

## THE SATORI EXPERIENCE

Everyone at Satori has a solid marketing/sales background in industries.

From retail, to consumables, durables, automotive, telecommunications, food, financial, sponsorship, web site development, event development and management, we've been there and done it well.

And we're not just theorists, we have actually done it ourselves.

We've sold, marketed (sometimes with our own products) and with our money and time.

There's no better way to know your market and your audience than by talking to them face to face.

Something that most advertising agencies have never done.

## SERVICES

Marketing in the new millennium involves every weapon we have at our disposal.

No longer can we simply rely on a single medium or a single answer to the marketing problem. Clients expect results and we aim every strategy at delivering them.

The areas that Satori have as in-house facilities are as follows.

## ADVERTISING

Everything starts with advertising and building brand awareness, but always in conjunction with the other marketing elements that generate measurable results.

The art of advertising has become more difficult and more expensive over the last decade as the market becomes more cluttered and consumers become better educated.

Consumers are now time poor and income rich by comparison, but as a result, our advertising has less time to be more effective.

Impact and recall has never been more imperative.

Satori has been developing innovative TV, radio, press and print campaigns for several years, which have actually built our client's businesses.

## SALES PROMOTIONS

One of the vital below-the-line marketing tools is sales promotion.

Sales promotion has been around for decades, but in Australia we are still learning from the experienced European marketeers.

Never the less, the art of actually promoting sales is one of the skills Satori enjoys.

We have proven performance with current clients.

Sales promotion has huge potential in the Australian market, as it is this kind of incentive that encourages consumers to brand switch and trial your product or service.

Whether it's instant reward, chance to win or one of the other sales promotional devices,

Satori develop new and innovative campaigns that dovetail with the positioning of mainstream brand advertising.



# marketing

## DIRECT MARKETING

Direct marketing is a core expertise of Satori.

Whilst direct marketing is still a relatively new industry in Australia and many of those people in it are fresh from tertiary institutions, Satori have key team members with many years of direct marketing experience behind them.

The intricacies and special requirements of direct marketing make it an area that many agencies still fail to understand, but not Satori.

The challenge of generating results is what Satori enjoys best.

When we are entrusted with our client's business they become our partners.

The tracking of sales or leads is vital information which flows between client and agency, and in turn enables Satori to develop even more successful campaigns.

Satori can originate and manage every aspect of direct marketing, from database creation and management, loyalty programs, the direct marketing creative in all media including infomercials, to the vital backend telemarketing, mail processing and distribution.

## WEB SITE DEVELOPMENT AND IMPLEMENTATION

Web sites are quickly becoming the shop window of marketing. Many years ago, companies dabbled and set up what we call a "stage 1" site.

The days of putting "brochures" on web sites are over. Over the last few years we have learnt a lot about web site creative that enables the user to get the message we want them to respond to, quickly and efficiently, no matter their level of equipment or computer literacy.

The new sites being formed now are at stage 3 and 4 and those with the older sites are gradually updating them. Much of Satori's work has been involved to update old sites as well as create new ones.

Web sites of today encompass the sophistication of design as well as collecting database and prospect/customer information in an easy to access format, that forms the basis of future marketing activity.

As consumers have better equipment, so the possibilities to include animation, real time cameras, interaction and other Internet site tools to enhance and create a point of difference in your web site.

No longer is it good enough to have your web site sitting in cyber space, with no link to search portals.

The strategy of web marketing, finding and developing relationships with relevant search portals which will feed your site with prospects or customers and then the development of effective web sites are now an important marketing tool.

## **PUBLICATIONS**

By "publications" we mean the development, design and production of magazines, annual reports and other corporate publications.

Giving a fresh look to what some people consider to be a mundane report or a text heavy magazine is what Satori designers and copy writers do exceptionally well.

## **PERSONNEL**

We like to be considered part of your marketing team...partners.

We are there to help build and develop your business.

The Satori team comprises active working directors, account management, production and designers, copywriters and finished artists, supported by our administration staff.

## **PROCESSES**

No agency can operate without the right systems.

Standardising briefs, prompt contact reports cost estimates and written briefs for not just client's jobs, but also to printers and suppliers ensures that Satori deliver the relevant product/service on time and on budget.

# SATORI

At Satori we consider any client payment as an investment by them in the successful marketing and promotion of their goods and services.

The Satori billing system is supported by the Satori systems that monitor the processes. Consequently, wherever possible, our fee structure can be tailored in a number of ways.

*These include:*

**Pre-quoted head hours**

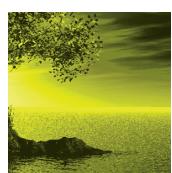
Like all agency remuneration, Satori Advertising remuneration is based on head hour rates, but every job is pre-quoted on receipt of brief.

**Service retainer**

A service retainer is a fixed service fee calculated at the commencement of the Satori/Client association. It excludes special projects and material costs.

It is reviewed on a regular basis. Such a method of billing has proved quite successful for many clients of the Satori team.

*Friendly, prompt service with  
projects completed on time and  
within budget.*



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