

COGdesign[®]

VIDEO CONTENT

Methodology and
Case Studies

[DISCOVER](#)



THE COG DESIGN APPROACH TO VIDEO CONTENT



This document will introduce you to COG Design and how we go about taking brand and business to market via first class video content. We're focused on connecting your audience on digital platforms to your product and service through engaging content.

Our creative agency delivers full process video content that emotionally stimulates your audience to take action. Our services include planning, storyboarding, on location videography, editing and post production, and deployment online into performance marketing and branded campaigning.

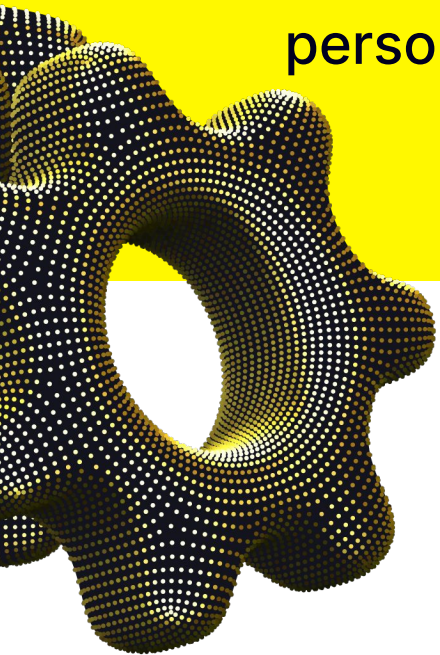
We know you need a trusted professional partner for motion and video marketing creation for your brand and business, start today!





SO, ARE YOU READY TO BUILD BRAND EQUITY AND CONNECT IT TO YOUR BUSINESS?

The COG Design focus is to build human value in your brand so it serves the business autonomously, like a person would.



START!

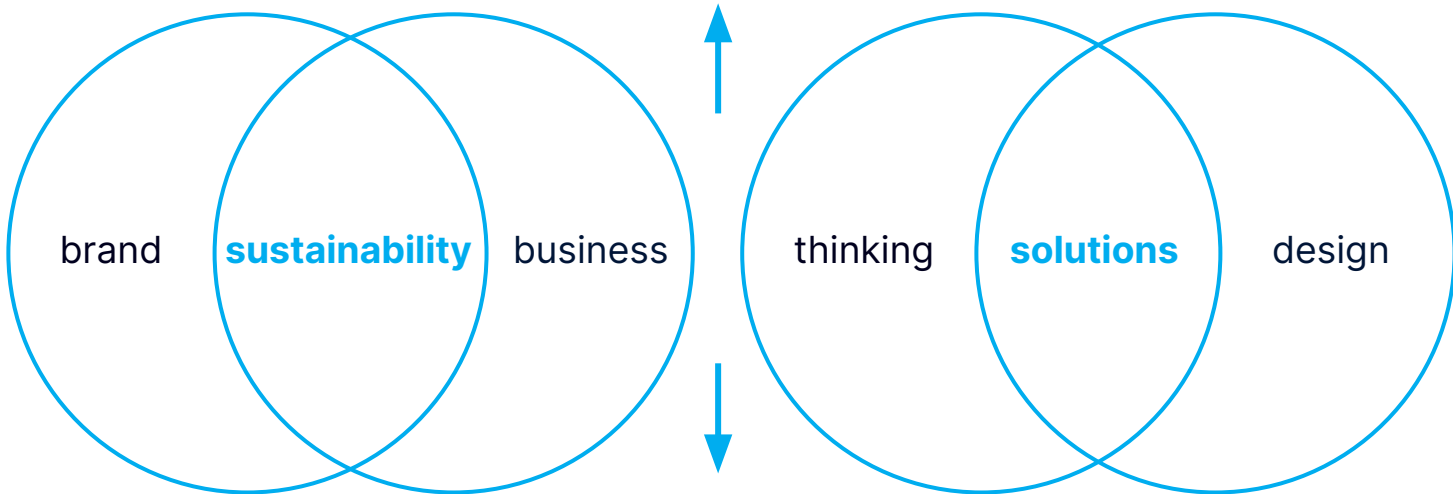




WE SOLVE COMMUNICATION PROBLEMS. IT'S HERE OUR SKILL IN CONNECTING BRAND TO BUSINESS IS DELIVERED.

We focus on emotionally considered thinking, innovative design systems and use tactical strategies to achieve our project objectives. Our goal is to develop a sustainable approach to business for our clients.

SUSTAINABLE BUSINESS MODEL



**WE GET YOUR BRAND TO WORK AS AN AUTONOMOUS SALESPERSON
FOR THE BUSINESS**



**WE'VE DELIVERED PROJECT SUCCESS
FOR COMPANIES THAT YOU KNOW.**

**BUT WE'RE SMALL BUSINESS
SPECIALISTS READY FOR NEW
PARTNERSHIPS.**



Deloitte.



Rentokil





VIDEO THAT DELIVERS

COG Design know our partners and clients rely on our videographers to have the right equipment, be affordable, understand what shots will deliver best for the brand, product and the platform the content is going to be deployed on. Plus, you'd like to have the files post production to use in the future.

We provide an affordable art direction solution that builds brand equity, delivers against the broader business objectives and when launched live through campaigns our work emotionally stimulates the intended audience to take notice and action.

Our Video Editors are based in our Sydney Digital Studio, creating engaging and innovative video and short film productions for a range of companies and clients. We direct, shoot, edit and take care of production for video and short film projects for all projects, businesses and brands. The COG Design video and short film service considers our clients brief, budget and the commercial result which is required.

TESTIMONIAL VIDEOS.

For converting new leads and potential customers using video as a powerful marketing tool.

SOCIAL MEDIA VIDEOS.

Increase social channel engagement of your users and followers by adding video to the media suite.

INSTRUCTIONAL VIDEOS.

Deliver a video tutorial for an audience more suited to video compared to written communication.

THE COG DESIGN SERVICE SUITE

These are our areas of expertise that when activated via a Brand Management Strategy, it will provide a sustainable approach to results-driven brand design and marketing for your business.





COG DESIGN

WHY CLIENTS CHOOSE US



PROVEN SUCCESS IN DRIVING REVENUE

We've helped clients increase sales and generate more revenue.



OUR ABILITY TO DELIVER VALUE

Our focus is to build value. We approach brand development with the promise that our creative design and brand management services are loaded with value, and assets are easily absorbed by the business.



CLIENTS REFER THEIR COLLEAGUES

Our clients come from referrals. We're busy, simply from our reputation.



PRIVATE COMPANY

COG Design is part of [COG Branding](#), a privately owned 100% Australian business with a work ethic our grandparents instilled in us.



EXPERIENCE ACROSS EVERY INDUSTRY

1000+ companies across every industry have trusted COG Design to deliver, and the results speak for themselves.



READY TO SCALE

COG Design has the inhouse professional team to meet the demands of any project size. We've got the firepower when it's needed.



HOW COG DESIGN CREATES RESULTS FOR EVERY CLIENT.

CUSTOMER CENTRIC

We develop brand story to connect both emotionally and logically with the targeted audience. We integrate product and services into human conversations.

BUSINESS VALUES

Via creative aesthetic and design elements we seek to define the core business ideals and values and then promote them in the right environments via the most appropriate methods.

COMMERCIAL VIABILITY

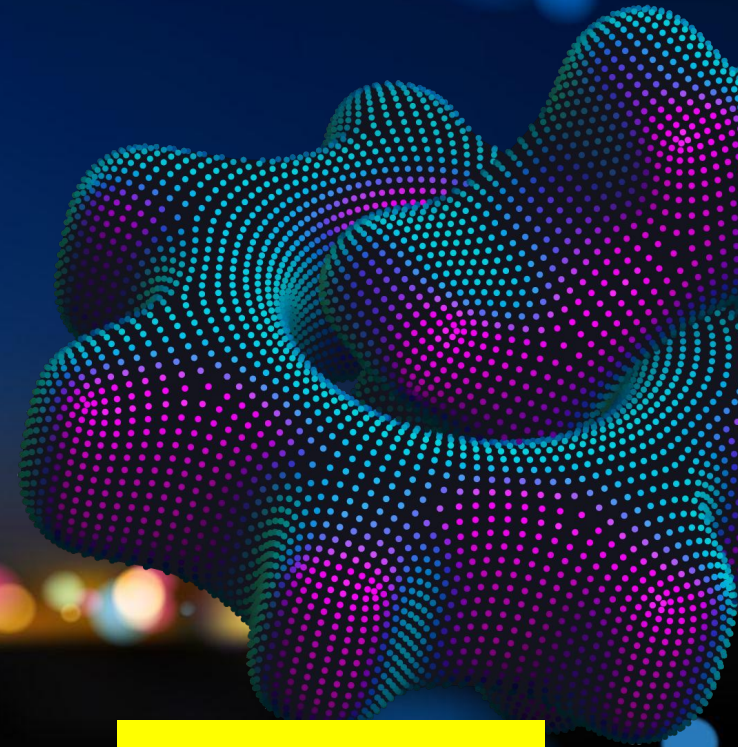
Our approach ensures the brand delivers against commercial objectives and business orientated sales plans. Our brand design is considered core business activity.

VERSATILITY

A developed brand should in return provide a more sustainable opportunity for sales and marketing, and also deliver longevity in market positioning. We build brand ready to scale, grow and adapt to new opportunities.



WHAT IS A COG DESIGN PARTNERSHIP?



VALUE!





CONNECTED, LIVE, SWITCHED ON, ALL DAY EVERYDAY.

Our brand design experts become an extension of your team. We're at call with desktop chat connectivity as if we're in the same office.

That's why 100+ companies trust us to deliver every single time.

We're always updating on the latest in typography, [design](#) and colour trends, software, print and visual communications.

We also provide [brand management](#) and aftercare long after we achieve project success.





THE IDEAL MIX OF EXPERTISE.



INTEGRATED DELIVERY.

At COG Design, we deliver advanced and integrated solutions allowing us to partner with strategists, copywriters, photographers, digital marketers with ease.



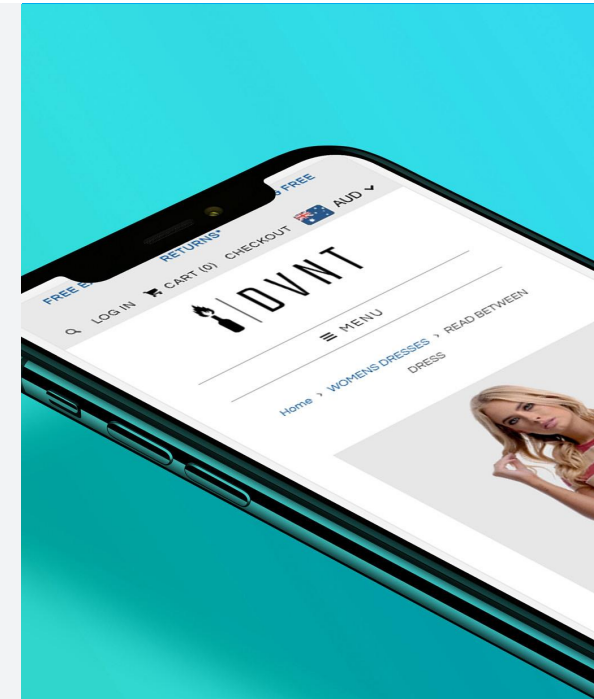
FULL SERVICE BRANDING – 100% AUSTRALIAN.

COG Design is supported by the COG Branding Group. Everything in house, under the one roof, 100% Australian.



TRANSPARENT ACCESS AND REPORTING.

We keep our clients align side us through all processes and deliver constant project updates. Plus, you have access to all creative assets and files on project completion.





BRAND DEVELOPMENT CASE STUDIES

SEE THE RESULTS



DISCOVER!

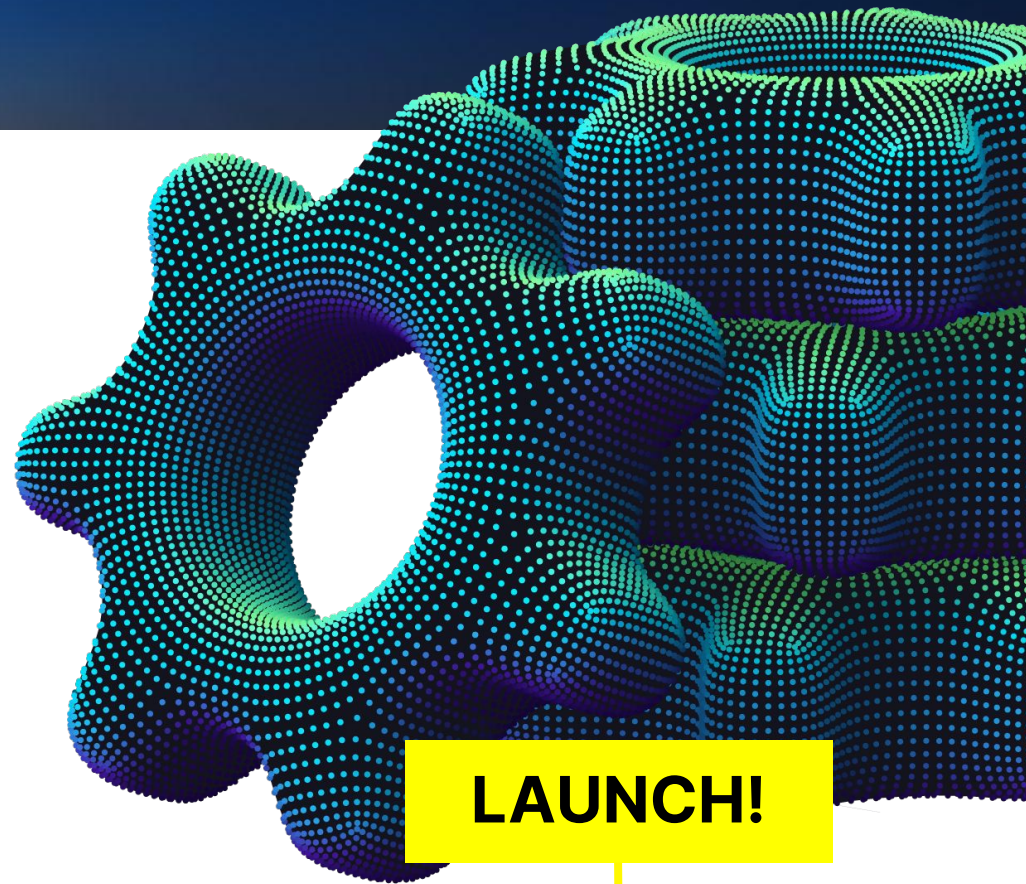


CORPORATE IDENTITY BUSINESS LAUNCH



HYDROFLUX
WATER | SCIENCE | TECHNOLOGY

BRAND: HYDROFLUX



LAUNCH!



Corporate Design

Brand Identity, Creative Direction, Mar.Comms

THE BRIEF

Launch the engineering firm to the world. COG Design was tasked to develop a strategic and unified suite of visual marketing communication assets to launch the [Hydroflux](#) business into their global water management market. Via strategic print and digital communications this Corporate Identity would define the new business identity but also create platform for the brands positioning.

ABOUT THE BRAND & BUSINESS

The Hydroflux Group consists of eight specialist water and wastewater treatment companies. These integrated businesses undertake design and construction projects, and provide aftermarket services to the municipal, mining and industrial sectors.

THE RESULTS

Global growth and an autonomous brand still performing across all brand touch points today. Hydroflux has grown to become a global brand from the initial launch. With this launch has come growth and the acquisitions of other businesses in the industry that have been brought in under the brand identity COG Design created.





Corporate Design Brand Identity, Creative Direction, Mar.Comms

H natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae vitae dicta sunt explicabo.

**SED UT
PERSPICI
ATIS UNDE**

natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

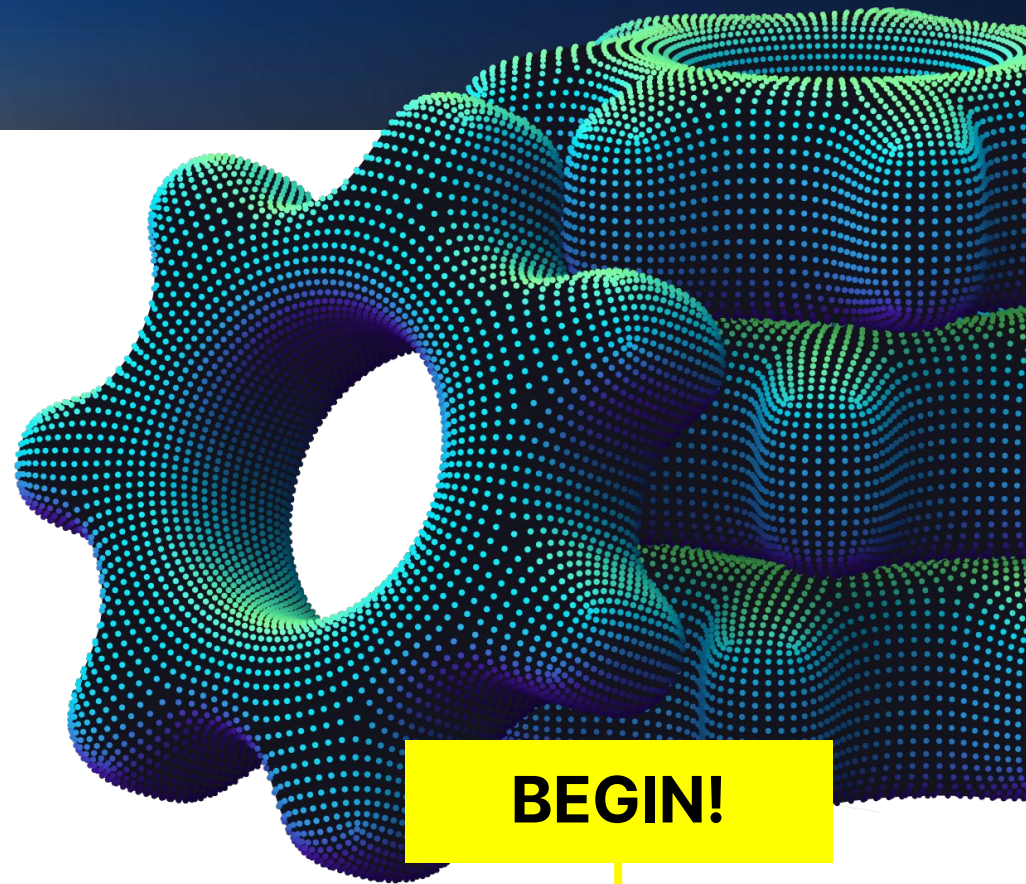


CREATIVE DIRECTION NEW CATEGORY EVENT



Rentokil
Initial

BRAND: RENTOKIL INITIAL



BEGIN!





Creative Direction

New Category Product Development Event Launch

THE BRIEF

Deliver the creative direction and marketing collateral design and production for the Paddock To Plate event that focused on the Internet Of Things (IoT). The event would share best practices, information on current or growing ecosystems and development of relationships to partner with third parties, so the creative direction needed to explore the communication between computing devices embedded in everyday objects.

ABOUT THE BRAND & BUSINESS

Rentokil, the experts in pest control, have stood for effective control ever since they were founded in 1965 in Australia and 1925 in the UK. They have been providing effective and reliable pest control to both commercial and residential customers since then and have grown to become Australia's largest and most trusted pest controller.

THE RESULTS

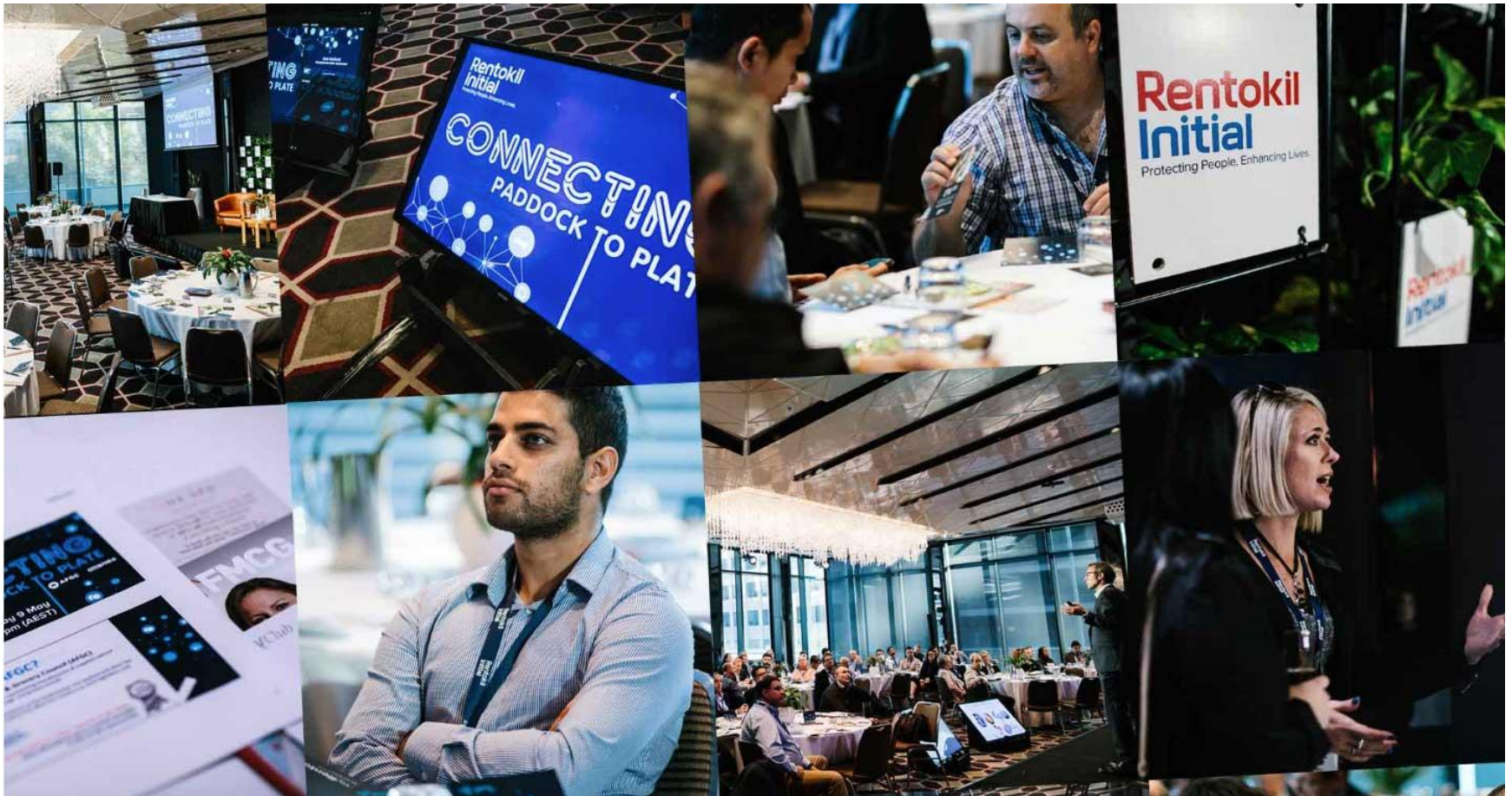
A sold out event that required extra seating to be brought in to address the ticket sales demand! The Paddock To Plate event that focused on IoT was to engage the Australian FMCG industry and build conversations around the future of IoT and what it looks like in the future.





Creative Direction

New Category Product Development Event Launch

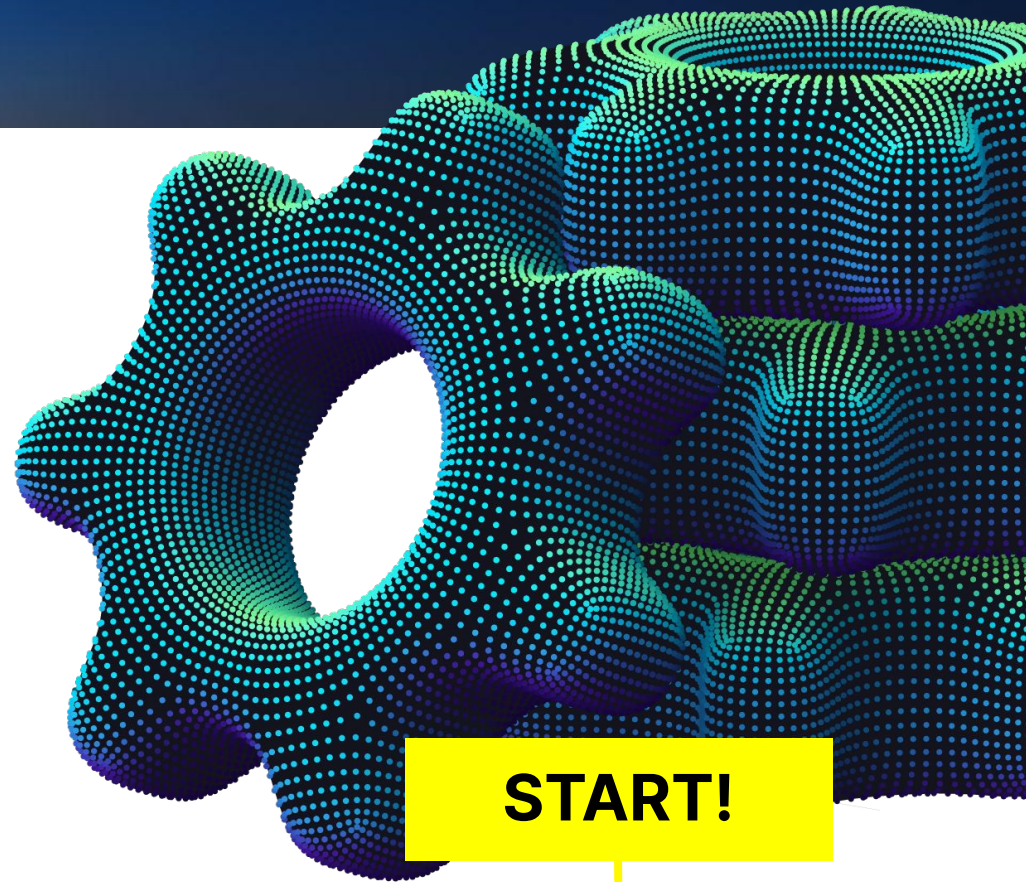


CREATIVE DIRECTION AND BUSINESS LAUNCH



Ausguard
PEST CONTI
1800 NO PE

BRAND: AUSGUARD



START!



Creative Direction

Corporate Identity, Brand Management, Mar.Comms

THE BRIEF

Launch the pest control business to Greater Sydney. COG Design was selected due to our experience in this highly competitive trade. Build a brand that offers immediate credibility, trust and point of difference in combination with digital and print assets. Via design systems and corporate business launch processes the Ausguard Pest Control business needs to deliver leads and begin successful trade within the first week of company launch.

ABOUT THE BRAND & BUSINESS

[Ausguard Pest Control](#) is an Australian owned and family operated business servicing the greater Sydney region. The businesses offers 24 hour termite support, pest control solutions for residential, commercial and industrial clients.

THE RESULTS

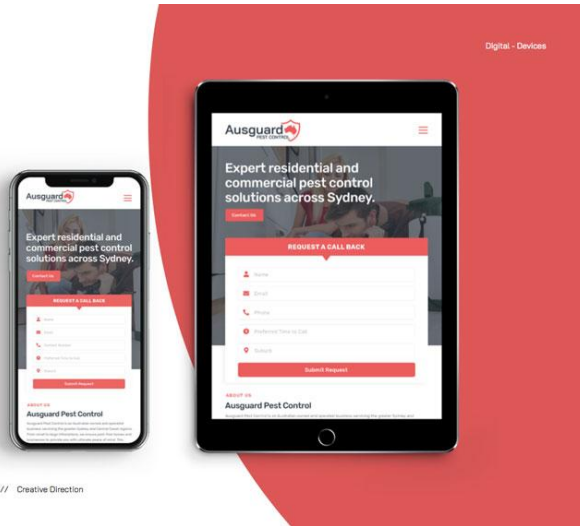
Sydney-wide growth and a strong competing brand that is performing across all brand (print and digital) touch points today. Ausguard Pest Control has increased its brand equity from initial launch and has achieved word of mouth referrals and leads from online and offline brand advertising.





Corporate Design

Brand Identity, Creative Direction, Mar.Comms



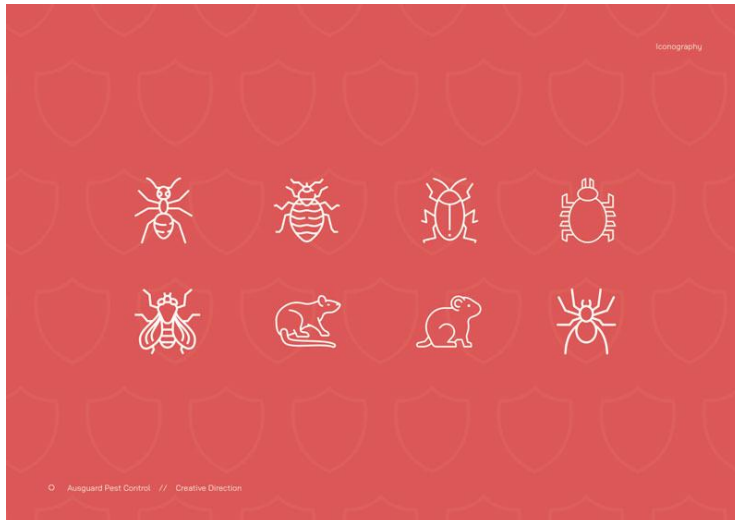
○ Ausguard Pest Control // Creative Direction



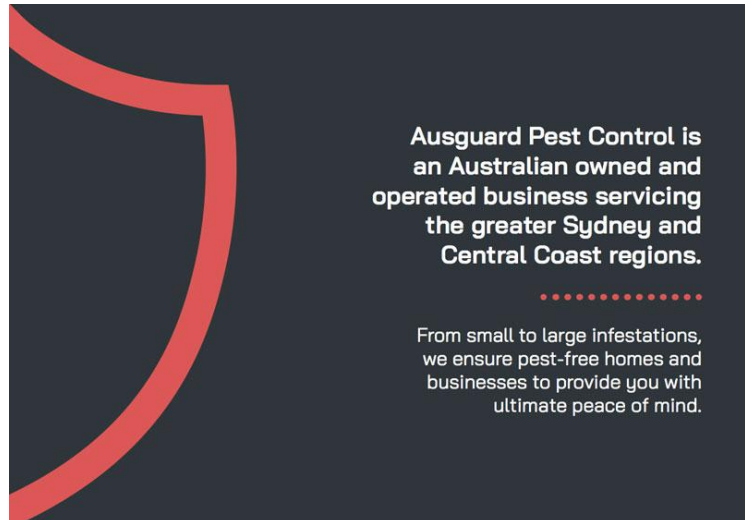
**100% SATISFACTION OR
DOUBLE YOUR MONEY BACK!**

Our Iron-Shield Ultimate Guarantee protects your home or business. It is the strongest guarantee in the pest control industry. This is what separates us from all other competitors.

Ausguard Pest Control shields your premises against uninvited guests with our tailored termite prevention systems and treatments. We have taken no shortcuts in any of our treatments and inspection, and our visual inspection as well as a thermal camera inspection are standard practice at no extra charge.



○ Ausguard Pest Control // Creative Direction



Ausguard Pest Control is an Australian owned and operated business servicing the greater Sydney and Central Coast regions.

.....

From small to large infestations, we ensure pest-free homes and businesses to provide you with ultimate peace of mind.

CLAIM YOUR FREE 30-MINUTE BRIEFING SESSION

Getting support and results like these case studies is only a phone call away.

If you're serious about developing your business and brand to allow an autonomous brand serve your business like a sales agent — you must consider your brand development, the brand story and its ability to engage emotionally with your target audience.

If you have any questions, or would like our help on implementing the type of strategy we've presented here take advantage of our free 30-minute strategy session where we'll discuss your business goals and challenges.

Please note this is not a sales call. You will be speaking with one of our highly experienced brand experts, not a salesman.

(02) 9523 6007

Enquiries@COGbranding.com.au

BECOME A COG CLIENT TODAY. ACHIEVE GROWTH AND SUCCESS WITH A RELIABLE PARTNER.



Phone: +612 9523 6007
Email: Enquiries@COGbranding.com.au
Address: 8A Cronulla St, Cronulla 2230 NSW AU
www.COGbranding.com.au

COG branding[®]

www.COGbranding.com.au

Enquiries@COGbranding.com.au +612 9523 6007

8A Cronulla St, Cronulla 2230 NSW Australia



COGprint[®]
COGdigital[®]
COGdesign[®]
COGpromo[®]
COGstrategy[®]