

ELEVATE 

WE GROW AND PROTECT BRANDS

WHY ELEVATE YOUR BUSINESS?

We grow and protect brands through strategic marketing communication programs.

14+

Years of Experience



24+

Specialists



300+

Clients

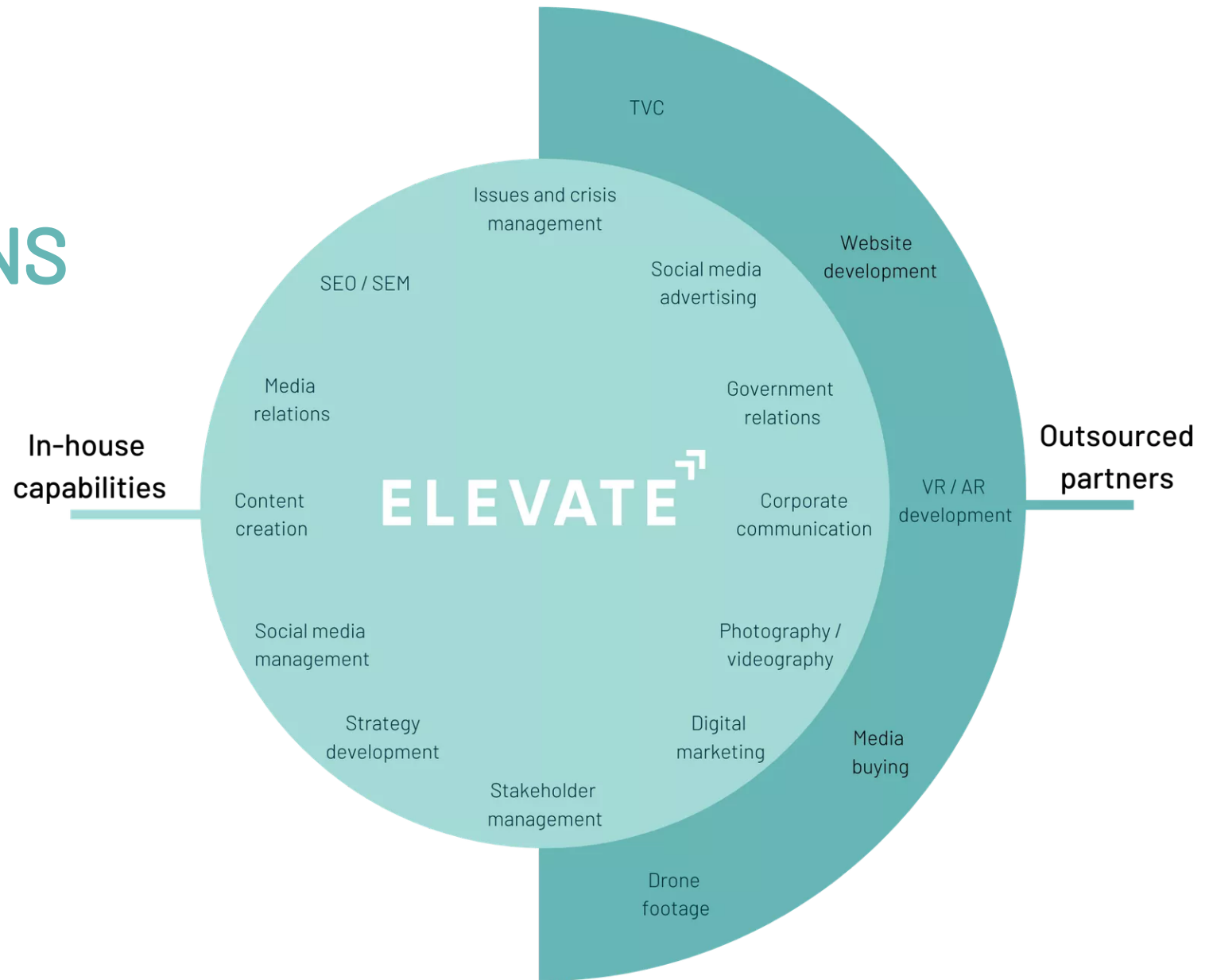


OUR GLOBAL REACH



OUR SOLUTIONS

As a full service, strategic marketing communication agency, Elevate can support its clients across all verticals of communication with opportunities to further build brand exposure and drive growth.



WE'RE AWARDED

As Australia's top small PR agency for the last three years, we have a winning framework which makes us the best partner to help grow your business and protect your reputation.

Most recently we have been recognised as one of Australia's best PR teams!



YOUR ELEVATE TEAM



MEL DEACON
Managing Director



MAI ARISTOTELI
General Manager



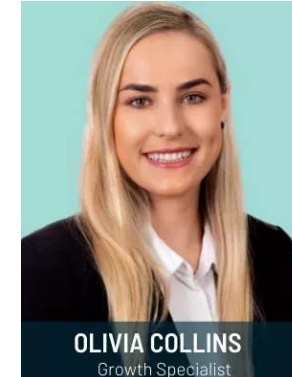
SALLY BUCKLAND-LOVEGROVE
Digital Marketing Director



DANA PAXTON
Communication Director



SHANNAN PETERS
Strategy Director



OLIVIA COLLINS
Growth Specialist



JOSE ABAD
Reputation Manager



CHRIS GARRY
Media Advisor



JOSH STENGERT
Senior Communication Manager



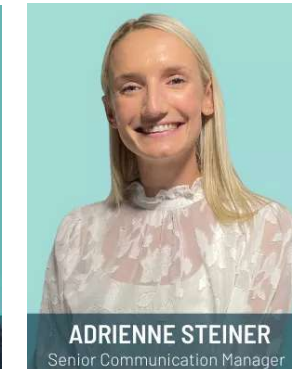
TAYLOR O'CONNER
Communication Manager



YEVONNE KUHR
Communication Manager



TOM LYTTLE
Paid Specialist



ADRIENNE STEINER
Senior Communication Manager



BOSCO ANTHONY
Digital Strategist



MICAYLA VAN DEN BERG
Senior Communication Executive



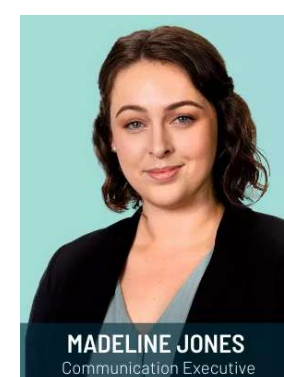
JEREMY STEVEN
Senior Communication Executive



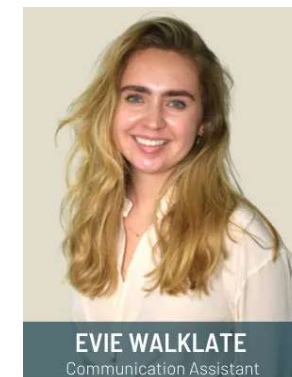
MATTHEW GHARAKHANIAN
Communication Manager



IZZY GARDENER
Communication Executive



MADELINE JONES
Communication Executive



EVIE WALKLATE
Communication Assistant



SIMONE O'CONNELL
Office Manager

[Read more about our team here!](#)

YOU'RE IN GREAT COMPANY



WHAT OUR CLIENTS SAY ABOUT US

"I can rely on Elevate Communication for anything because they've got the capabilities. The CEO of our organisation's Australia branch says that Elevate Communication is fantastic. The feedback on them has been brilliant, so we want more. Even if you're a multinational company, don't think you have to go to a large agency to get the best PR and communications support. Boutique agencies give you time and dedication, and they invest in understanding your business in a way that larger agencies often do not."

TAMMIE EVANS – SODEXO BRAND & COMMUNICATION DIRECTOR

"The attention to detail, promptness in actions and responses, professionalism in how they communicate and address issues, and willingness to go the extra mile... it exceeds our expectations."

BILL BRASSINGTON – QSUPER BRAND PARTNERSHIP & SPONSORSHIP MANAGER

OUR SERVICE TO YOU

STRATEGY

Our approach is to deliver the right message, for the right audience, using the right platform / channels. Elevate will work with clients to develop a comprehensive 12-month roadmap to achieve your goals and objectives.



GOALS & OBJECTIVES

Understanding your business and commercial goals.



STAKEHOLDERS

Identify the key stakeholders you want to influence.



KEY MESSAGING

Shaping the messages that will resonate with your stakeholders.



CUSTOMER JOURNEY MAPPING

Understanding what your customer journey looks like.



COMMUNICATION CHANNELS

Identify which communication channels your audience is on.



EDITORIAL CALENDAR

Develop a 12-month editorial calendar.



KEYWORD RESEARCH

Research keywords that will optimise your online visibility.



KPIs & ROI

Benchmark your success.

PUBLIC RELATIONS



01

PUBLIC RELATIONS STRATEGY

Develop a PR calendar that works hand in hand with your growth roadmap. Full strategy development including research, key messaging, media targets, materials and activity plan.

02

MEDIA & INFLUENCER RELATIONS

We are always looking for better and smarter ways of doing things. We aren't afraid to challenge old norms, or to take a chance on a new idea.

03

MEDIA EVENTS

Launch events, press conferences and media famils.

04

MEDIA TRAINING

Transforming reluctant spokespeople into powerful media voices.

DIGITAL COMMUNICATION

DIGITAL MARKETING STRATEGY

Develop a digital strategy that shapes your marketing funnel. We do all the thinking (and even the implementation).

SEO / SEM

Increase your online visibility and presence through organic and paid optimisation.

WEBSITE DEVELOPMENT

Be visible online with an optimised website. Audits, content creation, and build management

CONTENT CREATION

In-house content creation, with a journalistic approach.

EMAIL MARKETING

Grow your database through captivating email nurture streams and customer segmentation.

SOCIAL MEDIA

Build and nurture an active online community on existing and up and coming social networking platforms through organic and paid channels.

CORPORATE COMMUNICATION

CORPORATE COMMUNICATION STRATEGY

Full strategy development ensuring your roadmap for success is clear and defined.

STAKEHOLDER ENGAGEMENT

Win over the challenging, mobilise the disengaged, and get the outcome your business needs.

INTERNAL COMMUNICATION

Inform, inspire and engage your most important ambassadors.

BRANDING AND COPYWRITING

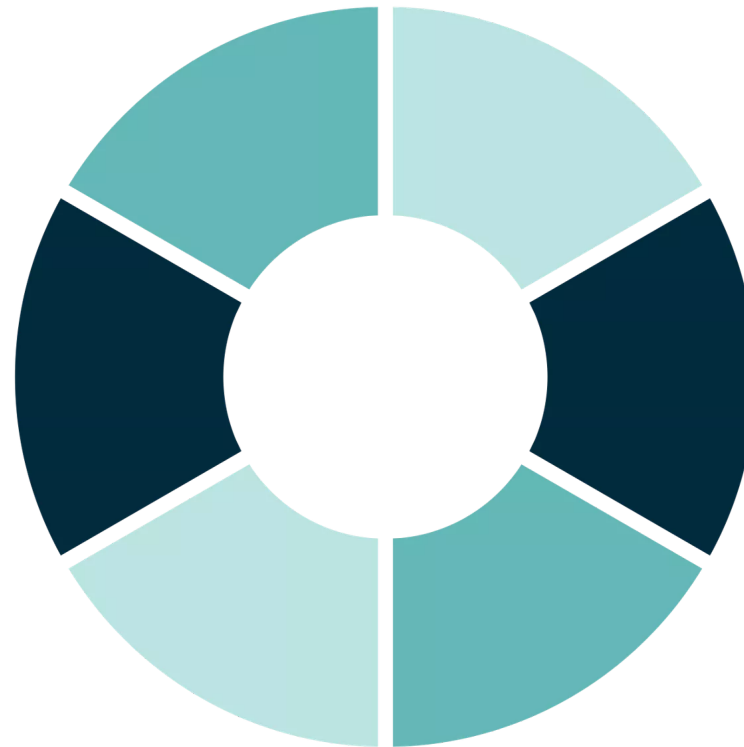
Stand out from the crowd with a unique brand identity, messaging and creative.

AWARD WRITING

Put your best foot forward with our award winning writers, and get your brand the recognition it deserves.

ISSUES AND CRISIS MANAGEMENT

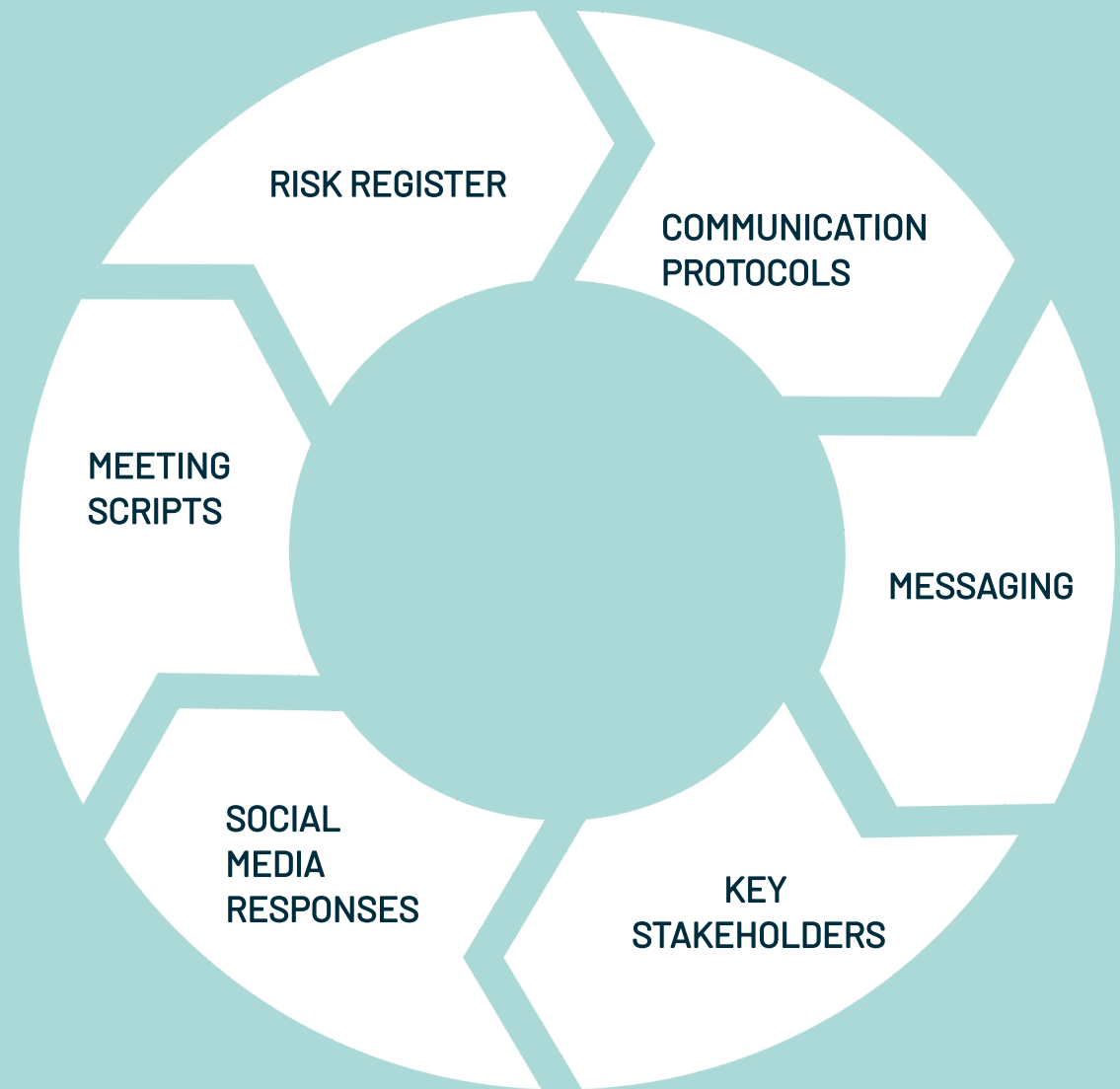
Develop an issues and crisis communication plans that provide your organisation with the tools to manage scenarios as they occur.



ISSUES MANAGEMENT

An Issues Management Plan acknowledges the need for flexibility and rapid response when your brand is potentially in danger of reputational damage. Understanding the risks can help clients anticipate problems and respond appropriately.

The first step is to review the existing issues management response plan and map all the current issues the company is facing, as well as the potential issues. We recommend a half day strategy session with senior clients management to review the following:



PROVEN SUCCESS

SUNNY QUEEN AUSTRALIA

STRATEGIC MEDIA RELATIONS PROGRAM

Australia's favourite smiley-faced egg farmers engaged Elevate to provide media relations and crisis management support to encourage all Aussies to choose eggs as a nutritious and delicious option. By highlighting the brand's commitment to hen welfare, sustainability and making everyone feel good, Elevate has continued to raise Sunny Queen's voice in market.

In 2020, Elevate secured 35 pieces of unique coverage with an audience reach of over 3.6million in top tier outlets including The Courier Mail, Better Homes & Gardens and industry press.

3.6M+

people reached
through media channels



35

pieces of coverage
secured



SUNNY Queen Eggs is expanding its ready-meal range as it taps an expected increase in egg consumption by budget conscious consumers during the coronavirus pandemic.

The 51-year-old egg producer will soon launch a crustless breakfast quiche for its food service and hospitality customers while working on several other new meal offerings.

Sunny Queen chief executive Julie Proctor said the quiche, which includes bacon and hash browns, would complement its existing range of ready-serve meals that also includes omelettes, fritters and French toast.

"This new product is an entire breakfast dish," said Ms Proctor, who replaced veteran Sunny Queen executive John O'Hara earlier this year. "Our mantra has been that we need to continue to innovate as consumers look for more healthy options."

Founded as the Queensland Egg Board, Sunny Queen celebrated its 50th year in 2019 and is betting on a future that encompasses more than its traditional carton egg business.



BINANCE

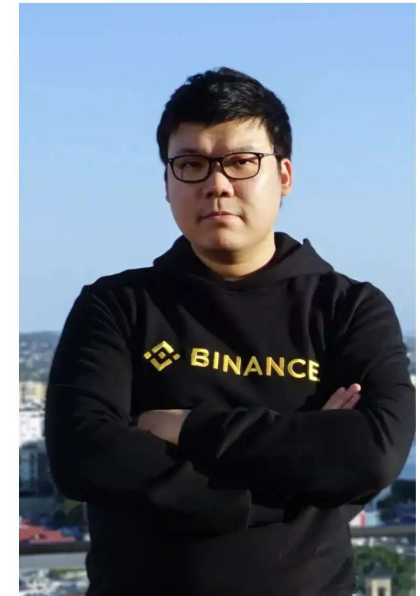
STRATEGIC MEDIA AND PROFILING PROGRAM

Binance Australia is a digital currency exchange platform that enables Australian customers to easily buy and trade cryptocurrencies.

Elevate Communication was engaged by Binance Australia to launch the digital currency exchange platform in July 2020.

Implementing strategic media and communication activities, Elevate has helped catapult the brand into the Australian market, positioning the exchange platform front-and-centre in all tier one media outlets across the country. Tier one outlets include:

- The Australian Financial Review
- The Australian
- News.com.au
- News Corp syndication (The Daily Telegraph, The Courier Mail etc.)



Jeff Yew, CEO of Binance Australia: "More and more major players are paying attention."



20M+ 

people reached
through media channels

50+ 

pieces of coverage
secured

1+ 

award win in Rising Star status in
Deloitte's 2020 Fast 50 awards

ASSOCIATION OF PROFESSIONAL BUILDERS

MEDIA AND PROFILING PROGRAM

The Association of Professional Builders is a consulting business helping builders grow their business through business coaching. Elevate was engaged by The Association of Professional Builders in 2020 as their PR partner to help build their brand awareness and profile in the Australian market.



47M+

people reached
through media
channels



33+

pieces of coverage
secured



3+

partnerships
managed



"Elevate has the experience and the work ethic that provides transparency and a proactive approach to delivering great results for us as a business" - Russ Stephens - CoFounder

BABCOCK AUSTRALASIA

CORPORATE COMMUNICATION AND MEDIA PROGRAM

Babcock Australasia operates across the Marine, Aviation and Land sectors to support the technical, complex platform and critical service delivery requirements of its customers.

Babcock appointed Elevate to coordinate strategic public relations, issues management and government relations to support its business endeavours in the Australasian region. Part of this includes profiling the business's senior executives and putting them forward for profiling opportunities, such as media interviews with top-tier media publications and podcast interviews.

2.5M+

people reached
through media channels



20+

pieces of coverage
secured



QSUPER

PREMIER'S READING CHALLENGE AWARDS

Problem: QSuper needed a partner who could help shine a spotlight on its strategic partnership with the Premier's Reading Challenge.

Solution: Elevate facilitated media and communication activities for QSuper throughout the duration of the Premier's Reading Challenge, leveraging both earned and owned platforms. The program had two phases to ensure maximum impact; the first phase promoted the launch of the Challenge to encourage participation from students and the second phase highlighted the Challenge winners on the conclusion of the campaign.

Result:

10.7M+

people reached
through media channels



\$250,000+

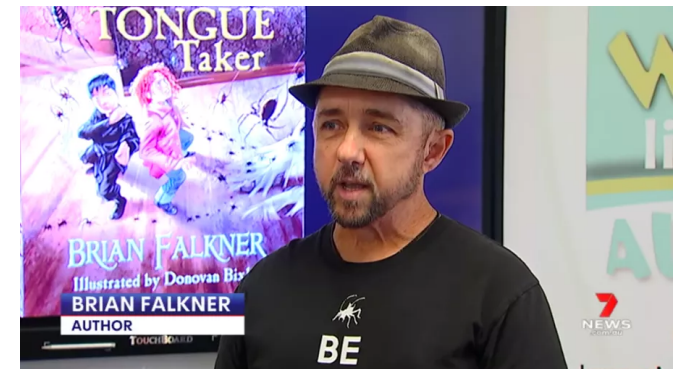
Equivalent Advertising Value
(EAV) generated

21+

media stories generated. Tier
one publications incl: The
Courier Mail, Channel 7, 97.3 FM



Atticus Trudgeon, Ben Hansen and Sophie Meyer, all 9, at Greenslopes State School. Picture: Annette Dew



"The attention to detail, promptness in actions and responses, professionalism in how they communicate and address issues, and willingness to go the extra mile... it exceeds our expectations."

Bill Brassington - QSuper Brand Partnership & Sponsorship Manager

BONDOR


INTEGRATED DIGITAL MARKETING AND COMMUNICATION PROGRAM

Bondor, a leading manufacturer in PIR insulated thermal building solutions and lightweight architectural systems, appointed Elevate in 2010 to facilitate an integrated PR and communication program.

Since then, Elevate has been Bondor’s trusted adviser and full communication service providers, ensuring Bondor is positioned as a leader in the building industry for both commercial and residential developments.

25M+

people reached
through media
channels



10+


years of
communication
partnership



100+

case studies
developed





QLD BUSINESS


Manufacturer Bondor Metecno Group in quest to turn waste plastic into building products

THE construction sector throws away 700,000 tonnes of plastic waste each year, but now a Brisbane manufacturer of building panels is looking at ways to recycle it.

Glen Norris, The Courier-Mail Subscriber only | February 27, 2020 8:06pm

WASTE plastics may soon be used by a Brisbane-based manufacturer to make lightweight prefabricated building products.

Acacia Ridge-based Bondor Metecno Group has received a \$2.7 million grant from the Federal Government's Cooperative Research Centre to investigate using plastic waste in the manufacture of insulated walls, ceiling and roof panels. Pipemakers Australia, M Modular and the University of Melbourne also will take part in the three-year study.




© Bondor general manager Geoff Marsdon on the production line. Picture: Peter Wells

Bondor executive general manager Geoff Marsdon said the project would have a substantial impact on the environment by reducing the volume of waste plastic sent to landfill.

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"The building and construction sector in Australia consumes about 700,000 tonnes of plastics each year, which is 20 per cent of plastic consumption," said Mr Marsdon. "Less than 12 per cent is recycled and more than 40 per cent is disposed of in landfill."

Mr Marsdon said the research project, involving graduate students from the University of Melbourne, would look at the type of plastics that could be used in insulated panels and the manufacturing processes required.

He said utilising recycled products would not only reduce the amount of plastic waste going to landfill but cut production costs.

QBM FEATURE: NEW LIFE FOR BRISBANE RUBBISH

L

"Elevate is one of the best PR and digital communication agencies! I've had the pleasure of partnering with the Elevate team for over 10 years, as they've helped grow and protect my business with a strategic communication program that delivers results." **Geoff Marsdon**, GM Bondor and Metecno Group

R

SODEXO AUSTRALIA

1,673% 

increase in community
engagement on Facebook

6+ 

magazines developed

10+ 

award finalist award
submissions drafted

Problem

Following its acquisition of Morris Corporation, Sodexo needed a team to support its national communications efforts: building brand awareness in the Australian market, communicating to the company's employee base of more than 5,000 workers, highlighting its extensive corporate social responsibility work, and coordinating Sodexo's annual Focus on Growth Conference.

Solution

Elevate has ingrained itself as an extension of Sodexo's Brand & Communications Team, working with company leaders, stakeholders and partners to execute a holistic communication program, incorporating owned, earned and paid channels. Activity includes an integrated mix of traditional public relations, corporate communications, issues management, digital marketing and advertising, and event management.

Result

Development and design of six quarterly employee magazines, 10+ award submissions announced as finalists in their category. Elevate has also secured regular media coverage across a suite of relevant trade publications, including the copywriting of regular industry trends and thought leadership pieces and publications and have coordinated three Sodexo 'Focus on Growth' Conferences.

"I can rely on Elevate Communication for anything because they've got the capabilities. The CEO of our organisation's Australia branch says that Elevate Communication is fantastic. The feedback on them has been brilliant, so we want more. Even if you're a multinational company, don't think you have to go to a large agency to get the best PR and communications support. Boutique agencies give you time and dedication, and they invest in understanding your business in a way that larger agencies often do not." - Tammie Evans - Brand & Communication Director

ELEVATE[↑]

Reach out today to discuss how we
can grow and protect your brand

olivia@elevatecom.com.au

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