

TKO®

NO CAN'T, WON'T OR IMPOSSIBLE



TKO

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We are an end-to-end Advertising Agency, Graphic Design House and Website Development Company that is based in Christchurch that will work alongside you to ensure that you get the best possible outcomes and the best possible return on your advertising, website and marketing investments.

Our philosophy is that good creative marketing solutions don't come from out-of-the-blue but rather from a careful mix of creative talent, disciplined processes, effective communication and an environment of mutual trust and understanding.

We understand that our success comes from contributing to your success and we look forward to your coming to think of us as internal to your own team - as an integral part of your business.

Our clients say that we're great to do business with, we have a reputation for generating original and lasting work that is both innovative and 100% functional and for backing this up with knowledgeable, highly responsive and personable service.

We have a passion for creating communication that serves the best interests of our clients, ignites their brands and inspires their customers.

But don't just take our word for it, explore our website and if you like what you see, get in contact to discuss how we can help.

- Kevin Fraher; Director

People

NO CAN'T, WON'T OR IMPOSSIBLE

Kevin Fraher

kevin@tko.co.nz

Qualifications

Tertiary educated to Post Graduate level in Marketing - Massey University.

Tertiary educated to Under Graduate level in English and History - University of Canterbury.

Background

Kevin has specialised in marketing communications for most of his working life. He built and sold a billboard business and operated a small media buying firm before starting up TKO.

He's a strategist, thinker and copy writer. Kevin leads from the front and actively works as a proxy for the client in the TKO office - the question is always, "How is this work going to add to the client's vision, mission and bottom line?" His focus is on developing strong relationships with clients and clear understandings of their businesses and their particular requirements.

Summer Mains

summer@tko.co.nz

Qualifications

Bachelor of Computer Graphic Design
- University of Waikato

Background

Since joining TKO as a new graduate of Waikato University, Summer has quickly established herself as one of the leading creative talents in

the local industry. Summer produces innovative yet functional graphic solutions that consistently exceed client expectations.

In a short space of time with TKO she has built up an impressive creative portfolio including the development of national brand identities, numerous leading Web designs and print material for some of New Zealand's most high profile firms.

Sandi Black

sandi@tko.co.nz

Qualifications

Bachelor of Design - Majoring in Visual Communications
- Christchurch Polytechnic Institute of Technology

Background

Sandi is a highly organised and thorough professional who demands the best of herself and her colleagues. Her ability to communicate clear pathways to achieving solutions to complex design problems makes her a leader in her field and a natural leader in the office.

Sandi is an integral part of the TKO team as a person who both challenges and inspires all around her.



People

NO CAN'T, WON'T OR IMPOSSIBLE

John Milmine

john@tko.co.nz

Qualifications

Bachelor of Design - Majoring in Visual Communications and Multi Media design
- Christchurch Polytechnic Institute of Technology

Background

John is a highly skilled Flash and HTML Programmer and Graphic Designer. He also customises web applications and our FOX™ content management system and client relationship system to ensure optimum utility goes hand in hand with cutting edge design. He is also responsible for management of TKO's web site and email hosting services.

Rebecca Redmond

Consultant

Qualifications

Tertiary educated to Masters level in Science
- University of Canterbury

Additional education in Quality Management Systems, Marketing and Accounting from University of Canterbury, MBA Department and Continuing Education programme.

Background

Rebecca has held key roles in export sales and marketing and until recently retiring from the role, was General Manager of Waitaki Biosciences International Limited.

Rebecca brings to her work with TKO a wealth of experience and business management expertise.

Gary Finderup

Managing Director
- Toucan Advertising & Marketing
Affiliated Business

Clients

LG Electronics, Bostic Findley NZ Ltd, Royal NZ Navy, K8011, Fitzroy Yachts

Background

Gary has extensive advertising industry experience having been Corporate Advertising Manager for Telecom New Zealand before establishing Toucan Advertising and Marketing. Toucan boasts an impressive a small but select group of clients.

Gary's extensive industry knowledge, experience and contacts prove invaluable to TKO on a daily basis. TKO and Toucan work together to deliver clients the benefits of our combined teams.



Our Services

NO CAN'T, WON'T OR IMPOSSIBLE

Creative Advertising Concepts

TKO provide creative advertising ideas, identities and messages for the full range of media channels: print media, outdoor advertising, radio, television, Internet and email campaigns.

Brand Identity Design & Development

Whether you require a completely new logo or wish to modernise your existing logo as part of a rebrand, TKO can conceive and develop you a distinctive, effective and professional logo that will create the right impression and expectation in the minds of your target market.

Brand Management

We see ourselves as the guardians of our clients' brands and provide the knowledge, skills and experience beyond those of a designer, printer or media agent to ensure your logo and brand identity is managed consistently and professionally. At TKO brand management focuses on protecting your business' brand value from being eroded by use of inferior quality logo and brand identity files, inaccurate rendering, tampering, omissions, poor placement, unwanted associations and loss. Our Brand Management services extend to management of your print and media suppliers and crosses over into marketing planning, marketing strategy and media placement.

Graphic Design

TKO have industry leading inhouse graphic designers experienced and skilled in the design of a full range of print and electronic documents and media files: Corporate logos, corporate stationery, magazine design and publishing, newspaper advertisements, Yellow

Pages advertisements, billboards, street posters, brochures, fliers, annual reports, website banners, Flash animations, HTML email templates, point of sale displays, packaging, vehicle signage, building signage, interior signage, window frosting, promotional products, uniforms and streetwear.

Copywriting

It's not simply what you say but how you say it that determines the effectiveness of your advertising messages, press releases and editorial. At TKO we have specialist inhouse and contract copywriting practitioners who ensure that your words mean what you want them to mean.

Website Design

Having an online "shopfront" for your business that can gain exposure to and create the right impression amongst your target market is nowadays a critical part of your marketing mix. TKO are leading website architects and designers able to make your business accessible, visible and desirable. Contact us to view our extensive website design portfolio.

Web Development

TKO have dedicated inhouse and contract Web developers that custom build our websites projects as the client requires. Using CSS, PHP and MySQL databases our developers are highly skilled in developing HTML and Flash, websites and web applications for all the leading browsers and media players. All TKO sites incorporate FOX™ Content Management System technology that allows you to manage the content of your website in real time. For detailed information of the web services available please contact us.

CASE STUDIES



SOS

A FRESH PERSPECTIVE

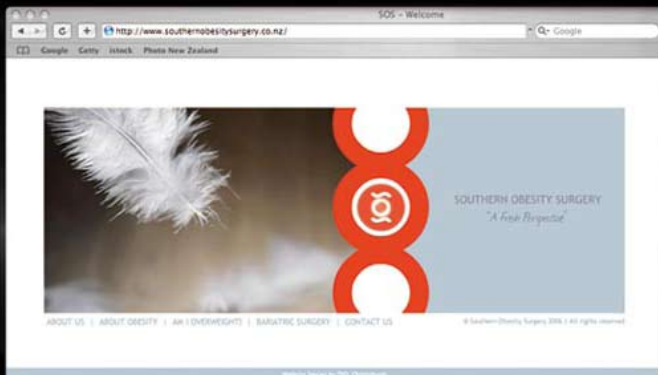
Client Southern Obesity Surgery
Bariatric Surgical Services

Brief TKO was commissioned to create a distinctive and non threatening Identity, logo, strapline and brand imagery for the new obesity surgery clinic.

Solution As surgical intervention for obesity is a final resort for people in desperate need of help, Southern Obesity Surgery (SOS) was developed to capitalise on the pun in the internationally recognisable acronym SOS (Save Our Souls) used to signify a cry for help. The letters SOS were turned into a powerful logo by creating a slim letter "S" and an obese letter "O" and rotating the letters to create a distinctive shape suggestive of a life ring and a distinctive identity able to be registered as a trademark.

Outcome TKO's branding work and supporting marketing material for SOS represents some of the very best work produced by the firm and provided the client with a stunning identity to launch its new service with.

Testimonial "Fantastic work, Kevin. We couldn't be happier: Everyone who has seen the logo has remarked on how great it looks."
Grant Coulter (Director)
Southern Obesity Surgery



HamiltonJet

CREATION + INNOVATION + EVOLUTION

Client HamiltonJet

The world's leading maker of waterjet engines.

Brief TKO was approached to develop packaging and marketing material for HamiltonJet to use in tradeshows around the world.

Solution TKO moved right away from HamiltonJet's traditional marketing material and put a high emphasis on creating a contemporary, innovative and hi-tech feel to the design and packaging through the use of photographic techniques, stock treatments and packaging solutions.

Outcome TKO and the client are extremely happy with the new direction and the initial market responses to the packaging and marketing messages developed.





HDANZ

ACHIEVE INSIGHT THROUGH AUDIT

Client Health & Disability Auditing NZ
Health Sector Auditing

Brief HDANZ approached TKO to rebrand their business with a contemporary and professional look that both reflected their business strengths and positioned them as the most progressive and client friendly supplier of health sector auditing services in New Zealand.

Solution TKO created a logo that is modern yet formal, combining the distinctive New Zealand symbol of the koru with a fresh, natural, earthy-green colour. The koru, positioned to suggest "holding of hands," operates as a positive symbol of both new growth and partnership, which are two of the key objectives in bringing HDANZ and client organisations together to work on the auditing process. Aligned with this, is the flax imagery adopted. It communicates messages of health, growth, strength and flexibility in a New Zealand context.

Outcome TKO helped position HDANZ as the industry leader in health sector auditing with a brand and associated marketing material that is readily recognisable, professional and intelligible. HDANZ's branding sets the business apart from its competitors as one that is modern, progressive, distinctly New Zealand and as having an approachable human side to it.

Testimonial "TKO has completed a range of brand work for HDANZ. In each case, we felt we received top-quality results and found the staff at TKO to be flexible and easy to deal with. They made the effort to get to know our business, paid close attention to our particular needs, and provided valuable advice."

David Hamer (Director)

Health & Disability Auditing New Zealand



Phantom Magazine

PHANTOM BILLSTICKERS LTD

Client Phantom Billstickers
Nationwide Billsticker Company

Brief TKO was approached to take responsibility for producing the Phantom Magazine - a quarterly publication of 28-32 pages that published articles, fiction, competitions, industry news and reviews.

Solution TKO project managed every aspect of the magazine production from design and photography elements, to sourcing, proofing and editing supplied material and writing copy.

Outcome TKO created a look and style for the magazine that was very much in keeping with the client's requirements and whilst working within strict budget parameters. Both the client and magazine readers were extremely happy with the results.

Testimonial "When we needed #&!%-kicking design, TKO® delivered. They remodelled, revamped and rebuilt our magazine on budget and in double quick time with results that really do speak for themselves. I'd have no hesitation in recommending TKO® to anybody."

Jamey Holloway (Business Manager)

- Phantom Billstickers Ltd





NZRPA
WWW.NZRPA.CO.NZ

Client NZRPA
New Zealand Rugby Players' Association

Brief TKO was approached to rebrand the NZRPA identity so that it accurately represented the modern and diverse nature of the organisation and its members in its own logo, stationery, signage, communications and website as well as alongside that of the International Rugby player's Association and the New Zealand Rugby Union.

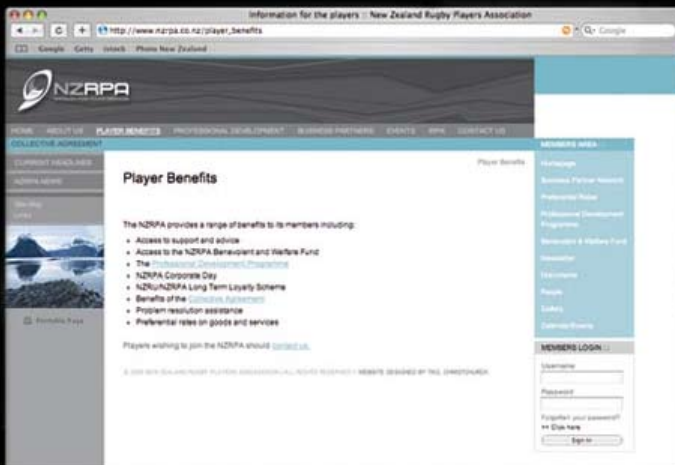
Solution TKO's branding work for the NZRPA forms a unifying function representative of and inclusive of the diverse cultural backgrounds of its members, their sporting code and the country they play and work in. The elements of the logo and the brand design are representative of the sport of rugby, the pacific ocean and its islands, of the New Zealand landscape and of continuous movement and progression.

Outcome The logo and brand identity imagery developed by TKO received an excellent reception from the NZRPA management and member body alike and sets the NZRPA apart from its sister organizations around the globe.

Testimonial "Thanks for all your amazing work this year. It's been a pleasure working with you."

On a separate note, Rob met with the other Player Associations that make up the International Players' Association and they thought that your work was fantastic. You may well get a call or two."

Bryn Nyberg
New Zealand Rugby Players' Association



Krank Dirtwear

GEAR FOR THE COMMITTED

Client Krank Dirtwear - MTB Clothing

Brief Having tried and failed elsewhere, Krank Dirtwear approached TKO seeking the creation of a cost effective logo and brand position that they could adopt to launch a clothing range into the MTB clothing market.

Solution TKO used the letter "k" that begins and end the Krank brand name as the basis for developing a stylised wheel shape that forms the logo graphic. The symmetry of the graphics and its simplicity allows it to render strongly across all media.

Outcome TKO created a powerful and classic-styled logo suggestive of both the wheel of a bike and the two Ks of Krank. The logo is versatile enough to be used in a range of colours and to be effective in all media renderings from website icon to t-shirt screen print design.

Testimonial "I like the way you do business and we really love what you have done for us with the logo"

Neil Ellis (Director)
Krank Dirtwear Ltd





Waitaki Biosciences

STRENGTH . FLEXIBILITY . VITALITY . SUPPLENESS

Client Waitaki Biosciences International Ltd
Manufacturer and Exporter of natural ingredients
for dietary supplement and pharmaceutical
markets.

Brief TKO was employed to develop
tradeshow brochures in both English
and Japanese.

Solution TKO rebranded Waitaki
Biosciences to reflect the earthy, natural qualities
of New Zealand and carried this theme through
to the design and copy of trade show brochures
bound for the North American and Japanese
markets. Combining photographic elements with
an emphasis on ocean, animal, human and plant
life with less structured elements such as hand
written script, created a sense of Waitaki being a
vibrant, healthy and human-centred organisation.

Outcome The distinctive photographic
elements of the brochure, proved an excellent
"breaking-the-ice" talking point, with many
visitors to the Waitaki stand. This greatly
assisted company representatives in engaging
tradeshow visitors in conversation which led
to opportunities to explore the needs of the
visitors' businesses and the exchange of
contact information.

School-links

CONNECTING SCHOOLS & FAMILIES



Client School-Links
Hosted Communication Software

Brief School-links commissioned a logo and brand imagery that would reflect the interests of the education sector and be representative of the communication building functions of the software.

Solution TKO used the first letter of the brand name "S" to create a graphic suggestive of a chain link. The result is a simple yet clever mark that symbolically represents one of the key propositions - the idea of creating stronger links between schools and families.

The brand imagery has a distinctive Pacific feel to it with design elements echoing Maori and Pacific Island art which have a strong educational significance.

Outcome The School-links brand and brand imagery has quickly become well recognised and well accepted in educational circles.

Testimonial "The TKO team have worked very closely with me on the development of our branding, marketing and strategic business planning. In each case their input, responsiveness and delivery has exceeded my expectations. They have grown to be a critical element of our business operation independently project managing significant chunks of work without need for direction and with my full confidence."

Andrew Balfour (Managing Director)
School-links@



HDAAU

LAUNCH OF HEALTH & DISABILITY AUDITING AUSTRALIA

Client Health & Disability Auditing Australia

Brief TKO was approached to develop a brand identity for HDAAU that had strong Australian characteristics suitable for the company's Queensland launch and befitting a Health Sector Service Audit Provider.

Solution TKO looked to combine many of the key characteristics and ideas of the brief into a single effective graphic. Principally the concepts of Individual Identity, Queensland, Australia, Indigenous Australia, Health and the Auditing Process were distilled down into a logo suggestive of a finger print, of sand, of aboriginal art, and of the audit spiral.

Outcome The result is a unique and emotive identity capturing much of the feel of the landscape and people of Queensland and of Australia as a whole. The spiral also has immediate significance to the audit process.

Testimonial "Wow I think this looks amazing. I have printed it off and walked around in different lights to see how it feelsIt's nice to get away from the traditional corporate colours and be a little different."

David Isitt (General Manager)
Health & Disability Auditing Australia



WEB



Why Choose TKO Web?

NO CAN'T, WON'T OR IMPOSSIBLE

Simply because we bring you unparalleled expertise in each area of your Web site project.

We are not simple Web developers but a team of specialists with specific expertise in each of the key areas of - Web architecture, graphic design, photography, copywriting, HTML and Flash programming, development of customised Web applications, search engine optimisation and marketing. At TKO we combine our skills in these areas to ensure your Web presence and Web marketing not only meet your expectations but exceed them and add to your business' bottom line.

All of our Web sites and Web applications are custom designed and built according to your specific aesthetic and functional needs. At TKO we place a high emphasis on site usability, in particular the ease and speed of user navigation and orientation, and on search engine optimisation. This ensures that your Web site is found and that a visit to your site is a useful and rewarding one for users.

All of our sites are built in PHP and on MySQL databases making them fully extensible. They can have functionality added seamlessly and without expensive rebuilding or redesigning. This means you have, as much as is possible, a "future-proof" site that will grow as you grow without becoming a patchwork quilt of updates and add ons.

Our sites also incorporate leading FOX™ Content Management System technology that allows you to "mind your Web site" content from any PC in the world using your Administrator username

and password. We will fully train you in its use and will lock down key design and style elements so that you cannot alter them in error.

Please take the time to visit our most recently completed website project for School-links, Hosted Communication Software (www.school-links.co.nz) which is managed via our Content Management System, has a secure Client Area for their customers, and is designed to maximise user orientation.

You are in good company

We have recently designed and built websites and software for:

- * The New Zealand Rugby Players' Association
- * Asure New Zealand
- * The Hernia Centre
- * School-links Communication Software
- * Health and Disability Auditing New Zealand
- * Health and Disability Auditing Australia

Remember we are not web designers. Rather, we are a team of specialists in our various areas of expertise and we combine these talents to ensure you get the very best of everything on your job.

We look forward to working with you.

Kevin Fraher
Director

Websites

WWW.TKO.CO.NZ



hdaau.com



herniasurgerychristchurch.co.nz



markbrowngolf.com



school-links.co.nz



southernobesitysurgery.co.nz



massagetherapychristchurch.co.nz



nzrpa.co.nz



accountantschristchurch.co.nz



hdanz.co.nz



waitakibio.com

TKO Design & Advertising

NO CAN'T, WON'T OR IMPOSSIBLE

Address

Level 1, 164 Lichfield Street
Christchurch
New Zealand

Postal Address

PO Box 1230,
Christchurch 8140
New Zealand

Email

kevin@tko.co.nz

Phone

+64 3 365 2443

