



Bondi Active Social Media Campaign Case Study

BONDI~ACTIVE

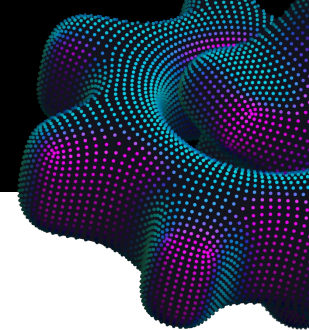
DISCOVER



Case Study

Bondi Active Art Direction

BONDI~ACTIVE



This document will introduce you to one of the COG Branding Art Direction projects as a simple case study.

It supports our work experience and provides some insight to how we connect brand to business and provide value in our brand and marketing services.

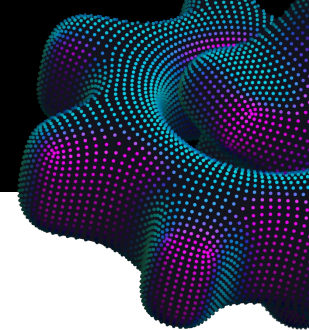
Bondi Active approached COG Branding with a brief to drive the campaign content creation and social media paid performance marketing for a new season range launch of activewear.

Read through, enjoy, and get in touch anytime!



Luke Sullivan
Managing Director
COG Branding

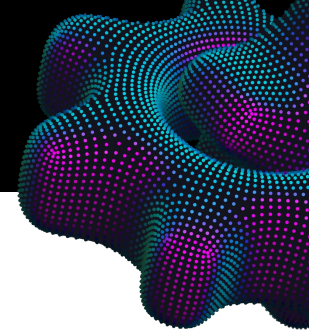




In recognizing the dynamic landscape of Bondi Beach's activewear scene, it became evident that Bondi Active required the expertise of an Australian brand design agency to not only make waves but to establish a distinctive presence amidst fierce competition.

Understanding the pivotal role of cohesive branding in this bustling locale, it was imperative to engage a Sydney-based design agency capable of seamlessly aligning with the creative director's vision. Beyond affordability, the agency needed to possess a keen insight into crafting compelling narratives and performance-driven content tailored specifically for social media platforms.

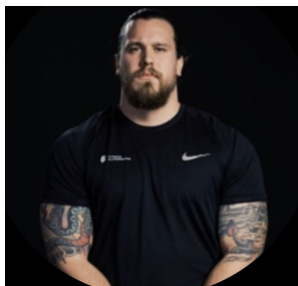
Furthermore, Bondi Active sought more than just a service provider; they sought a strategic partner. The agency's task extended beyond mere campaign deployment to offering comprehensive solutions for effective rollout across a myriad of social media channels, ensuring maximum impact and sustained engagement.



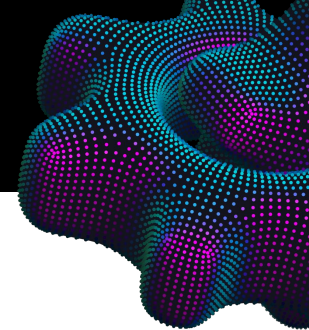
“COG Branding simply lifted us. Prior them coming onboard we fumble our eCommerce opportunities. They not only increased our revenue but also our teams knowledge around digital marketing and trading online.

Collaborating with COG Branding Agency has revolutionized our brand strategy at Bondi Active. Their exceptional creativity and unmatched attention to detail distinguish them within the industry.

I wholeheartedly endorse COG Branding Agency for their remarkable contributions and transformative influence on our brand.”



Chad Ketting
Operations Manager
Bondi Active



Bondi is more than just a place; it's a global destination that embraces everyone as a local. The free-spirited and fun-loving community adds depth and vibrancy to the Bondi~Active attitude, making it a brand designed in Bondi but made for all.

Born and raised in Sydney, Bondi Active is both a retail store and an ecommerce website. Right on the beach at Campbell Parade its ground zero for an active lifestyle brand to reside. Words from the brand -

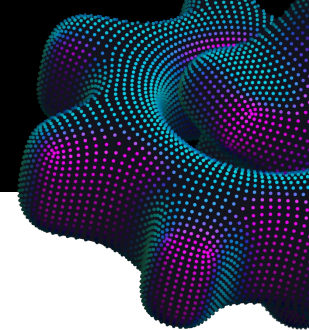
We embody the essence of Bondi, aspiring to make a lasting impact while embracing our coastal culture beyond 2026. Inspired by the world-renowned beach, our wearable wellness designs reflect the vibrant Bondi lifestyle. With a love for sun, sea, and endorphins, we infuse boldness and performance into every stylish staple, effortlessly transitioning from workouts to beach days.

At Bondi~Active, we march to the beat of our own drum. Our audacious athleisure approach prioritizes both pleasure and purpose, with a dedication to meaningful action ingrained in our ethos. Beyond our coastal cool, we are deeply committed to preserving the beauty of our beaches and actively contribute to our local community.

Proactivity drives our brand forward, as we continually strive for positive change in ourselves, our oceans, and our community. Bondi has long been a beacon of surreal beauty and vibrant culture since its public opening in 1882, offering a unique blend of peace and chaos, wellness and revelry.

Bondi is more than just a place; it's a global destination that embraces everyone as a local. The free-spirited and fun-loving community adds depth and vibrancy to the Bondi~Active attitude, making it a brand designed in Bondi but made for all.

We believe in the importance of pleasure in well-being, whether it's through a beach run, yoga session, or sunset celebration. Our commitment to performance is unwavering, offering ethically made essentials crafted from recycled fabrics for comfort and sustainability. Bondi~Active encourages you to embrace the journey with levity and vitality, empowering you to brave the day and give it your all.



DESIGN AND ART DIRECTION

For the Bondi Active 'Summer Range Launch,' our art direction epitomized a fusion of captivating visuals and intricate storytelling. Vibrant hues and sleek lines formed the canvas, seamlessly conveying the essence of the brand amidst the dynamic Bondi landscape. Through skillful symbolism and metaphor, curiosity was ignited, sustaining audience engagement while upholding brand integrity. This case study underscores the transformative power of strategic visual narratives in elevating brand identity and fostering meaningful connections with the audience.

PHOTOGRAPHY AND VIDEOGRAPHY

In the Bondi Active 'Summer Range Launch' endeavor, video editing served as the cornerstone of our campaign narrative. Meticulously crafted editing techniques breathed life into the storyline, captivating viewers and reinforcing the campaign's essence. From seamless transitions to meticulous cuts, each element contributed to the project's success, amplifying its resonance and fostering deeper engagement with the audience.

PAID PERFORMANCE SOCIAL MEDIA CAMPAIGNING

Within the framework of the Bondi Active 'Summer Range Launch,' social media paid performance production content emerged as a linchpin in expanding campaign outreach and engagement. Tailored meticulously to suit diverse platforms, our content resonated profoundly with target demographics, driving substantial traffic and conversions for both retail store and Facebook Instagram eCommerce driven conversions. Through strategic deployment and compelling messaging, our production content played a pivotal role in propelling the campaign forward, garnering significant traction and enhancing brand visibility across the Meta digital landscape.

Interior
storm flap

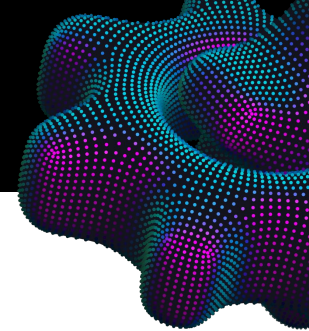
...PONDIA ACTIVE PONDIA

Coated
watertight
front zip

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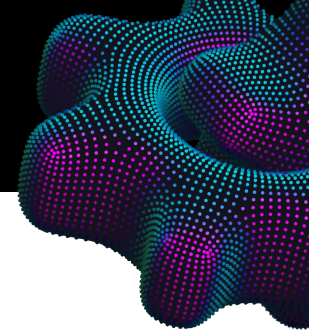


If you're going to do anything in the public space, there's a few key phrases you're going to want to own on shoot day—location, location, location, what's the weather doing, where's the talent.

COG Branding takes the responsibility for these elements during content creation to ensure the investment returns and ROI and is on brand and meets the brief.

We proactively engage our clients during the project phases to ensure we meet the exact requirements as well as understand the expectations.

- Managing Talent on location.
- Ensuring best product features rise to the surface.
- Create a suite of performance content that appeals to all individuals within the brand targeted demographic.
- Deliver an onbrand experience in a world famous location so the brand is dominant.



Bondi Active enlisted the expertise of COG Branding to orchestrate a seamless asset production and digital marketing campaign heralding the launch of their brand onto the global stage.

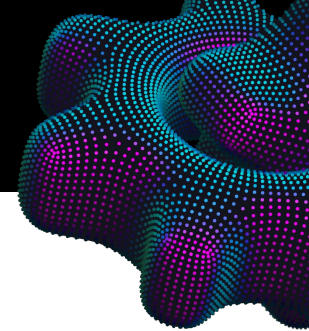
#BondiActive epitomizes the intersection of sweat and sea—an activewear line that embodies the spirit of Bondi, where functionality meets style with a distinct coastal flair.

With a flagship store nestled in the iconic Bondi Beach, COG Branding received a mandate to curate performance content that would invigorate both physical and online retail spaces with compelling branded narratives.

The strategic imperatives of Bondi Active's eCommerce and content marketing strategies demanded a suite of innovative creative assets meticulously tailored to resonate with the target audience across multiple platforms, prompting meaningful engagement and actionable responses.

Seeking a holistic solution, Bondi Active sought a Sydney-based branding agency capable of delivering comprehensive services spanning design, digital marketing, video production and editing, photography, and rich media content creation. Of paramount importance was the agency's ability to seamlessly integrate these elements, delivering a cohesive digital marketing strategy encompassing research, key insights, and eCommerce-focused advertising executions across prominent platforms such as Google DoubleClick and AdSense.





With a focus on delivering an immersive brand experience, our approach entailed the creation of meticulously crafted video and image assets designed to transport audiences into the heart of the Bondi Active ethos.

A meticulous process of product shoots and expert editing yielded a captivating array of visuals, showcasing the brand's seasonal apparel and accessories with unparalleled finesse. These performance content pieces, meticulously honed from location shoots, were tailored and refined to perfection for seamless integration across diverse digital and retail platforms.

Central to our strategy was the ability to curate a comprehensive performance content solution that transcended geographical boundaries, catering to a global audience operating within opposing seasonal cycles. This necessitated the generation of assets meticulously aligned with our global strategy, strategically supporting organic growth initiatives wherever possible.

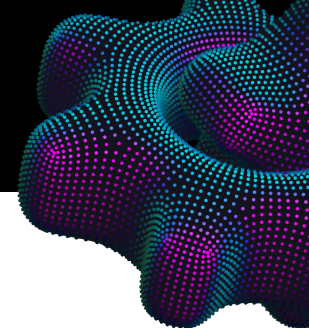
At COG Branding, our focus on Owned Media ensures that the content we produce transcends mere marketing collateral, serving as a timeless asset that nurtures organic brand growth opportunities.

Given Bondi Active's status as a destination brand, the emotional resonance conveyed through our performance content remains unparalleled. This emotional reinforcement lies at the heart of our strategy, serving as a catalyst to propel Bondi Beach active onto the global stage with unwavering impact and resonance.



ECONO CASH

Water/
Windproof



Go live with project Success!

Exceeding 200%+ ROAS on average for over 12 months from Google Ads and Facebook Campaigning for the Bondi Active brand.

Local recognition also increased store visitation and retail sales which delivered against the omni-channel aspect of the brief.

With domain authority increasing and the brand increasing it's stock holding and product range size, the digital assets continue to achieve growth off the strong foundation COG Branding performance content created.

Key brand theming that is closely connected to the geography of Sydney and Bondi Beach, allowing leverage of what is a world famous beach to be part of the Bondi Active brand via performance content.



Where We've Earned Our Experience



CLAIM YOUR FREE 30-MINUTE BRIEFING SESSION

Getting results like this case study is only a phone call away.

If you're serious about dominating your market and maximizing — down to the last dollar — your marketing ROI, you must step up and take branding seriously.

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 marketing experts, not a salesman.

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starts
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