



# FALLON DASEY CAPABILITY STATEMENT

Creative solutions for marketing departments

# WHO WE ARE

Fallon Dasey is an independent creative agency located at Manly on Sydney's northern beaches. We work collaboratively with marketing professionals across a range of industrial sectors to produce engaging marketing materials. Led by former Sydney Morning Herald editors, our experienced team prides itself on delivering high standards across domains including copy and content, graphic and web design, photography and filmmaking.

# HOW WE HELP

Marketing departments are the cornerstone of the sales process for modern large businesses. They build brands, spread knowledge about products and services, develop connections with audiences – and drive growth.

But it's not always easy. Staff shortages, urgent requests from stakeholders, a lack of specialist expertise, and looming major events can all push internal resources to their limit.

Fallon Dasey can help. We have a proven track record of delivering high-quality collateral to marketing departments in Australia and Europe. Our films, reports, ad campaigns, magazines and other solutions help solve your marketing challenges.

# FALLON DASEY CONTENT

# WHAT WE OFFER

## Internal and customer magazines

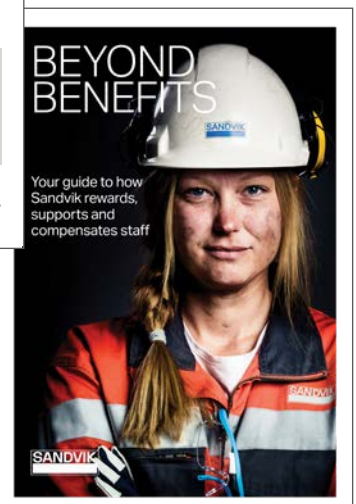
Speak to staff or external stakeholders with a well-written and beautifully presented magazine. Services include concept development, planning, content writing and editing, photography, design and layout, and print management.

## Print and digital ads

Create attention-grabbing, on-brand ads that get your message across. Services include copywriting, illustration, design and production.

## Annual Reports

Deliver accurate, engaging reports that speak to all stakeholders. Services include project management, writing and editing, design and layout, and print management.



## Film production

Add a brand film to your website to explain your offering. Or create a product or customer film to build awareness and drive sales. Services include storyboard, film and sound capture on location, editing, production, voice-over and captioning.

## Customer story production

Highlight the real benefits of your products and services with engaging articles. Show how you have solved problems for customers, or the benefits a new product will deliver. Services include writing, photography and editing.

## Online newsroom

Outsource production and management of your newsroom and free yourself up for other challenges. Services include all forms of content creation, publication and management.

## Web design and web content

Almost all your customers will visit your website. Optimise the experience for them. Services include UX, design, content production, SEO optimisation, film and photography.

## SEO content

Get your website and offering noticed by customers. We collaborate with SEO partners to deliver powerful campaigns. Services include campaign planning, content provision and result monitoring

## White papers and position papers

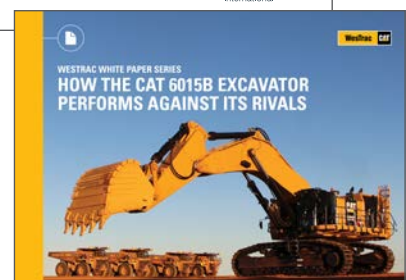
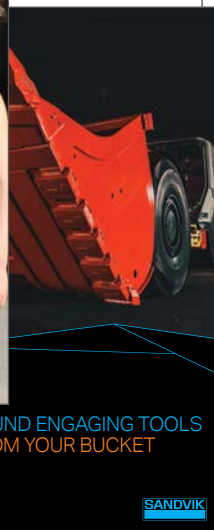
Position your business as a thought leader and generate leads with premium content that requires customer email addresses for download. Services include concept, writing, design and print management.

## Brochures and user guides

Explain the benefits of new products or teach customers how to get the best out of their purchases with an engaging brochure or guide. Services include concept, writing, design and print management.

## HR collateral

Impress new talent and other stakeholders with attractive HR collateral include employee guides. Services include concept, writing, design, photography and printing.





## RETAINER SOLUTIONS

If you have an ongoing need for marketing support but not the budget for a full-time marketing team member, our retainer approach can help. It allows you to pre-buy content production from Fallon Dasey, locking in the resources you need and guaranteeing that you'll meet your production targets. We can work together to determine your ideal monthly production needs and spend. Any unused portion of the retainer is carried forward to the next month. We make content creation easy.

Fallon Dasey

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