



redhotblue  
Creative Agency

HELLO



# WELCOME TO REDHOTBLUE

MARKETING, ADVERTISING AND BRANDING IS MORE THAN  
JUST THE INDUSTRY WE WORK IN - IT'S PART OF OUR DNA

Established in 1997 redhotblue was founded in North Queensland with a purpose to create without limitations. Our diverse client base ranges from small local businesses to national corporations across multiple industries. Our extensive marketing capabilities and experienced team are driven by a culture of 'that'll do, won't do'.

**REDHOTBLUE IS A FULL  
SERVICE AGENCY PRODUCING  
UNIQUE AWARD-WINNING  
DESIGN, ADVERTISING AND  
MARKETING. EVERYTHING  
WE CREATE HAS PURPOSE  
AND STRATEGY...**

**...THIS IS  
INTELLIGENT  
CREATIVITY**

# OUR SERVICES

## CONSULTATION

Planning and packing for success



## MARKETING

Selling products, brands and services



## ADVERTISING

Clever campaigns with a *hook*



## DESIGN

Bringing great ideas to life



## WEB DESIGN

Making complicated easy



## SOCIAL MEDIA

Connecting businesses



## EVENTS

Breathtaking experiences



# CLIENT RELATIONSHIPS

Redhotblue builds its long-term client relationships on a foundation of mutual respect, earned trust, a reputation for always going the extra mile and just the right amount of creative magic!

*Mainetec:* What started as a one-off meeting with Mainetec to refresh their logo, resulted in a name change and complete rebrand, including creating a suite of marketing materials. Below are just some examples of the work undertaken to date.



LOGO DESIGN BASED ON THE INITIAL CONSULTATION AND NEW NAME



WEBSITE DESIGN & SOCIAL MEDIA MANAGEMENT



PRODUCT LOGO DESIGNS & MARKETING MATERIALS



VIDEOS PROMOTING AND RECRUITING FOR A NEW FACILITY OPENING IN WA

CORPORATE SUITE OF STATIONERY

EDITORIAL & ADVERTISING MATERIALS

SOCIAL MEDIA CAMPAIGN - TEASER PRODUCT LAUNCH

CORPORATE BROCHURE



“THE REDHOTBLUE TEAM WERE TASKED WITH  
RELAUNCHING A TIRED AND UNCONNECTED  
BRAND INTO A HIGHLY COMPETITIVE AND  
SATURATED MARKET - A TASK THEY DELIVERED  
IN A COMPRESSED TIMEFRAME AND WHERE THE  
QUALITY OF WORK **EXCEEDED ALL EXPECTATIONS.**”

RM DEVELOPMENTS / SOMERSET PARK



NUDE LUNCH / EVENT MANAGEMENT / ANNUALLY FROM 2016



CENTRAL WEST HOSPITAL & HEALTH SERVICES / PARTNERSHIP BROCHURE



# YOU BUILD YOUR BUSINESS WE'LL BUILD YOUR BRAND

First impressions last...

We understand you have far more urgent and important matters to deal with in your daily tasks than deciding which font to use, what images to post on social media, or how to write your corporate brochure. However, your branding, advertising and marketing is the first impression customers have of your *business* - that's what we're here for.





MASTERMYNE / BRAND REFRESH / WEBSITE

“WE ENGAGED REDHOTBLUE TO REFRESH OUR MARKETING COLLATERAL. THEY ENCOURAGED US TO THINK ABOUT OUR WHY AND TOOK THE TIME TO UNDERSTAND OUR NFP ORGANISATION. THE QUALITY OF WORK THAT THEY PRODUCED BLEW OUR COMMITTEE AWAY AND IS A **TESTAMENT TO THE SUPPORT** WE RECEIVED AS THEIR CLIENTS.”

MACKAY REGIONAL CHAMBER OF COMMERCE

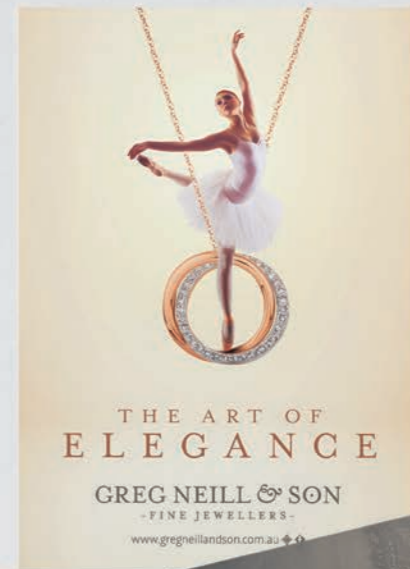




**NOBODY KNOWS YOUR BUSINESS  
LIKE YOU DO. NOBODY SEES YOUR  
BUSINESS LIKE WE DO**

Don't assume people know how good your business is just because you do. At redhotblue our primary focus is to tell *your story* the way it deserves to be told through clever, unique and memorable marketing.

GREG NEILL & SON / ADVERTISING CAMPAIGN





GREG NEILL & SON  
- FINE JEWELLERS -



LOGO DESIGN

**REDHOTBLUE USES INTELLIGENT CREATIVITY TO GET PHONES BUZZING, BUSINESS BOOMING, DOORS OPENING, WHEELS TURNING, PEOPLE TALKING, COMMUNITIES CLAPPING, REPORTERS REPORTING, AND TWEENIES TWEETING, YOU GET THE MESSAGE!**

# HEAT KILLS

Even on cloudy days the temperature inside your car can reach lethal levels in just 15 minutes

Never leave children alone in a car



## STRENGTH & LIFT

HYUNDAI FORKLIFTS

## POWER & DOMINANCE

HYUNDAI FORKLIFTS

## SPEED & PRECISION

HYUNDAI FORKLIFTS

## BEHIND THE BEAN

### WILD GOAT

COFFEE DARK ROAST

## PRIMA CORE

COFFEE ROAST

## CORE LIFE

## KICK ASS WITH CLASS!

7 YEARS OF ACCOMPLISHMENTS

### SADDLE UP

MOBILE BAR CO

04581 58397

enquiries@saddleupbar.com.au

THE BOUTIQUE MOBILE BAR  
PERFECT FOR ANY OCCASION  
MACKAY & THE SURROUNDING AREAS

# INTELLIGENT CREATIVITY

www.redhotblue.com.au

## GREG NEILL

FINE FILMMAKERS

## LOOK BEYOND

## SELL YOUR PROPERTY FOR THE BEST PRICE

WITH AN AGENT WHO KNOWS HOW TO WALK THE WALK!

### LEANE DRUERY LOVE WHERE YOU LIVE

0415 758 757

## NAVIGATING LANDSCAPES

## LEANE DRUERY LOVE WHERE YOU LIVE

0415 758 757

## MACKAY COMMUNITY FOUNDATION

ANNUAL REPORT 2018-2019

GRANTS COMMITTEE REPORT 2017-2018

“THERE IS NO EXERCISE BETTER FOR THE HEART THAN REACHING DOWN AND LIFTING PEOPLE UP AT A GLANCE”

NAMED FUNDS

## MACKAY COMMUNITY FOUNDATION

ANNUAL REPORT 2018-2019

## activeblendsmackay

## evocativ

## JAYBIRD

BOTANICAL SKINCARE

## JAYBIRD

PINK VELVET CLAY MASK

JAYBIRD TONING MIST

JAYBIRD MOISTURISER

JAYBIRD CLEANSER

## CONSOLIDATED

ENGINEERING • PLASTICS • PRODUCTS

## CONSOLIDATED

ENGINEERING • PLASTICS • PRODUCTS

# "THERE IS A BETTER OPTION"

# A BETTER WAY OF THINKING

www.cpeqld.com.au

## CONSOLIDATED

ENGINEERING • PLASTICS • PRODUCTS

# A BETTER WAY OF THINKING

# "IT CAN BE MADE BETTER"

## The Lemonade Project

YOUR COMPLETE MARKETING PACKAGE

www.redhotblue.com.au

## COFFEE CARD

GET THESE FREE!





## WHY THE BUBBLE WRAP COVER?

Bubble wrap may seem pretty uninspiring, serving the same purpose as any other packing - protecting stuff in a box! However, this incredibly diverse, efficient and unique product is the perfect blend between innovation and imagination, or as we call it, *'Intelligent Creativity'*.

### BE A BUBBLE WRAP BRAND!

Sooner or later, one way or another, everyone's drawn to bubble wrap to start popping those bubbles! Whatever your business does, be like bubble wrap - be engaging, be unique, be appealing. Contact redhotblue today to find out how we can make your brand pop!

MARKETING  
CONSULTATION  
DESIGN  
ADVERTISING  
WEB  
SOCIAL MEDIA  
EVENTS

P 07 4953 2833

E enquiries@redhotblue.com.au

A 11 Macalister Street Mackay QLD 4740

[www.redhotblue.com.au](http://www.redhotblue.com.au)



“**RIDICULOUSLY ENGAGING** IS THE PHRASE THAT COMES TO MIND WHEN I THINK OF JODY AND THE WHOLE TEAM AT REDHOTBLUE. I CAN NOT DESCRIBE COLOURFULLY ENOUGH JODY AND THE TEAMS' ENTHUSIASM, DRIVE AND DEDICATED SUPPORT. YOU CANNOT HELP BUT BE MORPHED INTO THE WONDERLAND OF THEIR IMAGINATIONS.”

**KICKASS WOMEN**

