

credentials

**dinergy** 



## **What's the difference?**

The power of dinergy is apparent in nature's drive to combine forces that yield patterns of growth and expansion.

Dinergy is a natural phenomenon that refers to the dynamic working of opposites in harmonious relationship, separate forces coming together to achieve growth. This principle reflects much about the way we work.

## **How does Dinergy use 'dinergy'?**

We combine different marketing tools and insights to achieve effective and powerful communication for our clients, helping to fuel the growth of their brands and business.

Our thorough understanding of this principle has grown into a distinctive approach that is exemplary of integrated marketing and delivers exceptional quality, value and results.

## **How we developed Dinergy & why**

Extensive senior experience in 'big agencies' equipped us with insider knowledge, an awareness of the shortcomings of existing approaches and the ability to create a way of doing business better.

The model we developed and refined actually serves clients better and produces superior results for better value.

Dinergy was founded by Barry Robertson and Shelly Lazar in 1994 to provide a fully integrated communication service to its clients.



## **The trouble with small agencies**

Small agencies are a dime a dozen and though some produce good work, you seldom get consistently good work across the board. As small agencies are often start-ups, depth of knowledge can also be seriously limited or completely lacking.

Many agencies beef up their credentials to make themselves appear bigger than they are and this is in the client's worst interest. Apart from making it difficult to tell them apart, it's also meaningless. Though conventional thinking says big is good, the reality is different.

## **The truth about big agencies**

Big agencies inevitably get junior staff to do the actual creative work and have cumbersome internal structures in order to operate and serve their clients. Massive amounts of time are spent and wasted internally trying to communicate with themselves.

The result is that big agencies are slow and expensive. Further, they have historically vested interests in particular media as their sources of income.

Observing these phenomena first-hand, it became apparent that the solution lies in taking the best from both worlds.

## **Big agency experience - Small agency flexibility**

Dinergy has the agility and immediacy of a small agency, with extensive big agency insight, knowledge and experience at a senior level. Multi-award winning 'heavyweight' creative talent, in both below- and above-the-line marketing. With over 19 years experience in Europe, Australia and Africa, we offer the same or better creative standard as a big agency but at better value. And our unique complement of skills equips us to make a singular proposition.

Dinergy offers single-minded brand communication with a single point of accountability and the full advantages of integrated thinking.

**Combining these forces achieves optimal results.**



## **Single-mindedness**

Imagine if all communication for your brand could come from one mind, equipped with the best skills, clarity, precision and creativity to produce the results you want.

This is the essence of single-mindedness.

It is achieved by removing impediments to effective thinking, maintaining high focus in creative development and dropping unnecessary agency personnel from the process.

## **Advantages of a single point of accountability**

Making use of a lot of different people and companies to work on your brand doesn't help you come up with the best creative process or the most effective communication. And it's certainly not single-minded.

A single point of accountability means you don't have to consume your time managing a process across numerous agencies with different services, all fighting for a share of your budget, all trying to have their creative input to justify their existence.

More people require more management, more time, more repetition and more communication just to get your work out.

## **One of the benefits of Dinergy is that the process is easier for you to manage.**

With a single point of accountability, you don't have to continually worry about the apportioning of budget and the relative merits of different suppliers and media. We're not fighting for the budget because we allocate where it needs to go together.



## **No client service means better client service**

Our clients get direct access to creative staff doing their work. No client service means there is faster turn-around time and less likelihood of miscommunication.

Dinergy deliberately does not have client service people, which means clients are not briefing someone who isn't producing their work or having it handed down to a junior. In fact, at Dinergy you'll find no juniors working on your business.

Instead of wading through intermediaries, you can speak directly to Dinergy decisionmakers with the capacity to give you the answers you want and the insight you require.

*"You don't have to go through a client service person to speak to me - you can speak directly to me."* – Shelly Lazar

## **What is integrated thinking?**

Integrated thinking can be applied to any form of business communication. It is the capacity to choose the most appropriate communication methods for achieving the client's objectives. Interestingly, it's not as common as you would think.

Historically, advertising agencies have had vested interest in recommending particular media. This leads to a narrowing of the field of vision and a reduction in the options that are considered or offered to the client. Clearly, this isn't in the interests of the client or the brand.

The Integrated offering is often referred to as merely a combination of traditional commission-bearing media and on-line marketing. The best use of integrated thinking however is to encompass every possible communication channel, such as: relationship marketing, business-to-business, direct-mail, ambient media, internal communication, PR, promotions and incentives as well as traditional design, including corporate identity, brochures, branding & packaging, together with mobile and viral marketing and more.



## **Qualified for integrated thinking**

Dinergy has the uncommon advantage of first-hand, in-depth and in-house knowledge across an exceptional range of media and applications.

We've developed this capacity by keeping our senior creative people directly responsible for the creative product, instead of losing their intelligence - and reducing their learning curve - by relegating them to management roles, as is the norm.

## **Freedom to choose**

Unlike traditional agencies we do not need to sell any particular service to grow our company and we have no vested interests in using particular media.

Dinergy gives an unbiased opinion on where it is best to spend your budget. Thanks to this inherent integrity, our client relationships are firmly built on trust.

We have no alliance to any one discipline. Instead we draw on our experience across multiple disciplines to make informed choices as targeted as possible, with unusual depth and breadth of knowledge, we only offer what is most effective - because we can.

Very few agencies are in a position to offer this creative scope. In fact, there are no other agencies that we are aware of in Australia with such a spectrum of services on offer in-house.

*"Our only interest is making you sell product because we know you'll come back to us."* – Shelly Lazar

## **Trust is money -**

the importance of building a brand

A brand is the sum total of every interaction a customer has with you, your business and



product. The essence of a brand is perception and feeling. These intangible qualities are shaped by very tangible means. Every piece of communication with your customers affects the growth of your brand.

The more unified the brand message, the more loyalty there is. Greater loyalty leads to less shopping around by the potential target market. A powerful brand can charge a premium while a diluted brand offers more chance for parity products to take over.

### **Why is creativity important?**

Creativity builds brands. In all its forms - concept, design, copywriting, typography, photography, animation and more - creativity literally gives shape and form to a brand. The effective use of creativity therefore distinguishes brands, sustaining and evolving them over time.

Thanks to creativity, you land up with a brand that's bigger than your product.

### **What about Dinergy's creativity?**

Creativity is not a mystery. It involves talent and skill. This means it is intrinsic – some people have more of it – and it can also be developed.

Dinergy has been a creative agency from the outset. We've also grown our creative skills over the 14 years we've been in business, winning numerous awards for our creativity along the way, so our work is of a very high standard.



## **The clients that have believed in Dinergy so far**

Mornington Peninsula Regional Gallery

Fun Fashion Accessories

The Atlantic Group (v)

Jewish Museum of Australia

Victoria Station

Kate Hill

BioPak Australia

Blunt

Get Fresh

Shell

DHL

Elise May - EMMedia

Di Data

ii2

RMIT University

Gulf Oil

MNet Pay Television

Coca-Cola

Mastapak

Squires Loft Australia

Sappi International

Momentum Investments

Transnet

KTV

Soviet Clothing

South African Airways

SuperSport

Seadan Security and Electronics

Murray & Roberts

Victorinox Knives

Oracle

Footprint Communication

InDemand eBay Stores

Kimberly-Clark

RadMark Radio Sales





Enthone Australia  
Gold Fields  
Wayside Hotels  
Haddons-Star  
ClassicClean  
Clemnor International - bhav haircare  
BAQS  
Astra Pharmaceuticals  
Almanac Publishers  
The Palace of the Lost City  
Q Data  
The Miss South Africa Pageant PL  
Camera Culture  
Rare Steakhouse  
Scott Winton Insurance  
Mkhuhlu Breweries  
Balfour Park Shopping Centre  
Jacaranda fm  
Alpine Lounge  
Krost Office  
Eldons  
Europ Assistance  
Sunday World Newspaper  
Industrial Development Corp  
NHFC  
Video Duplication  
Kfm 94.5  
One Technology  
Thokozisa Tourist Development  
Travel Scene  
Chabad House  
Design Benedict USA  
Cinnamon Creations  
Placing Heads  
Giant Inflatables  
Wyndham City  
Franchised Food Company  
Cold Rock Ice creamery  
Cairns Regional Gallery  
Perfection Packaging



**'We win awards. And our clients say we're good.'**

Spada - Gold, Branding  
Sappi - Gold x2, Prestige Designer  
Spada - Overall Winner, Publication Design  
Designer of the Year - Overall winner  
Designer of the Year - Environmental  
Spada - Winner, Packaging  
Spada - Merit Award, Calendar / Poster Design  
Loerie - Gold, Integrated campaign  
Spada - Gold, Craft Illustration  
Spada - Gold, Multi Discipline  
Echo - Silver, Direct Marketing  
Spada - Silver, Publication Design  
Designer of the Year - Overall Winner, Calendar  
Spada - Winner, Consumer Promotion Pharmaceutical  
Designer of the Year - Best of Show  
Designer of the Year - Best Poster  
Spada - Winner, Design Conference  
Loerie - Illustration  
Spada - Silver, Design  
Designer of the Year - Environmental  
Designer of the Year - Poster  
Designer of the Year - Brochure  
Designer of the Year - Environmental  
Designer of the Year - Brochure  
Designer of the Year - Promotional Campaign  
Spada - Craft Illustration  
Spada - Silver, Design Other  
Loerie - Silver, Brochure  
Loerie - Silver, Brochure  
Loerie - Silver, Poster  
Loerie - Audio Visual  
MADC - Finalist Direct Marketing  
Cannes - Direct Marketing



What do awards mean? They are an indicator of recognized creative quality. Not all great work wins awards, and awards don't always go to the best work. Nonetheless, they're a useful barometer of excellence, with the added benefit of keeping agencies on their toes.

Another useful measure of creativity is the recognition of clients for their agency. Fulfilling the needs of a particular brand or market may require ingenuity invisible to outsiders. Dinergy's list of clients and their endorsement is based on our creative worth, as well as our professional delivery.

We approach every job individually and take every single piece of work very seriously in order to make each project as creative and well crafted as possible. Dinergy's work with many multi-national blue chip clients is evidence of the merit of this approach.

Ultimately, the opinions of others are just that. Your own discernment can also assess Dinergy's creative strength. See our portfolio of work for more.



## **The Advantages of Dinergy**

Getting an idea or an intention from a client's head onto a printed, filmed or recorded medium can be tricky. Our clients are invariably pleased with the processes we go through to ensure you get what you want. What's more, the work usually exceeds expectations.

How? We pursue the very best photography and typography and use every last detail to add value to each piece of work. This commitment to quality bears fruit for our clients by presenting their brands in the very best light. Dinergy is a deliberately small and lean, creative-heavy agency that keeps your costs down. We only entrust a few very senior staff members to do your work. The final communication is single-minded, easier to manage and better quality. Our approach is cheaper in the long run because we get it right faster and better.

We remove the filters between your marketing objectives and the creative output. The creative team responsible for your work communicates with you directly with no 3rd party in between. We have a thorough understanding of the technical requirements in our industry. This ensures professional results and often saves you money. We do all creative in-house and outsource only the production enabling us to add value. Your work is handled by quality, credible senior professionals in a creative team that knows what they're doing as they get to sell your product and build your brand.



## **Who are the forces behind Dinergy?**

### **Barry Robertson, Creative Director**

Barry's been in design and advertising for 24 years. Barry studied graphic design and was top student for the full term of his degree. He continued to win the Erma Stern scholarship for best student in all the faculties, including fine art, industrial design, ceramics, photography, jewellery, fashion design and textile design. He then went on to complete a post-graduate degree in advertising at the University of Cape Town. Barry worked his way up in various design studios and in 1989 was appointed the position of Creative Director at the CNA design group. This was followed by a two year stint in London at Tullo Marshall & Warren, working on clients such as British Airways and Trusthouse Forte. On his return to South Africa, Barry was appointed Senior Creative and Group Head at Hunt Lascaris - AMC. The most noteworthy achievement was Barry's involvement with Nelson Mandela and the ANC's political campaign. He was lead designer of all communication the media and foreign countries. Campaign included items such as the first stamp, ballot paper, international fund raising programs, brochures, posters and clothing that the cabinet would be photographed wearing. Barry's work and success in the creative department is simply a product of the enjoyment and satisfaction he derives from the creative process. Internationally, his awards include Canne awards in the EU, Echo in the USA, as well as awards at The New York Festival and the London Advertising Awards. With partner Shelly Lazar, Barry founded Dinergy in 1994. Over the next ten years Dinergy accrued numerous blue chip clients and established itself as a leading force in integrated marketing.

Awards include six Loeries for both advertising and design and numerous SPADA Awards for various sales, promotion and design campaigns, plus the Sappi Designer of Year Award for two years running, making Barry one of the top award winners across the design and advertising disciplines. Barry is married with two children.



## **Shelly Lazar, Director**

Shelly qualified as a designer and worked in several top agencies. In 1989, Shelly decided to broaden her visual, technical and conceptual know-how - so she sentenced herself to another four years of hard labour at WITS University in Johannesburg. She achieved first place for various classes on numerous occasions, and was released with an Honours Degree in Fine Art. Whatever she did must have worked, because since then, Shelly has been involved in several award-winning campaigns over the past years. Most recently she achieved two SPADA Awards for Illustration and Design and a Loerie Craft award for Illustration. Shelly is often called upon by her peers to judge advertising and design awards, such as the Loeries. Shelly is married with two children.

## **Conclusion**

We're always delighted to present our credentials and share our approach with prospective clients. We look forward to the opportunity of combining different forces to achieve growth for you.