

COMBUSTION

ADVERTISING

CREDENTIALS

OUR QUALIFICATIONS.

Since 2003 Combustion Advertising has provided both marketing and advertising services to many local, regional and national businesses. Along the way it has earned the respect of its clients and suppliers as an ethical, creative and strategically focused partner. Whilst Combustion works with many large organizations, its underlying principle is about helping its clients achieve their goals regardless of size or budget.

Combustion is Byron Shire based and extremely proud of the fact that from our office in Bangalow we are helping national, regional and many local businesses achieve success.

We regard ourselves fortunate to be able to work in a highly creative and significantly competitive region.

We have little desire to be the biggest but we do covet being the best. We love working with clients that share our values and our passion for highly creative, strategically sound marketing solutions.

Combustion's recent work has manifested itself in award winning work* for Byron-based company The Cellar as well as Byron Bay Chilli Company, Bluesfest, Mount Warning Spring Water, Green Cauldron Coffee, On-Q Human Resources, Byron-based, national retail chain Just For Pets as well as large regional organizations such as Norco Foods. On the national front, businesses such as Rosella, Fonterra Dairy, Bluescope & Chairbiz have all relied on Combustion's expertise.

*Combustion Advertising has received 3 Highly Commended and a Finalist Award in the Australia Catalogue Awards.

PREVIOUS EXPERIENCE IN BRAND DEVELOPMENT.



We are currently in the process of re-designing one of Australia's icon brands. This is a significant task and one we are delighted to be working on. Combustion always treats the emotional values associated with such a well-known and highly loved brand with the utmost respect. We have also just completed new packaging for nationally available brands The Curry Makers and Stromboli Pasta Sauces.



Combustion Advertising was given the task of re-designing Norco's corporate identity. The new identity was required to work across all of the many business divisions that Norco operates in; Rural Supplies, Food, Agri-business and Milk. With immensely strong brand association with the existing elements and a reasonably conservative target audience we made the strategic decision to incorporate the important element of the brand in a fresh look. The work also included a corporate identity manual that has become the 'Bible' of how the logo is used.



Combustion Advertising was asked by the then Coast Country Liquor Group to reposition its brand to one that more closely reflected the consumers growing interest in wine. The results have seen significant growth in sales of not only wine but also all products across the group. Interestingly the brands position is now so strong in the marketplace that it has helped maintain market share in the face of significant pressure from large national retailers such as Dan Murphy's in Ballina.



Whilst the brief was open, the requirements were very well defined. We needed to establish an International brand with a very firm relationship to the local Byron region. The brand needed to elicit an emotional connection for the region from people as far away as Europe and the USA. The respectful use of indigenous style design helps position Green Cauldron Coffee as a local Northern Rivers product in a modern and contemporary way.



Whilst not specifically logo design, John Boland came to Combustion looking for a fresh look for his internationally successful range of Chilli Sauces. The brand was tired and somewhat old fashioned but given the basics of the brand were strong, all we needed to do was apply some new design elements. At Combustion we think that evolution is sometimes a better option than revolution.



ON-Q Human Resources
Having a Job is Everything

It was 5 years ago that we re-designed the ON-Q logo. The process for the development of the logo and company positioning started with significant exploratory brand research, focus groups and stakeholder involvement and ended with a logo and positioning that is still very modern and contemporary. Our work for ON-Q also included a highly detailed corporate identity manual to help ensure their corporate identity is always used in a consistent manner.



Chairbiz is a successful national company that markets high-end corporate furniture. For many years it was felt that the old logo had not kept pace with their design savvy customer base. Our new logo design has positioned them well ahead of their competition. Our work for Chairbiz included significant office design, website design and their on-going marketing through internet.



The Gold Coast based business needed a new look to help it move forward and differentiate itself from its competitors. With an increasing focus on energy efficient LED lighting our design needed to visually convey that DUX was now a contemporary lighting manufacturer that has real expertise in domestic, retail and corporate lighting solutions. Their new logo has helped play a part in DUX achieving just that.



The locally run, national retail-marketing group came to Combustion Advertising for a new look. We worked across a whole range of issues to develop a brand that now sits above more than 30 national pet shops. We have also produced catalogues and packaging for the group.

ROSELLA FOODS

**WE HAVEN'T HAD TO DO
MUCH IN THE LAST 100 YEARS.**



Since 1895, The Rosella Bottling and Preserving Company has held a very special place in the hearts of so many Australians. From our original recipes, that have been much loved through the generations, to our use of only the choicest growers ingredients we haven't really had to change much at all. And that's the way we like it; same great Rosella taste all packed in a bright new look.

Rosella® is a registered trademark, Rosella Foods Pty Ltd, 2011.

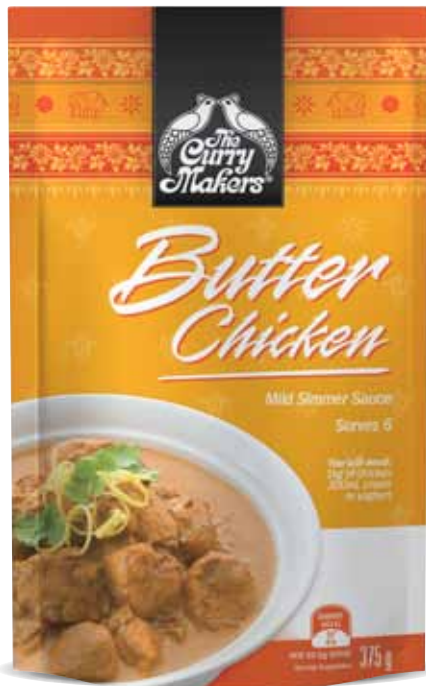


ONLY THE BEST. TO YOU

www.rosellafoods.com.au



ROSELLA FOODS



NORCO FOODS



TASTE
IT'S WHAT WE'RE
REALLY FAMOUS FOR.

**NIMBIN
NATURAL**

Nimbin Natural is a cheese that reflects our desire for healthier products that still delivers great taste. Whilst Nimbin Natural is high in taste, it's also low in salt.

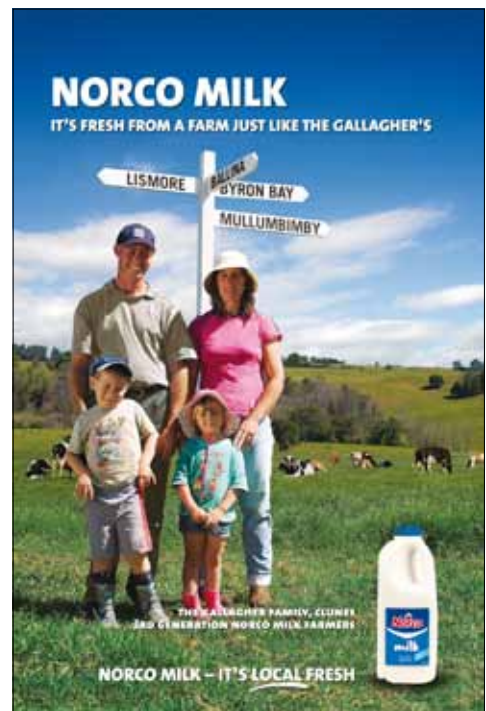
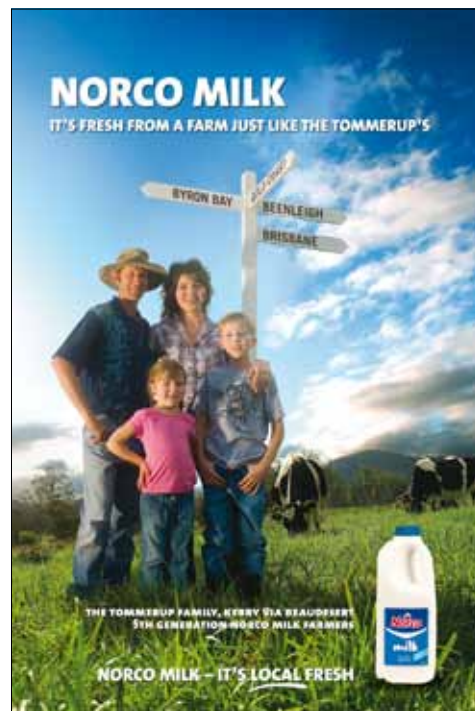
With reduced fat and no animal rennet, it is ideal for those of us who are just a little health conscious.

Available from all good supermarkets

FONTERRA BRANDS



FONTERRA BRANDS



FONTERRA BRANDS

AVOID DISASTER

...ALWAYS DRINK YOUR COFFEE **CHILLED** 

chill **chill** **chill**

RULES FOR BLOKES **chill**

The advertisement features three bottles of Chill coffee: Coffee Straight, Espresso Extra Coffee 1%, and Mocha Coffee & Chocolate. The background is a white sign with a yellow and black hazard border.

AVOID DISASTER

IF THE FRIDGE ISN'T STOCKED WITH NEW CHILL ESPRESSO, ALERT THE AUTHORITIES

chill **chill** **chill**

RULES FOR BLOKES **chill**

This advertisement shows the same three bottles of Chill coffee as the first ad. The background is a white sign with a yellow and black hazard border.

AVOID DISASTER

SAVE SOME SERIOUS **COIN**

NEW CHILL ESPRESSO

\$1.99 LIMITED TIME ONLY

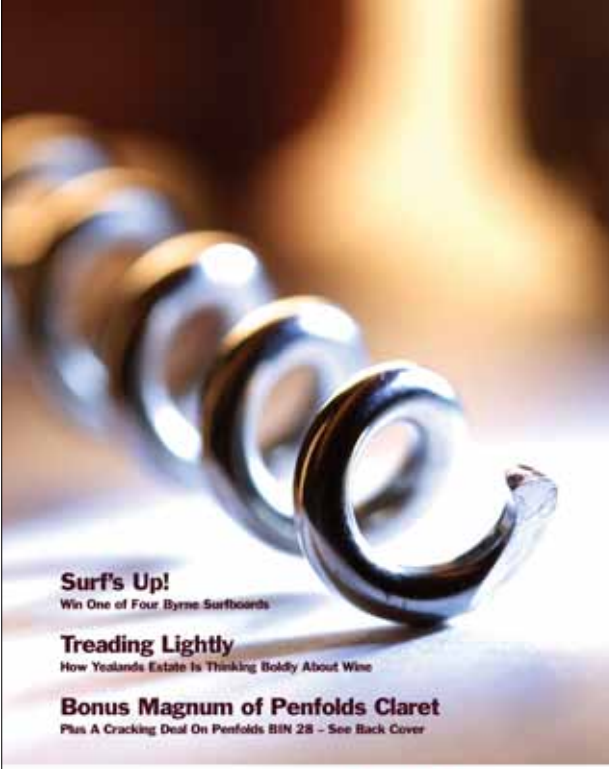
chill **chill**

RULES FOR BLOKES **chill**

Other Ends.

This advertisement features a single bottle of Chill Espresso. The background is a white sign with a yellow and black hazard border.

THE CELLAR




Surf's Up!
Win One of Four Byrne Surfboards

Treading Lightly
How Yealands Estate Is Thinking Boldly About Wine

Bonus Magnum of Penfolds Claret
Plus A Cracking Deal On Penfolds BIN 28 - See Back Cover


Autumn 2011
Offers end 10th April



WINTER 2010
SPECIALS ON SALE UNTIL 27th JUNE



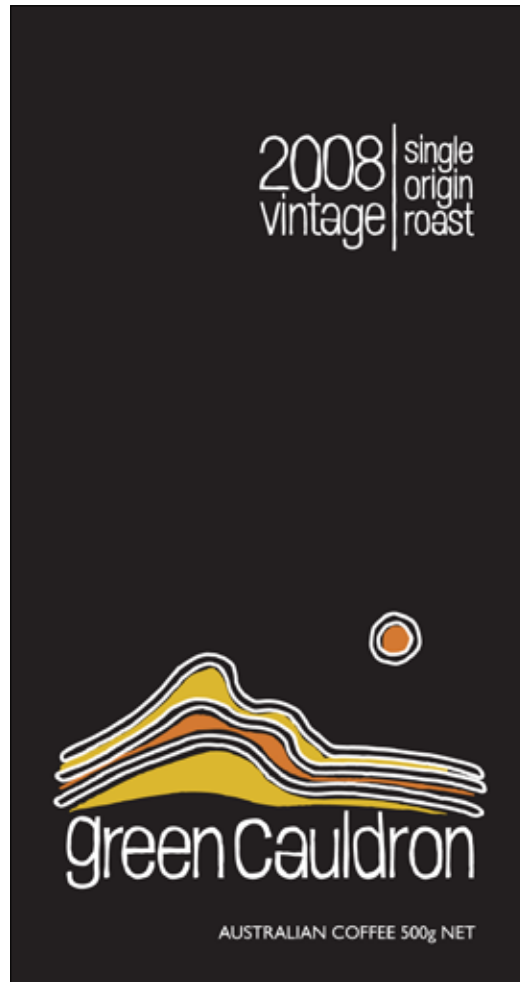
SUMMER 2009
SPECIALS ON SALE UNTIL 13th DECEMBER



BYRON BAY CHILLI CO.

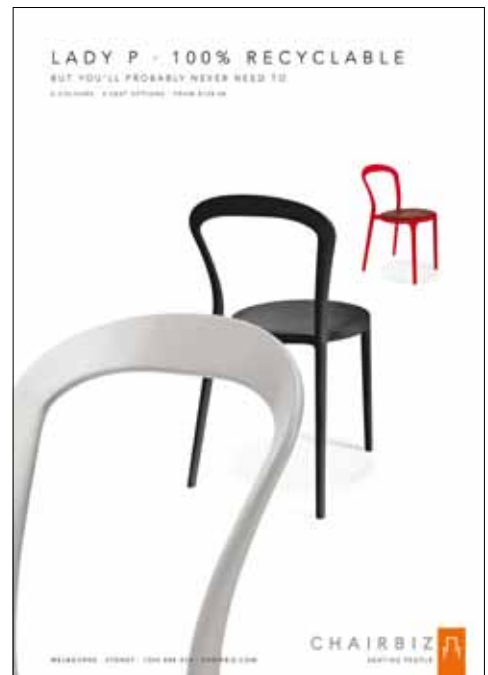


GREEN CAULDRON



green Cauldron	
2008 vintage	
single origin roast	grind: whole bean
greencauldron.com	
federal estate 330 federal road federal new south wales australia 2480 +61 2 6688 4443	
product of australia	


CHAIRBIZ



HOMESTYLE GELATO



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At combustion the target is relevance

Secrets Of Our Success Ean Jones Combustion Advertising | 22nd September 2009 A+ A- Print

EAN JONES visibly cringes at the mention of the cliché 'small is beautiful'. He prefers 'relevance is beautiful'.

Whatever the case, as managing director of boutique agency Combustion Advertising Mr Jones reckons being a small, nimble outfit has helped him maintain close contact with his clients.

"Our model is not to be too big and not to be too small," he said. "In that we are different to every other agency in this area."

"I don't think being large is an indication of success. We're not driven by having a huge client list, so we can have a lot of contact with our clients."

"The model works well because you can grow and contract according to the amount of work, and in this environment that's important."

In the last couple of years, the Bangalow-based agency has mixed it with some of Australia's biggest agencies.

This year it was a finalist in the 2009 Australian Catalogue of the Year Awards for its work for The Cellar. It follows the three highly commended certificates in 2008.


"This year's award goes a long way to proving that being a regionally based, creative business is little impediment to doing really great work on the national stage," Mr Jones said.

"When you have the complete creative confidence of your client, like we do with The Cellar and many of our other clients, it is imperative that you produce work that is of a national standard and not just something that's good locally."

While other agencies have a relatively large workforce, Combustion consists of a full-time staff of two: himself and Matt Penfold.

Mr Jones has spent many years in advertising. After completing his university degree he won a coveted advertising scholarship that saw him work for Philip Adams and mentored by a host of other high-profile ad men.

He set up Combustion eight years ago after he moved from Melbourne and decided he missed the world of advertising.



Combustion Advertising, of Bangalow, was a finalist in the Australian Catalogue Awards 2009. Pictured (left) are managing director Ean Jones, art director Matt Penfold, and graphic designer Gaby Borgardt.

David Nielsen

BETTER EMPOWERING LOCAL BUSINESS

Business

Advertising agency's twist of fate

Gains contract to relabel top brand

SOMETIMES luck comes out of nowhere. And so it was with Bangalow-based Combustion Advertising.

The award-winning agency had just redesigned labels for the Byron Bay Chili Co which were at the printers when, by coincidence, Rosella Foods' marketing manager also visited the same printers.

"It was a twist of fate in a lot of ways and an enormous amount of luck," said Combustion's managing director Ean Jones. "He liked our label so much he made enquires and rang us, asking if we were interested in relabelling all of their (Rosella's) products."

"It is a fine example of our work speaking for itself."

The Rosella Food giant has a number of brands and Combustion cut its teeth redesigning the company's Stromboli and Curry Makers labels.

Now it is working on the Rosella label itself, which along with Vegemite, is arguably one of the most treasured and iconic brands on supermarket shelves.

"It's exciting more than daunting," Mr Jones said. "I think being a small Bangalow agency to have your labels in national supermarkets is great, but that's nothing new for us."

"But working on an icon brand is interesting because we become custodians of all those nuances that people love about brands, and there aren't very many traditional icon brands in Australia anymore."

He assures traditionalists that

they have nothing to fear – although declining to reveal too much detail he said the famous Rosella bird will keep its pride of place, overlooking the entire range from tomato sauce to soups, chutneys and relishes.

"The brand has a place in Australian heartland, so we treat that with an enormous amount of respect," Mr Jones said. "There are some things you would never touch like the Rosella bird which is an important part of the logo."

"There is the concept of evolution and revolution. You could dump that whole brand and start again which is revolution but you can only do that with brands that don't have those inherent values that have defined it over a hundred years."

Mr Jones set up Combustion about 11 years ago after moving from Melbourne.

He said one of the benefits working in a regional area like Bangalow, acknowledged by Rosella, is the ability to draw on its deep pool of talent.

"We just finished a four-day photo shot at A&I Hall with a food stylist from Bangalow whose husband provided all the fresh produce and a photographer from Lennox Head," he said with a hint of pride. "When we needed some old props we just went next door to Heaths."

"The client was amazed that we could do all this out of a small little town like Bangalow."

PETER WEEKES

Peterweekes@northernstar.com.au



RIGHT PLACE, RIGHT TIME: Director Ean Jones (left) and senior art director Matt Penfold of Bangalow-based Combustion Advertising are working on designing new labels for the Rosella food company. Picture: JAY CRONAN

Chamber warns of 'uncharted waters' over carbon tax

THE introduction of an initial \$23 per tonne carbon price will cause a major shock to industry and leave many businesses exposed to a sharp erosion in competitiveness, the Australian Industry Group (AI-Group) said yesterday.

The comments by the peak industry lobby group, which represents more than 60,000 businesses across a range of industries, comes as the NSW Business Chamber warned the new tax would put the economy in "uncharted waters".

"Business is sceptical – and we have every right to be, as a scheme of this size and complexity has never been tried anywhere in the world," the chamber's regional manager for the Northern Rivers, John Murray said.

"Australia has one of the most successful economies in the world. Whilst productivity has softened in recent years, by and large Australian businesses operate within a legislative, social and economic framework that is the envy of the world."

"This package will take the

Australian economy into uncharted waters."

Mr Murray said the government was playing with words when it said "Small businesses will not be required to pay a carbon price".

"The reality is that every small business will pay for the tax through increased energy prices with little or no compensation." AI-Group's chief executive



John Murray

Heather Ridout said after the details were released on Sunday that the initial price of \$23 a tonne "will present a major shock to industry and there is a significant risk that in 2012/13 the carbon price in Australia will be above global prices."

In 2013/14, the carbon price will rise to \$24.15 per tonne and then to \$24.50 in 2014/15 based on a 2.5 per cent increase each year plus inflation.

The competitiveness of many exporting and import-competing businesses will also be damaged,

with the extra costs imposed by the carbon tax cutting their margins by taking up to 2.5 per cent of their revenue, she added.

The Federal Government's climate change package addresses some industry issues but the transitional support offered to trade-exposed businesses is not enough and it lacks a plan for getting rid of greenhouse gas abatement measures, AI-Group said.

■ Renewable stocks rise, page 12

PETER WEEKES with AAP
Peterweekes@northernstar.com.au

THE BOTTOM LINE: ASX 200 ↓4582.3 OIL ↓\$US96.20 \$A ↑\$US1.07 GOLD ↑\$US1545.88

OTHER INFORMATION

COMPLIANCE

Combustion Advertising complies with all relevant laws and requirements of any relevant statutory authority in performing our services.

Combustion Advertising has a certificate of currency for public liability insurance of \$10 million dollars and contain provisions for principle indemnity.

Combustion Advertising currently holds a valid Workers Compensation Policy.

Combustion Advertising is a registered company under the Corporations Act 2001. The day of commencement is the 19th of August 2003

OPERATING SYSTEMS

Combustion Advertising uses Apple computers, the latest OS X operating systems as well as the most recent Adobe Creative Suite Design software.

SUPPLIERS

Wherever possible Combustion Advertising chooses to use local and regional suppliers.

CHARITABLE

From time-to-time Combustion Advertising will provide services at no cost to charitable and community organisations.