompasses all the divisions of this large organisation. The important features we needed to consider were to make the site accessible for people who are vision impaired and to make the site easily updatable by Oak Tasmania staff. For more information: www.oak.com.au

Tassie Devils Mardi Gras

In 2008, Tasmania was represented in the Sydney Mardi Gras Parade. The campaign was headed by the Tassie gay & lesbian community who needed a complete image that could express the theme of their float in print, online and in the Parade. Our work included creating the brand, promotional printed items, parts of the costumes, photography, a website, plus a 15 minute highlights music video that was distributed online and on DVD. www.gaytas.com

TasPride Festival

The TasPride Festival branding was created by Hobart-based graphic designer, Cathy McAuliffe, in 2008. Using the branding, we created all the promotional items required for the 2008 Festival. This included extensive newspaper advertising, street banners and an online program guide for all the events. Since then we have developed the TasPride Online website and a brochure. Work continues regularly with us maintaining the website and production of a monthly printed newsletter. For more information: www.taspride.com

My Scrapbook Scraft

My Scrapbook Craft is a web site dedicated to selling supplies for scrapbooking, card making and other craft activities. We started this project with a clean slate! All we were told by the client was that it had to be purple and it had to include butterflies!!! From that, we created their brand and then developed a website for selling craft and scrapbooking supplies online. The project included logo, flash animation, online banner ads, a shopping cart for 1000's of products, content management system on the back-end and a nifty image gallery.

For more information: www.myscrapbookcraft.com.au

Contact us

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