

Design Portfolio

OCTOBER 2022

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toughcookie
MARKETING

A bit about us

WELCOME TO TOUGH COOKIE WORLD

OUR TEAM

KATH BOLITHO DIRECTOR

NADINE STOKES DIGITAL MARKETING MANAGER

EVONNE OXENHAM SENIOR MARKETING OFFICER

KEELY MILLIKIN MARKETING OFFICER

CHELSEA COLES MARKETING OFFICER

HAYLEY EVANS MARKETING OFFICER

AMANDA MALONE SENIOR GRAPHIC DESIGNER

LAURA COTTON WEB DEVELOPER AND DESIGNER

SERVICES

BRANDING, BUSINESS AND MARKETING STRATEGIES /
SOCIAL MEDIA AND DIGITAL ADVERTISING / DIGITAL
CAMPAIGNS / GRAPHIC DESIGN / WEB DESIGN AND
DEVELOPMENT / COPY WRITING / PHOTOGRAPHY AND
VIDEOGRAPHY / EVENTS / TRAINING

Decades move quickly at Tough Cookie Marketing, it feels like just a few years ago that we opened in 2012 with a goal to specifically support service-led businesses with accessible marketing support and creative, cost-effective solutions for growth in profit and reputation.

Tough Cookie works in partnership with a variety of organisations, varying in size and services across many sectors, including hospitality, tourism, retail, professional services, not-for-profit, community and events. We love to link up good people and creating new opportunities for all.

Our team has extensive experience in business operations, marketing, design, words, digital and event management. Our eight awesome humans share with our clients their artistic, strategic and innovative talents, each bizarrely over-committed to delivering above and beyond results (like attracts like right?).



Our vibe

Tough Cookie is devoted to championing businesses. We believe in generosity, sharing a great idea, and helping people to have the most successful work and business life they can.

We're here for you. From ongoing retainers, set contracts or quick tasks, just tell us what you need and we will make it happen. We obsessively seek your point of difference and will help to share it with the world. We believe in independence and are happy to guide you to take control of your own marketing activities for long-term success.

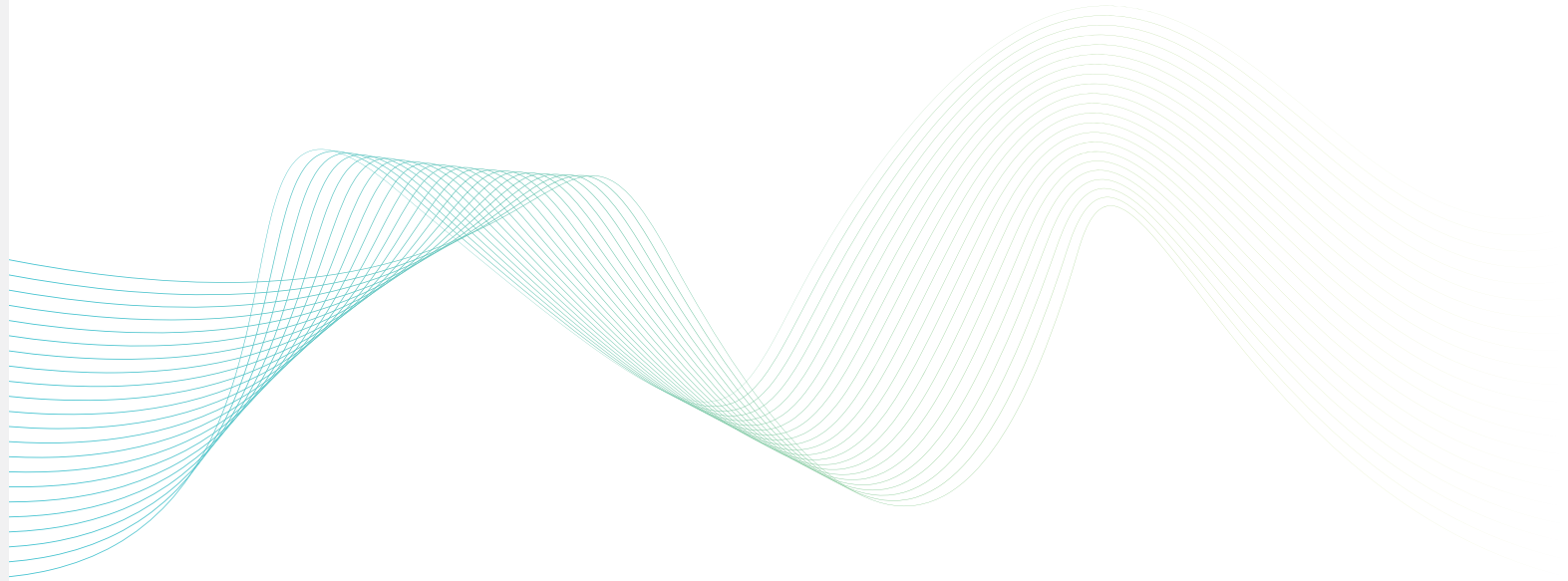
We want you to stand out in the crowd and be proud of your unique story. We're devoted to our people and encourage you to think big, let's make it happen together.

Expansion of the corporate story

BENDIGO TELCO

100GIG BENDIGO BRANDING

Branding for Bendigo Telco product 100Gig Bendigo that complements existing brand.



Celebration of people

BENDIGO DISTRICT ABORIGINAL CO-OPERATIVE (BDAC)

21 YEARS EVENT BRANDING

Branding and design collateral for BDAC's 21st Anniversary Celebratory Event.

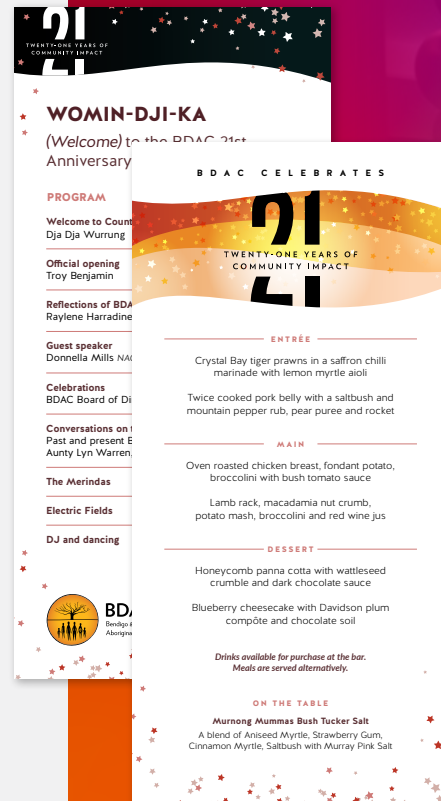
Items included:

(Prior to event)

- Event brand and colour palette
- Advertising print and digital
- Advertising banners and signage
- Booking forms and digital invitations

(On event)

- Large mural style seating chart
- Chocolate wrappers for guest gift
- Menus and program
- Welcome and directional signage
- Lectern insert
- Digital animated holding slide and introductory digital slides
- Superstrap for live feed



Celebrating 30 years

HFMA

30 YEARS OF HEALTH FINANCE

Logo for use in digital collateral during the year of HFMA's 30-year celebration.

Logo used on digital banners, digital invitations, social media and email signature banners.



CELEBRATING
30 YEARS
OF HEALTH FINANCE
MANAGEMENT ASSOCIATION



CELEBRATING
30 YEARS
OF HEALTH FINANCE
MANAGEMENT ASSOCIATION

Bright, bold and mobile – putting personality into essential supports

HAVEN HOME SAFE

HEYVAN MOBILE OUTREACH SERVICE PROGRAM BRANDING

Branding for Haven Home Safe mobile homeless outreach service. Design elements included:

- Program name presented (HeyVan - Haven)
- Logo design
- Brand elements
- Vehicle wrap
- Advertising materials, such as posters, flyers and client cards.

Digital marketing and website elements and banners.



A approachable design to speak to everyone in the community

BENDIGO FOODSHARE

MILLION MEALS IN MAY AND SOUP FEST

Graphic illustration and brand design for Million Meals In May that carried on through to the Bendigo Foodshare brand.



Think bold, bright and beer

BENDIGO CRAFT BEER & CIDER FESTIVAL

FESTIVAL BRANDING

Fresh branding to work alongside current logo as well as collateral for the event including:

- Digital marketing banners and elements
- Digital display ads
- Signage and large banners
- Program design
- Posters, flyers and lanyards
- Graphic illustration and other elements including maps

**BENDIGO 2022
CRAFT BEER
+ CIDER FEST**
26 MARCH 2022
f @BENDIGOCRAFTBEERFEST

TICKETS ON SALE NOW
BENDIGOCRAFTBEERFESTIVAL.COM.AU

BENDIGO TOURISM **CITY OF GREATER BENDIGO**



Creatively corporate designs

BENDIGO TELCO

BRAND REFRESH

Brand design to complement current logo.
Design tasks included:

- Creation of brand elements
- Additional colours to complement current colour palette
- Brand typography to complement current logo and that will be user friendly internally, externally and online.
- Website mock up
- Singage, apparel and marketing material mockups
- Iconography design

Comprehensive Style Guide



A great plan is made even better with great design to showcase it

DISCOVERY SCIENCE & TECHNOLOGY CENTRE

STRATEGIC PLAN 2021-2024

Use of current branding and style guide to produce a designed A4 Strategic plan with imagery and creation of graphics.



Essential information that speaks to the reader

HAVEN HOME SAFE

CLIENT STORIES AND PROPERTY PROFILE CARDS

A4 double-sided cards featuring client stories and property profiles.

CLIENT STORY *haven* HOME, SAFE

A story of new friendship

Over and over I had heard the words 'We're all in this together' without realising the power in that message.

- Ali, Haven Home, Safe client



Full story over the page

Friendship

Until one day I got into a taxi and the driver recognised my address. It turned out we had been living in the same apartment building for two years and hadn't met.

We soon got to know each other and began to help one another to ease our way through the lockdown. In return for a couple of small favours, the driver made himself available whenever I needed a taxi, sometimes 'forgetting' to turn on the meter.

Now, a couple of months on... we have become friends. Proving that togetherness covers a very broad spectrum. And 'all' means everybody."

CLIENT STORY *haven* HOME, SAFE

From rough sleeping to permanent housing

Trying to get a rental property was that difficult, I found myself getting poorer and poorer and ended up living on the river bank [for about 12 months].

- Anthony, Haven Home, Safe client



Full story over the page

From rough sleeping to permanent housing

"Haven's outreach team have helped me get a unit to move into and helped me out financially. I've also had four operations on my ankle and they've helped organise hospital visits and sorted out the paperwork to get me on the DSP."

"I've got ADHD, Asperger's and Autism and I find it hard to talk to people on the phone and it can be a struggle for me to say what I need. Haven's outreach team have made a really big difference to my life."

Having a house has made a huge difference. Because I'd left Swan Hill, I didn't have a rental history and that made it so hard to be considered by real estate agents. Now I'm doing better than I've ever done."

CLIENT STORY *haven* HOME, SAFE

Creating a sense of place

It's my home. It's my castle. I absolutely love it!

- Peggy, Haven Home, Safe client



Full story over the page

Place

"I was in a little cottage in the [Brotherhood of St. Lawrence settlement], it was a one bedroom, laundry-cum-bathroom and what have you. Very nice, very comfortable, but when I came here... God, I thought I could have a bath in here!"

"I've got quite a few [neighbours] from the Brotherhood that live across the way and around the corner... now and again we'll have a get-together."

When Peggy isn't pottering around the garden or enjoying her home, the location has her connected with all the local amenities which is perfect for her active lifestyle.

"I get out a lot", she said.

Peggy sums up her feelings about her home... "It's my home. It's my castle. I absolutely love it!"

AT A GLANCE *haven* HOME, SAFE

PROPERTY PROFILE

1042 MT ALEXANDER ROAD, ESSENDON

Sold date	April 2022	28 Total units	Ground	+1.2M	+1.1M
Sold cost	29.5M	1 BEDROOM	Level 1	7.1M	5.1M
Land size	370sqm	2 BEDROOM	Level 2	+1.2M	2.1M
HEIGHTS	Ave 5.1m	Appts: 60-70m	Level 3	+1.2M	2.1M

WHO LIVES HERE

- 44 Total Number of Tenants
- 38 Average age of tenant
- 4 YEARS, 7 MONTHS Average tenure
- 35 Adults
- 9 Children (under 18y)
- \$41,676 Average income p.a.

COME MIX*

Age groups	Average income p.a.	% of residents
18-24	\$27,555	41%
25-34	\$51,445	59%

FINANCIAL METRICS

CONSTRUCTION FUNDING MIX

- 9% Victorian Government
- 26% Haven Home, Safe (Self)

611M Market value at March 2021

\$247,000 Investment into the community

Market rental revenue p.a. \$585,000

Less discount to tenants p.a. - \$207,000

Actual revenue p.a. \$378,000

3.1% Rental yield (accounted)

HAVEN HOME, SAFE 1042 ALEXANDER ROAD, ESSENDON

All type, all moods and all personalities

VARIOUS

LOGO DESIGN

- Alium Dining
- ATSC
- 100Gig Bendigo
- Evolve Family Fitness
- Green Goddess
- Central Stay
- Kelly Civil Construction
- Bull Street Bendigo
- Workplace Giving (Haven Home Safe)
- La Larr Ba Gauwa
Harcourt Mountain Bike Park
- Lend A Hand Bendigo
- Pool & Spa Fence Inspections
- Wax Lash Tan



aliuM
DINING



ATSC
AUSTRALIAN TRAUMA
SUPPORT CENTRE



EVOLVE
FAMILY FITNESS



green
goddess
PLANT BASED



CENTRAL STAY
BENDIGO



KELLY
CIVIL CONSTRUCTION



BULL
STREET
BENDIGO



WORKPLACE
GIVING



LA LARR BA GAUWA
HARCOURT MOUNTAIN BIKE TRAILS



LEND A
HAND
BENDIGO



POOL & SPA
FENCE INSPECTIONS



WAX
LASH.TAN