





# INTRODUCTION

## Proposal: My Business Voice

Dear Leigh,

Thank you for the opportunity to provide you with a quotation for graphic design services.

Thomas Marsden has built a reputation over 40 years for providing first class, innovative services to a wide variety of lifestyle based clients both locally and nationally.

I look forward to working together in the near future.

Kind Regards



**Shamus Dollin**  
Creative Director

## CONTENTS

Introduction	2
Direct Mail Package	3
Social Media Ads	4
Case Studies	5
About	9
Trading Terms	11

# DIRECT MAIL

## Design of Direct Mail Package

Compile basic brief document outlining campaign objectives, key message, proposition, support points and target market. Proof to client for feedback / approval.	\$75
Design, creative & copy writing for 2 campaign concept variations and proof to client for review.	\$400
Design of artwork for DL foldout brochure, proof to client and complete 1 round of revisions.	\$300
Design of artwork for personalised A4 letter, proof to client and complete 1 round of revisions.	\$100
<b>Production Total    \$875+GST</b>	

## Printing

	<b>1000</b>	<b>5000</b>	<b>10000</b>
Print A4 letter, single sided, 100gsm laser bond, delivered to client.	\$196	\$374	\$595
Print double sided, DL foldout flyer, 150gsm, gloss, delivered to client.	\$316	\$422	\$595

\*All prices exclude GST

### Notes:

- Payment terms are 50% deposit at project commencement with balance due on completion
- All projects include 1 round of client revisions unless stated otherwise, additional rounds of client alterations not included above will be charged accordingly.
- Stock image purchase & photography additional.
- All prices exclude GST.

## Acceptance of Proposal

Yes, I approve the above quotation.

Client Signature

Date

# SOCIAL MEDIA ADS

## Design of Social Media Ads

Design of artwork for Facebook ad based on previous campaign creative, proof to client and make 1 round of revisions, provide final artwork as JPG.	\$100
Design of artwork for LinkedIn ad based on previous campaign creative, proof to client and make 1 round of revisions, provide final artwork as JPG.	\$100
<b>Production Total      \$200+GST</b>	

### Notes:

- Payment terms are 50% deposit at project commencement with balance due on completion
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- Stock image purchase & photography additional.
- All prices exclude GST.

### Acceptance of Proposal

Yes, I approve the above quotation.

Client Signature

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# CASE STUDY

# iden GROUP

**Contents**

Introduction	1
Our Services	2
Our Clients	3
Our Values	4
Our Team	5
Our Locations	6
Our History	7
Our Future	8
Our Contact	9

**Thank you.**

We are grateful for your business and the opportunity to serve you. We will continue to strive for excellence in everything we do.

**Testimonial:**

"I have been a customer of Iden Group for many years and I can honestly say that they are the best in the business. Their staff are friendly, professional and always go above and beyond to ensure that my needs are met. I highly recommend Iden Group to anyone looking for a reliable and trustworthy service provider."

**iden**

**EQUIPMENT FINANCE**

"That's best for you and customers."

**About Us**

iden group is a leading provider of equipment finance solutions for businesses across Australia. We offer a range of flexible financing options to help businesses grow and thrive.

**Contact us now:**  
1300 334 336  
iden.com.au



## CASE STUDY

**iden**  
GROUP

A circular inset showing an open product brochure. The left page is titled 'Contents' and lists various services. The right page is titled 'Thank you' and features a testimonial from a client, signed by 'John Smith'.

Product Brochure

A circular inset showing a presentation folder. The folder is white with a purple spine and features a photograph of a family (a man, a woman, and two children) on the front cover. The 'iden' logo is visible on the spine.

Presentation Folder

A circular inset showing a DL brochure. The brochure is white with a purple header that reads 'EQUIPMENT FINANCE'. Below this, it says 'That's best for you and your customers'. The 'iden' logo is prominently displayed in the center, and the bottom section is titled 'About Us'.

DL Brochure

A large circular logo with a purple background. The word 'iden' is written in a large, white, lowercase serif font, and the word 'GROUP' is written in a smaller, white, uppercase sans-serif font below it.

A circular inset showing a stack of business cards. The top card is white with a purple header and features the 'iden' logo. Below the logo, it says 'Christine Tisdall' and 'group sales manager'. The card also includes contact information: 'Suite 2, Level 1, 100 Westgate, Sydney, New South Wales 2155', 'P 02 955 5178 F 02 955 5179 E c.tisdall@iden.com.au', and 'www.iden.com.au'.



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**iden**  
GROUP

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A large circular logo with a purple background. The word 'iden' is written in a large, white, lowercase serif font, and the word 'GROUP' is written in a smaller, white, uppercase sans-serif font below it.

A circular inset showing a stack of business cards. The top card is white with a purple header and features the 'iden' logo. Below the logo, it says 'Christine Tisdall' and 'group sales manager'. The card also includes contact information: 'Suite 2, Level 1, 100 Macquarie Street, Sydney NSW 2000', 'P 02 955 1718 F 02 955 1719 E c.tisdall@iden.com.au', and 'www.iden.com.au'.

# CASE STUDY

## **FREEDOM** MOTORS AUSTRALIA



Vehicle Wrap



Website



Banners



Stationery



DL Flyer



# CASE STUDY



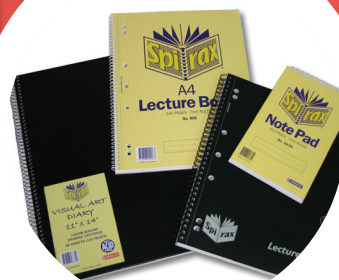
FROM TO DO... TO DONE



Pin Packaging



QuikStik Packaging



Spirax Diaries



Branding



QuikStik Sheets

# CASE STUDY



Bottle Stickers



Soap Wraps / Packaging



Stationery



Logo



Style Guide





# ABOUT US

Thomas Marsden is...  
A full service advertising agency  
based in Western Sydney.

Thomas Marsden are experts in branding, graphic design, web development, media, print and more. We are the one stop shop for ALL your marketing needs.

Our focused in-house team provides a high quality, inspiring, creative service tailored to grow YOUR brand recognition, resulting in greater market share for our clients.

Thomas Marsden has built a reputation for 40 years providing first class, innovative services to a wide variety of lifestyle based clients both locally and nationally.

The team to grow your brand.  
Under one roof.

## Quick Facts

- Established in 1972 by Geoff **Thomas** Dollin and Phil **Marsden** Morehead.
- Employs an in-house team of 8 creatives, all perfection focused with very unique skill sets.
- The majority of our staff and clients have been with us for over 15 years.
- AA rated media buying agency allows media booking nationally.
- Family owned and operated.

# OUR DIFFERENCE

- We work miracles, no challenge is too difficult or deadline too tight.
- We give you powerful ideas to grow your brand, maximise impact and outcome.
- We make every design creative, every website inspiring, and above all, awesome.
- We keep your brand consistent, no matter which medium we are working in, your brand is always presented in its best light.
- We make it easier for you, one agency, one point of contact and one bill for all your marketing needs.

Partner with us today.  
Take your brand to the next level  
tomorrow.

*Let's Go*

# TRADING TERMS

Thomas Marsden Advertising Pty Ltd  
ACN 001 784 836

## **New Clients / Payment Methods**

Before any work can commence all new clients will be required to complete the new client sign up form to provide contact, address and payment details.

Thomas Marsden offers 2 payment methods: 30 day commercial credit account and COD (cash on delivery).

## **30 day Commercial Credit Accounts**

Requirements:

- Business established for longer than 2 years.
- Provide 3 current trade references.
- Provide directors address details.

Upon completion, and approval of 30 day credit account application a credit account will be opened.

We reserve the right to use information provided in the account application to check client credit worthiness.

## **Invoicing and payment.**

Individual invoices will be issued for each project and will indicate GST payment, a statement of account will be issued at the end of each month. Payment terms are strictly net 30 days from end of month statement is issued. Payments to be made by business cheque, payable to Thomas Marsden or electronic funds transfer (EFT) BSB 062-589 Account 2804 7998

Goods and services remain the property of Thomas Marsden until the account payment is finalised. Thomas Marsden reserves the right to suspend hosting, domain or SSL services if outstanding accounts are not finalised.

## **Overdue accounts**

Accounts exceeding our payment terms will be subject to collection action by our collection agency.

## **Major projects**

Should a project span longer than one month, Thomas Marsden may invoice "work to date" at the end of each month. Large projects will be quoted in stages with date based milestones.

## **COD Accounts**

All COD projects will be quoted in advance and require client signature on approved quote.

A 50% down payment will be required before project commencement with balance due before final handover of material or publishing of project.

Payments to be made by business cheque, payable to Thomas Marsden or electronic funds transfer (EFT) BSB 062-589 Account 2804 7998.

## **Quoting**

All prices quoted are Exclusive of GST.

Quotations are valid for 30 days from date of client submission.

## **Production Work**

Unless otherwise specified, all production work includes one round of client revisions only, additional revisions may be charged at \$150 / hour.

## **Website Development**

Once website has been approved and made 'live', any changes that are not due to programming issues or contained in the original brief will be charged out at normal TMA rates. Thomas Marsden provide a warranty period of 3 months from time of website going live whereby any problems reported with the site will be fixed. All problems with the site must be reported within this 3-month Warranty period. Beyond the 3-month warranty, all programming work performed, regardless if due to TMA error will be charged out at normal TMA rates. Warranty applies to new sites developed solely by Thomas Marsden Only.

## **Intellectual property**

Thomas Marsden will retain copyright ownership of creative material produced by its staff. Copyright release is available on written request.

## **Archived material**

Artwork is kept on our active file system for a period of 12 months, after which it will be archived. Archive retrieval charges may occur on projects older than 12 months. Thomas Marsden will archive client material for a period of five years, subject to events beyond our control e.g. fire, theft, file corruption etc.