



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.

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



Angie Christofis
Senior Media and Communications Specialist



Ash Moore
Media and Communications Specialist



Stephanie Rose
Media and Communications Specialist



Jye Laarhoven
Marketing Specialist



Ella Steele
Social Media and Marketing Assistant

Case study



Bowel Cancer Australia's #Never2Young CPD Series was developed in response to an increase in early-onset bowel cancer, with 1 in 9 new cases now occurring in people under age 50.

GPs play a critical role in early detection and referral yet Australian studies have found younger people may spend between 3 months and 5 years seeing multiple doctors before diagnosis.

To drive uptake of the CPD training, we designed a bold and immersive campaign that combined impactful storytelling, genuine human connection, and a standout physical experience that couldn't be ignored.

On the ground at General Practice Conference & Exhibition (GPCE), our exhibit featured:

- A custom-built apple tree as the central visual anchor
- Branded materials and digital touchpoints driving traffic to the CPD Series
- Daily presence of Bowel Cancer Australia's #Never2Young advocates sharing their lived experiences in person.

Beyond the exhibit, our campaign expanded through a coordinated digital and media strategy. We launched targeted digital ads to drive traffic to the #Never2Young CPD Series and engage GPs.

Our media strategy shared compelling advocate stories to raise awareness and spark conversation about early-onset bowel cancer, while earned media boosted visibility and positioned the CPD Series as a vital educational resource.

On social media, we produced reels and curated content highlighting key moments from GPCE and amplifying the voices of young Australians to reinforce the campaign's core message.



The outcome

The campaign delivered outstanding results, with traffic to the #Never2Young CPD Series webpage increasing by 282.4% in July 2025 compared to the previous six-month average. The targeted digital advertising campaign achieved an impressive 7.4% click-through rate over four weeks.

Earned media coverage in The Herald Sun and Hospital + Health further amplified the campaign's reach, raising awareness among GPs and medical professionals.

At the conference, we created valuable connections with leading health organisations, several of which expressed strong interest in rolling out the CPD Series nationally across their medical practices of some 400 plus GPs.

The Instagram reels featuring advocate stories and highlights from the GPCE exhibit garnered 26k views and a 2.7% engagement rate, effectively reinforcing the campaign's central message that you're never too young for bowel cancer.

Case study



Peak industry body Queensland Fruit and Vegetable Growers (QFVG) set out to shine a light on the heavy burden being placed on the horticultural industry.

For over a century, growers have endured various weather events, numerous floods and a pandemic. Yet, at the end of 2023, the challenges falling on their shoulders had never felt heavier.

To bring attention to the issues being endured by growers, QFVG engaged Bespoken to undertake a 12-month campaign to show why it was time for Australians to stand up and say 'We Give A Fork' about our growers. Through the We Give A Fork campaign, QFVG not only started a conversation that showed their commitment to ensuring Queensland growers are supported by retailers and consumers – they were also able to drive real change.



The outcome

We Give A Fork exceeded expectations, with members of the general public showing plenty of support and encouragement. Some notable achievements from the 12-month campaign include:

- Multiple enquiries held into supermarket pricing, including a Senate Inquiry and Queensland parliamentary inquiry
- QFVG met with more than 90 industry associates
- QFVG featured in more than 240 media stories across TV, radio, digital and print including on-air segments with TODAY, Sunrise, the Project and multiple ABC radio shows
- Everyday Australians asking questions and spreading awareness around the importance of supporting our growers.

As a result of this campaign, the Queensland Government was inspired to support the horticulture industry in launching Geared Up Growers. This pilot program aims to level the playing field by building the knowledge, skills and confidence of growers to help them become the most equipped negotiators in Australia, armed with the best data and cost of production information.

We Give A Fork has exemplified QFVG's commitment to supporting growers and has further cemented their position as a loud, strong and brave industry advocate.



Case study



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 Bespoke 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, Bespoke 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



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.

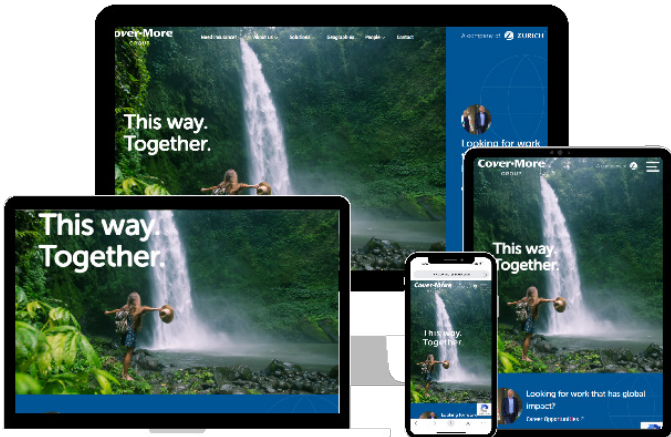
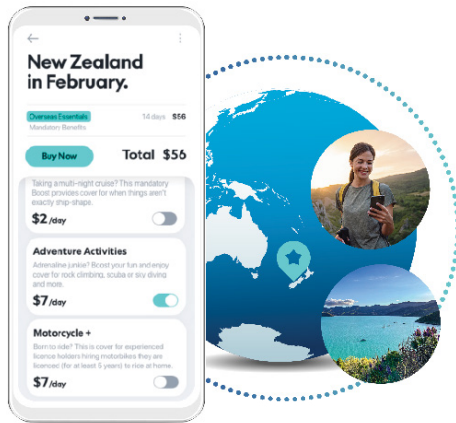
That meant we had stories and infographics pre-prepared and interview subjects ready to go. We had everything planned for the first indication that international travel would return. That required careful monitoring of media so that when Qantas and the Prime Minister made early morning announcements,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



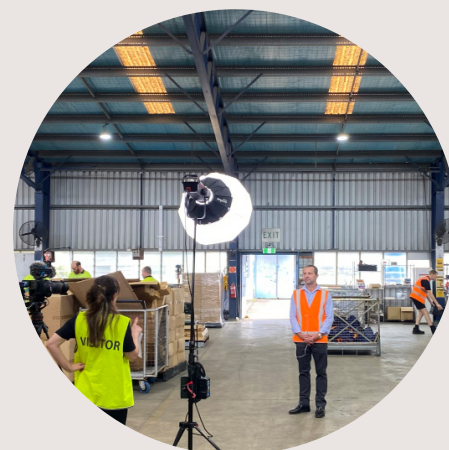
BlockTexx is an Australian business that converts textile waste into valuable tradable resources. It developed a patent-pending chemical separation process for clothing and textiles and opened Australia's first dedicated recycling centre for textile waste in Logan in 2022. This world-first facility diverts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

Bespoken started working with the founders of BlockTexx in its 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 United States target audience.



The outcome

The organisation is quickly being recognised as a leader in sustainable engineering with our ongoing support increasing their organic website traffic and social media engagement by 63 per cent within four years. Since joining the U.S. market in 2023, The LEEF System® has been deployed at a major landfill site, helping the landfill company tackle the ongoing challenges of PFAS contamination.

In late 2024 we successfully ran a media campaign to announce the company's US\$10M capital raise and expansion into the USA, with coverage in Smart Company, The Australian, Business News Australia, Courier Mail, The Chronicle Toowoomba, Weekly Times, Hobart Mercury, Adelaide Advertiser, Herald Sun, Townsville Bulletin, Cairns Post, as well as in industry press.

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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