



**bespoken**

Communications. Engagement. Marketing.

## CAPABILITY STATEMENT

# Our services

Bespoken's talented team can complement your in-house communications, marketing and engagement professionals or serve as trusted external advisers.

Flexible and responsive, we can scale up and down as required to accommodate your individual needs, from single projects to regular or ongoing support.



## Communications

- Media and communications strategies
- Media management
- Media training
- Issues and crisis management
- Communications audits and advisories
- Corporate communications
- Copywriting – speeches, blogs, op-eds, key messages, Q&As and fact sheets
- Executive profile raising
- Event publicity and promotion
- Speaker profiles and speaking engagements
- Corporate capability statements
- Custom publishing
- Award submissions



## Engagement

- Community and stakeholder engagement
- Development of stakeholder matrixes
- Project representation – community engagement officers
- Development and maintenance of project websites, EDMs, surveys and 1800 numbers
- Targeted engagement via digital marketing, social media and innovative techniques
- Reporting
- Virtual tours
- Facilitated workshops and pop-up events



## Marketing

- Planning and strategy
- Marketing implementation
- Marketing audits and reviews
- Campaign development
- Project management
- Website management – copy, SEO support and analytics reporting
- Social media strategy and management
- Content marketing
- Retained monthly marketing services
- Chief Marketing Officer (CMO) services
- LinkedIn strategy and executive training
- Development of marketing assets

# Why bespoke

Bespoken is your trusted partner, helping you **be seen, be heard and be bold** in a manner entirely befitting your brand, your sector and your audience.

*We leave your rivals to ask: 'Why didn't I think of that?'*

Our team meets your brief while constantly analysing available data and overlaying it with industry trends to determine how else we can position you for success.

We draw on decades of collective experience to deliver bankable strategic advice and thoughtful, tailored solutions.

## Where the journey begins

When engaged by a client, we schedule an extensive workshop to map out a strategic plan aligning to your values, vision, data, business plan and goals. It's a plan our team regularly revisits to ensure we're meeting objectives and capitalising on fresh opportunities.

Importantly, we only pursue activities with genuine value and return on investment. For each client, we ask ourselves: 'Does this meet your key objectives, put you in front of your target audience and decision-makers, position you in a proactive manner and add appropriate value?' If the answer is no, we'll be honest in that conversation. Our relationships are built on authenticity and transparency.

## We truly care about your success

Bespoken works with clients it sincerely believes in. Each time our clients have a win, we celebrate. When there's a setback, we feel it too.

We are proactive, responsive, results driven and approachable, always looking to provide solutions before challenges arise.

# Creating bankable strategies to help you be seen, be heard, be bold.

Bespoken is an integrated communications, engagement and marketing agency that uses evidence-based thinking to elevate your brand in a manner befitting your audience and ambitions.

We convert challenges into elegant and tailored opportunities.

Companies we proudly work with include:



# Our team



Our team has worked across the full spectrum of industries and sectors, from global companies and government organisations to not-for-profits and start-ups. Our communications team is made up of former journalists and editors, who collectively boast more than 160 years of media experience.

They're joined by talented marketers with extensive experience in successful campaigns, content creation, web design and social media management. Our community engagement experts have worked for global and local organisations in the property, retail, construction and renewable energy sectors.



**Sarah Morgan**  
*Managing Director*



**Rochella Brisset**  
*Operations Director*



**Michaela Ryan**  
*General Manager*



**Jenna McManus**  
*Marketing Manager*



**Melissa Grant**  
*Senior Media and Communications Specialist*



**Lisa Chant**  
*Senior Media and Communications Specialist*



**Angie Christofis**  
*Media and Communications Specialist*



**Ash Moore**  
*Media Specialist*



**Molly Atkinson**  
*Marketing Specialist*



**Jye Laarhoven**  
*Marketing and Communications Coordinator*



**Ella Steele**  
*Social Media and Marketing Assistant*



**Stephanie Rose**  
*Media and Communications Specialist*



**Anna King Shahab**  
*Communications Specialist*

## Case study



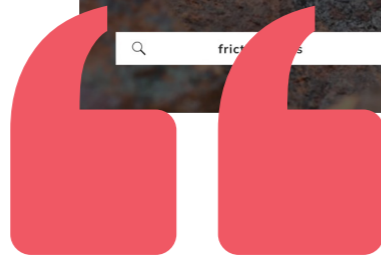
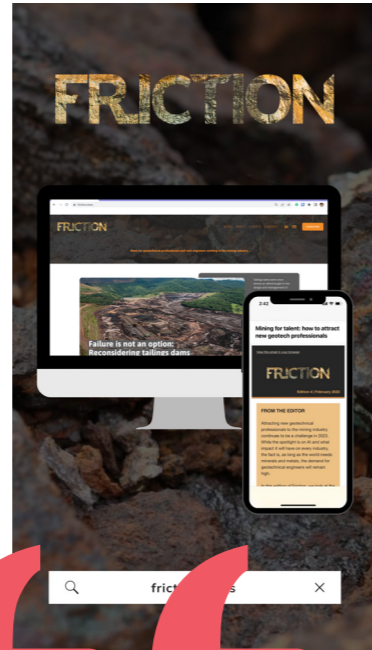
Cartledge Mining & Geotechnics (CM&G) is a multi-disciplinary geotechnical consultancy that provides practical solutions for mining problems. Bespoken has provided flexible support to CM&G since late 2019, as the consultancy has grown from effectively a local supplier to a global operation.

To build CM&G's profile Bespoken crafted biographies for all team members and established a strong LinkedIn presence which highlights both the company's extensive expertise in its field, and renowned workplace culture and employment opportunities.

During a 12-month period, the CM&G LinkedIn page attracted a total of 215,169 impressions, and had an engagement rate of 26.16% – significantly higher than the platform's benchmark figure of 3.16%.

Bespoken has worked with CM&G's engineers and geologists to develop a series of articles sharing insights and knowledge of the industry, as well as supporting the consultancy's first Geotechnical Symposium in 2020.

In 2022, Bespoken helped CM&G launch Friction – an online news, events and training portal for geotechnical practitioners working in the mining industry. Establishing the masthead from scratch, the team created the logo, website, email template and LinkedIn page, and continues to support the publication by producing original articles on specialist topics.



*Bespoken has been able to support our business through constant change and growth to establish a very strong brand reputation in our market.*

**Tim Cartledge**  
Principal Consultant  
Cartledge Mining & Geotechnics



### The outcome

Bespoken has helped cement CM&G's reputation as a globally respected operation that provides high-quality, practical and innovations solutions for any geotechnical problem on any mine site, anywhere in the world.

## Case study

**CCIQ is now  
Business Chamber  
Queensland**



In 2023, Queensland's peak body for business marked an exciting new chapter in its 155-year legacy with a relaunch that welcomed a fresh modern identity and approach.

Central to this evolution was a name change from Queensland Chamber of Commerce and Industry to Business Chamber Queensland, along with new iconography and branding.

An amplified membership structure was also a central tenet of the change.

With a wealth of stakeholders across government and the private sector, the chamber engaged Bespoken (an existing and proud Chamber

member) to support its talented inhouse team to provide strategic communications advice and service.

This ranged across everything from authoring internal and external communications collateral to creating messaging for everyone from chamber partners to foreign customers.

The key message reinforced was that as Business Chamber Queensland evolved, it would continue to put business first, supporting and advocating for every business in every industry at every level.



### The outcome

Owing to its extensive communications and media experience and expertise, Bespoken was able to help ensure a smooth transition to the new name and branding, with support for a suite of communications material couched in clear, concise and effective language that ensured early buy-in from stakeholders and interested parties.



## Case study

### The Paint Factory

The Paint Factory is a vibrant creative precinct in Yeronga, in Brisbane's western suburbs. It is located at the former Taubmans paint factory, which closed in 2015. The site is now earmarked for development into Australia's first integrated arts village.

The owners and developers of the site engaged Bespoken in 2019 to assist with media management, before broadening the remit to include community and stakeholder engagement.

This has encompassed a significant body of work, from workshop facilitation with artists and key stakeholders to liaising with media, creating content for social, digital and online, and

organising and hosting community events to drive authentic community engagement around the site's future plans.

The feedback curated from these myriad of activities helped the team shape its vision for a mixed-use precinct where stakeholders and aficionados could work, live and play.

Bespoken continues to work with the owner and development team on its development application with the Brisbane City Council, maintaining the project's profile and goodwill among the artistic and local communities and working proactively to communicate with all stakeholders.



#### The outcome

Through its expertise in community and stakeholder engagement and relationship building, plus an unparalleled understanding of the modern media landscape, Bespoken has helped the owners and developers position The Paint Factory as an appealing and much-desired drawcard for Yeronga and a destination that will firmly put Brisbane on the creative map.

## Case study

### Cover-More GROUP

We have worked with our client, global travel insurance provider Cover-More Group, since October 2020. Strategic media was vital for a company reliant on travel when this all but stopped during the COVID pandemic.

Taking the next steps as travel resumed has been key and, much like our client, we prepared for this resumption.

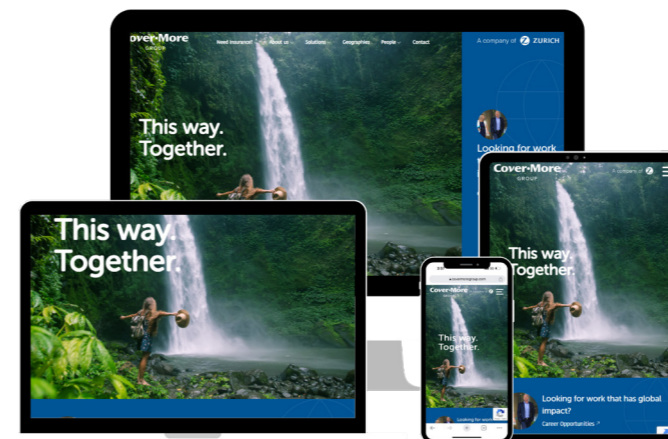
That meant we had stories and infographics pre-prepared and interview subjects ready to go. We had everything planned for the first indication that international travel would return. That required careful monitoring of media so that when Qantas and the Prime Minister made early morning announcements, we moved rapidly to target key journalists and outlets.

As well as coverage for Cover-More Travel Insurance on Seven News, Ten News and the Today Show, the brand featured on every single ABC radio station across the country.

Cover-More Group also appeared in mastheads in every state including The Australian and every News Corp newspaper.

We also worked on positioning their new Global CEO as a leader in the field and secured high profile features in The Weekend Australian, in AICD's Company Director magazine, and in international business masthead Forbes.

Our work has focused on Cover-More Group's remarkable digital transformation and specialised assistance for all travellers. This has included the creation of videos, a new corporate website, social media, speaker positioning and training as well as ongoing media coverage.



#### The outcome

We have placed Cover-More in consumer, trade and corporate business markets across national newspaper, magazine, online, radio and television outlets, as well as international outlets, ensuring their key messages reach the biggest target audience possible.



## Case study



BlockTexx is an Australian business that converts textile waste into valuable tradable resources. It developed a patent-pending chemical separation process for clothing and textiles and opened Australia's first dedicated recycling centre for textile waste in Logan in 2022. This world-first facility diverts textile waste from landfill, while creating much-needed jobs and revenue streams in regional Australia.

Bespoken started working with the founders of BlockTexx when it was just a concept and in the start up phase in 2018. Bespoke has been proud to support BlockTexx from the beginning, through strategic media management ensuring they have the right profile within their target audiences. Our level of support has grown as BlockTexx has moved from a start-up to a leading enterprise with both government funding and private investors.



### The outcome

Our strategic media management has always been aligned to BlockTexx's business development strategy. We have placed the co-founders in national and international media outlets read by their target audience, and have locked in regular columns in key industry media. This includes stories in The Australian's business section, the Courier-Mail, the Australian Financial Review and The Guardian. Our support has seen the two founders internationally recognised as thought leaders on circular economy, textile recycling, manufacturing and future procurement models.

## Case study



The Water & Carbon Group (WCG) is a sustainable engineering firm experiencing rapid growth in the wastewater, remediation, ecology and carbon sector. A leader in PFAS (Per- and polyfluoroalkyl substances) removal with its patented LEEF System® technology, WCG also provides support in planning, designing, constructing and managing innovative wastewater, ecology and carbon solutions.

Bespoken was engaged to build the company's market presence and showcase the effectiveness of their cutting-edge solutions.

Working closely with the WCG team, we have provided strategic media, marketing and business development support through social media marketing, technical copywriting, executive profiling, case study development, designing marketing collateral and tradeshow management for WCG in Australia as well as their LEEF System® technology in the United States.

When WCG entered the US market, we supported the team to develop the LEEF System® brand from the ground up, with tailored messaging and SEO-friendly website copy to connect directly with their US target audience.



### The outcome

WCG has been involved in leading wastewater, remediation, ecology and carbon projects and is quickly emerging as a recognised leader in sustainable engineering.


Our media, marketing, social media and content creation work has strategically showcased and demonstrated the effectiveness of WCG's solutions, resulting in a 63 per cent increase in their organic website traffic and social media engagement within four years.

Since WCG joined the US market in 2023, their LEEF System® has been deployed at a major landfill site in Pennsylvania, helping the landfill company tackle the ongoing challenges of PFAS contamination.


*Be seen. Be heard. Be bold.*


Call us today for an obligation-free chat, or just to run an idea by us.


**Your success is our story.**

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