



We are a
customer
centred
marketing
agency.

VITAL MARKETING
international experience
based in Melbourne, Australia





we do marketing projects and events to

expand your business into the future

with a clear vision and
a viable strategic plan in mind



wise.
fast.
fair.

Our strengths are apparently
contradictory, but all true.



wise solutions

Strategy is our keel, creativity is our skipper.

- We think and plan before taking action.
- We collect and analyse data before taking further steps.



fast service

Turnaround is as important as effectiveness.

► We won't let you down,
whatever it takes.

► Fast doesn't mean careless,
to us is quite the opposite.



fair fees

We value your investment and give you peace of mind.

- **Value for money:
this is our promise.**

- **Turnkey services across any
projects.**



digital services

do you wish to win new market shares thanks to your digital presence?

Technology is the tool you use to shape content and style into your digital strategy.

- ▶ **Web Design**
- ▶ **E-commerce**
- ▶ **Digital Strategy**

...30 years in business



Web Design

Hyper-fast, technically advanced, active websites.

E-commerce

To be effective, an online shop must be friendly, fast and easy.

Digital Strategy

Integrated Social Media, Google Ads, SEO, Newsletters, Blog, Website strategy and content development.

most common mistakes

Website map with logic gaps

No longterm planning

Self-celebratory content

Poor mobile experience

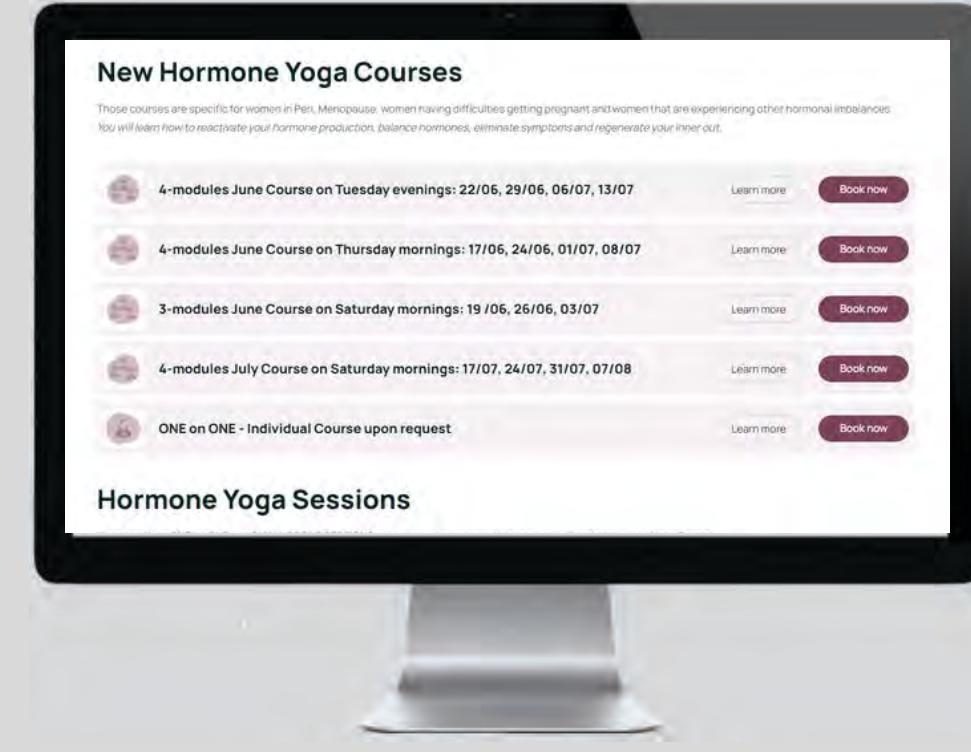
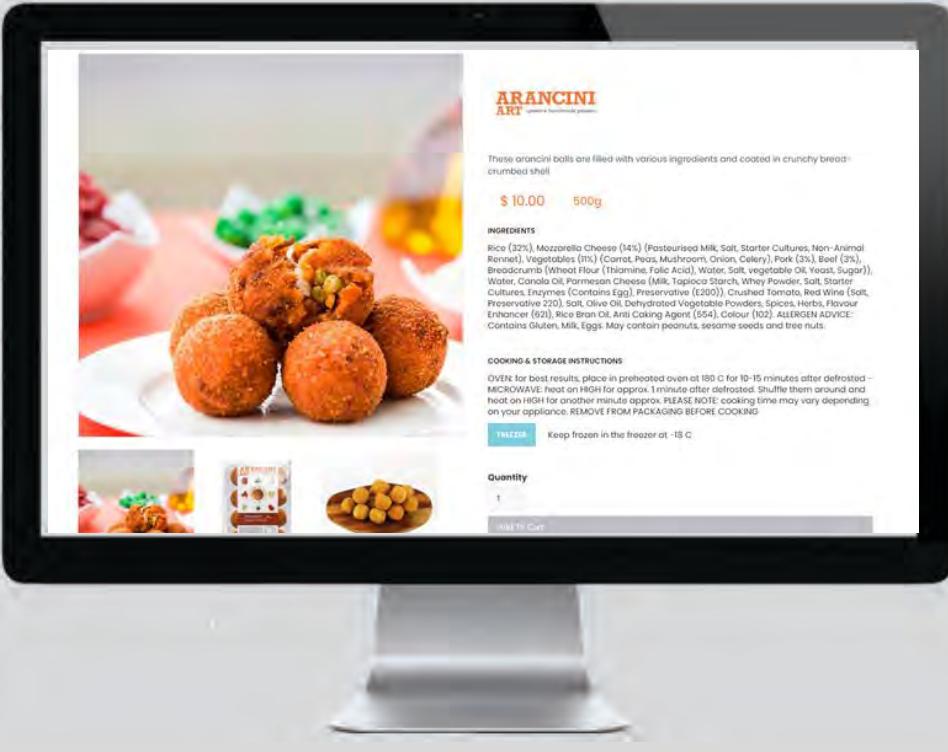
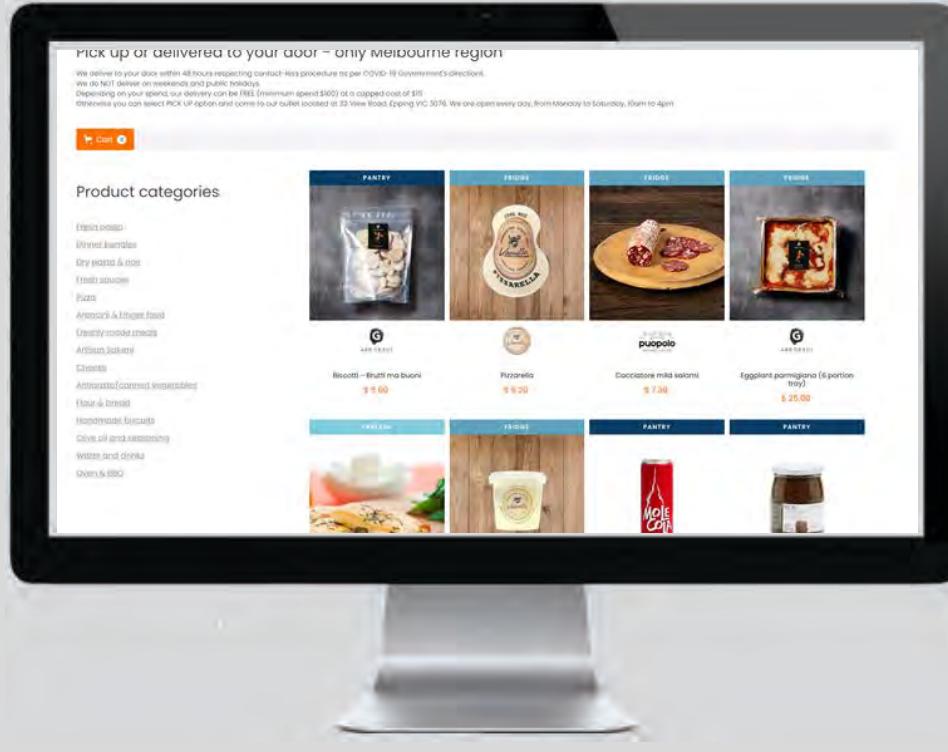
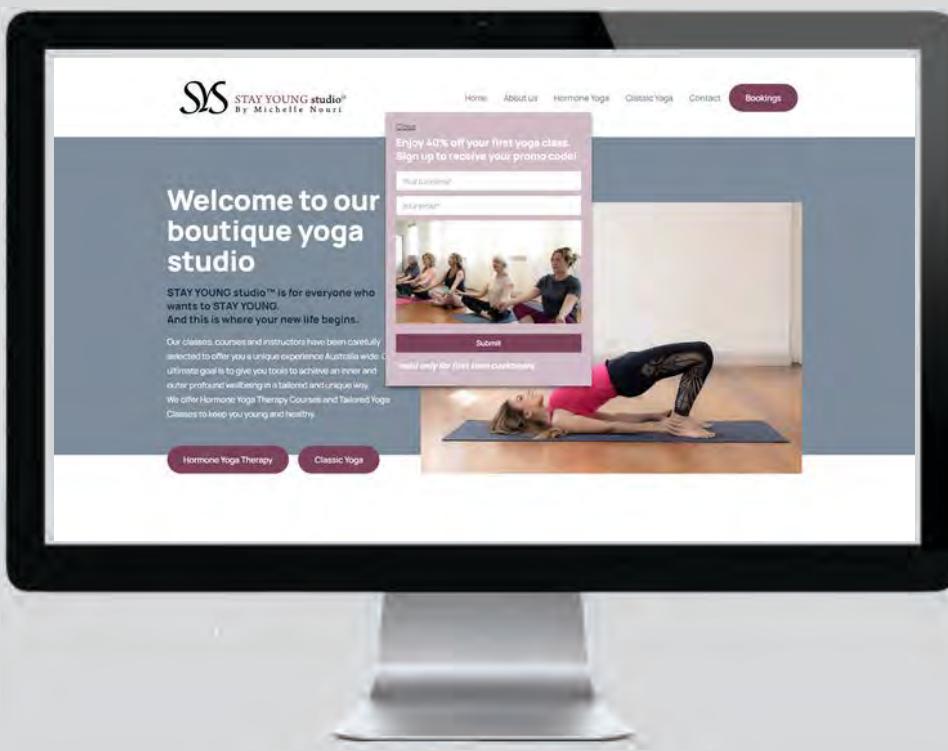
Inconsistency across channels

No call to action

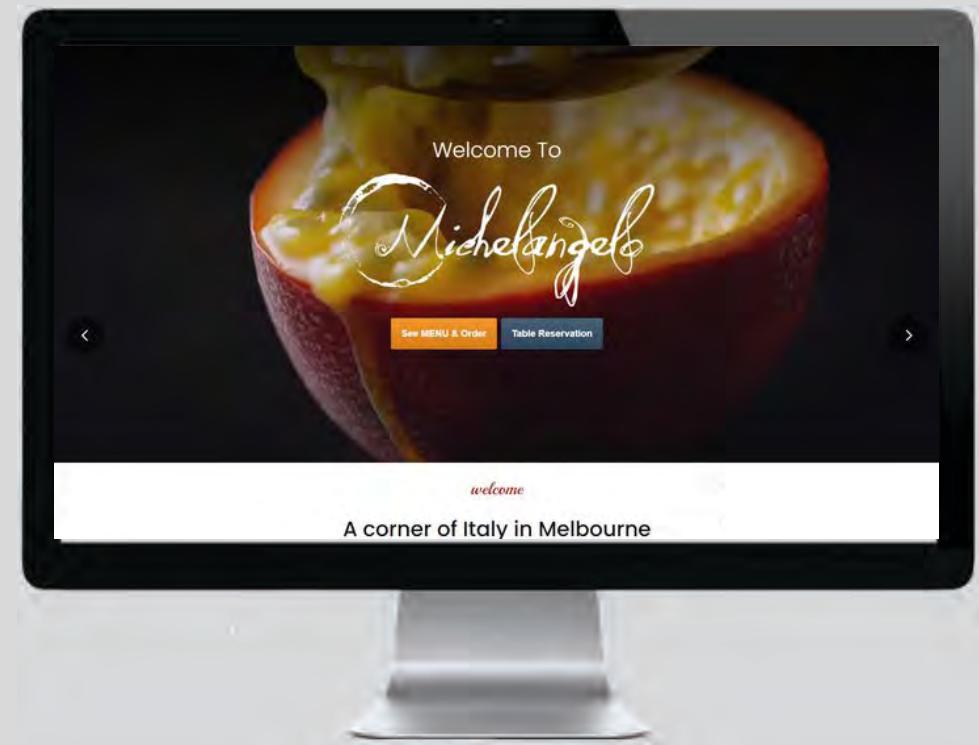
Low conversion rate

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Click to browse some of our websites



Click to browse some of our websites



design & strategy

are you using the correct 'dress code' for your products and brands?

Your style and your strategy must be perfectly aligned. Every single detail must convey the same, correct message.

- ▶ **Branding**
- ▶ **Graphic Design**
- ▶ **Strategy & Planning**



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Branding

Brand positioning
marries design in a
strong corporate identity.

Graphic Design

Maximise the effect of
your corporate identity
with the correct graphic
design.

Strategy & Planning

Defining your vision is
the first step towards
positioning awareness.
Then you have to make
it real.

most common mistakes

Incoherence with strategy

Wrong message

Non-existent style guidelines

Printing unfriendly

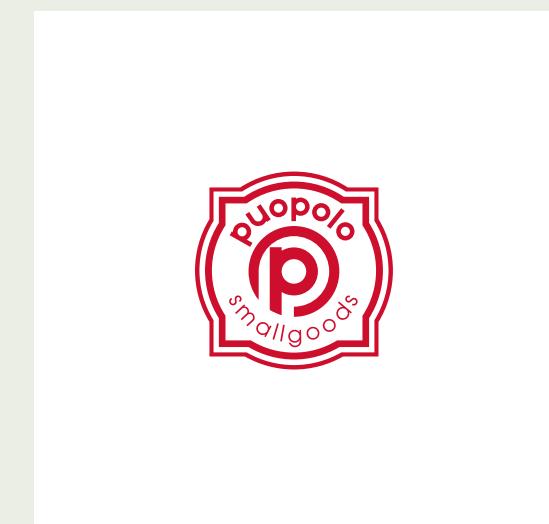
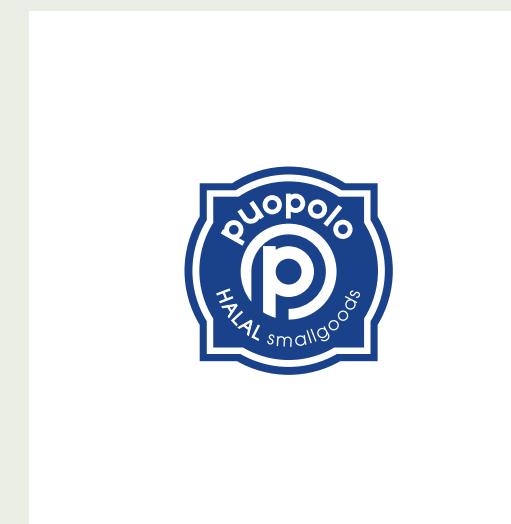
Inconsistency across channels

Poor target engagement

"Me too" strategy trap

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Some brands we have created





communication

what is your 'unique selling proposition'?

Your personality, style, message along with your promise must go straight to your customer's minds and hearts.

- ▶ Packaging
- ▶ Advertising
- ▶ Merchandising

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Packaging

Wrap your products in the best design and leave them speak on your behalf.

Advertising

Send your message straight to your audience, one message must say it all.

Merchandising

Stand out. Regardless where you are, you must be seen first.

most common mistakes

Not consumer centred

Wrong positioning

Overcrowded design

"Me too" strategy trap

Wrong message

No story-telling approach

...30 years in business

Some packaging we have created





events

**eager, but too overloaded to organise
an event or participate at a trade show?**

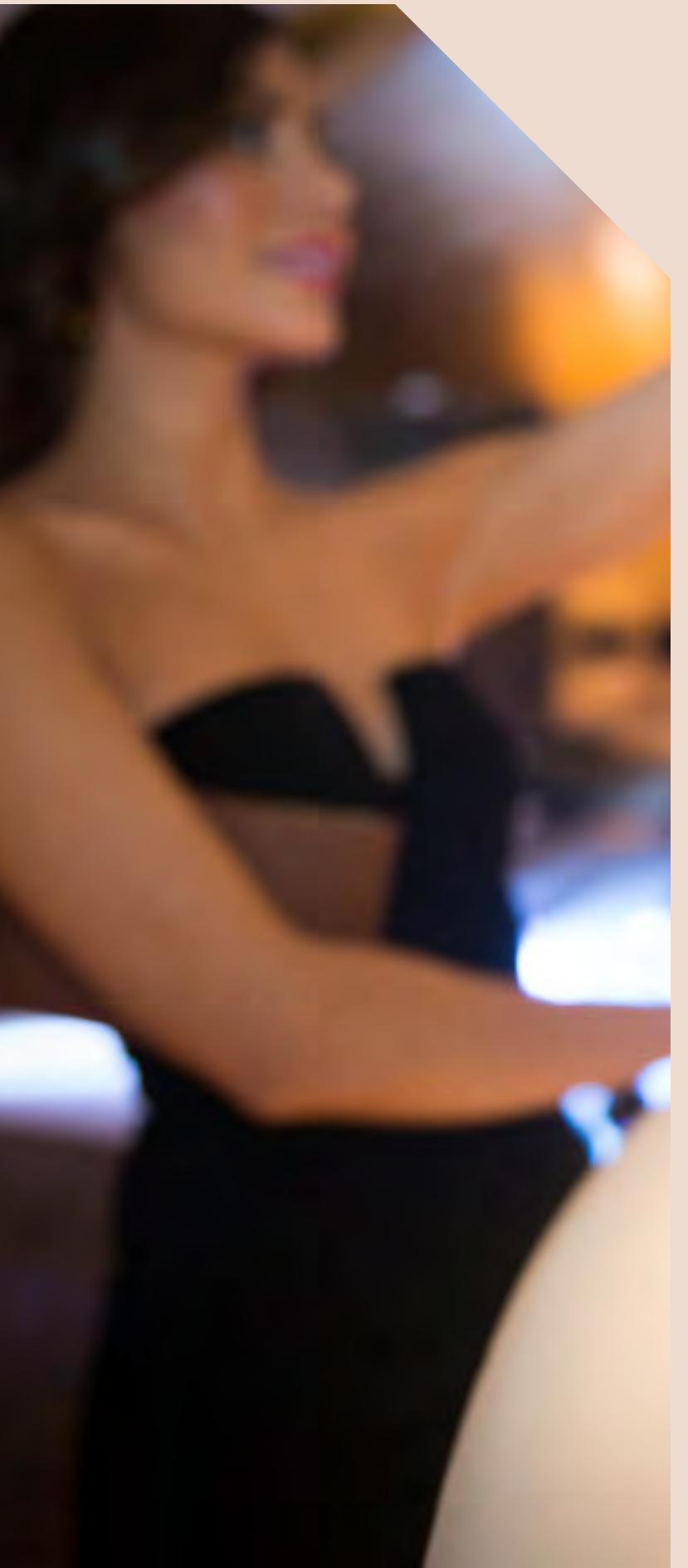
With our turnkey service, we offer you total peace of mind. So give us a goal, sit back, relax and enjoy the result!

Trade Shows

Stand Design

Festivals & Events

...30 years in business



Trade Shows

Turnkey service from booking to show days, including off site events and promo campaigns.

Stand Design

Your stand is not a shop: display your soul, not your products.

Festivals & Events

From concept design through execution, we organise events for thousands of visitors or only 50 guests. And everything in between...

most common mistakes

Overbudget

Uneven organisation

Low ROI or profit

Looks like a shop or a market

Wrong message

Overstaffing

Beautiful but not practical

Incoherence with brand strategy

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Some events we have created and organised



Some events we have created and organised



some of our events

- ▶ **Gelato World Tour 2013**
- ▶ **ICCI Gala Dinner 2014 -2015 -2016**
- ▶ **ICCI Networking events 2014/2016**
- ▶ **Notte Zero 2018**
- ▶ **Aperitivo Futurista 2017**
- ▶ **Vinitalia Festival 2015**
- ▶ **Gusto Italiano 2015**
- ▶ **Carlton Italian Festa**

content development

who is the protagonist in your story?

Tell and show your audience how you can change their lives and they will never give up on you (and your brand).

- ▶ Story Telling
- ▶ Imagery
- ▶ Videos



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Story Telling

Everybody likes to be a protagonist. Let your customer be the protagonist of your story.

Imagery

Your corporate identity is like your fingerprint: unique. Don't mess it up with unpersonalised images.

Videos

Like in a movie, director and screenplay are essentials.

most common mistakes

Self-celebratory content

Overextended wording

Vague Reason Why

Unpersonalised images

Meaningless images

Poor target engagement

Beautiful but not tactical

Incoherence with brand strategy

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The background image shows a grand, historical-style hall with intricate architectural details. The ceiling is high and arched, featuring a large, ornate chandelier. The walls are decorated with colorful murals and arched windows. In the foreground, many people are gathered, some standing near tables with food and drink, while others are walking or talking. The overall atmosphere is one of a formal event or celebration.

**Customers, Consumers, Clients,
Attendees, Guests... they are the
true protagonists in your story
and ... ours.**

strategy amplifiers

Repetition. Coherence. Consistency. Synergy.



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about the founder

Elaine Bocchini is a Marketing & Event Specialist with extensive and proven experience in different industries both in Australia and overseas (Italy, Europe, US).

As a flexible thinker and quick learner, able to adapt and settle easily in different environments, she has a specific ability in designing the big picture very quickly recognising strengths and weaknesses within any project or situation. Thanks to this skill set, she can put together the best available team to design and implement any project related to marketing, business development and events.

Sport is her second skin: Elaine has raced at international level in swimming (representing Italy for 5 years), triathlon and cycling, which has inevitably taught her the skills of commitment, determination, and resilience, which she has now translated into her approach to professional challenges.

about the team

- ▶ **Web designers**
- ▶ **Social Media Operators**
- ▶ **SEO & Google Ads Specialists**
- ▶ **Marketing Automation Specialists**
- ▶ **Graphic Designers**
- ▶ **Copy Writers**
- ▶ **Photographers**
- ▶ **Videographers**

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One Project Leader

Elaine, as **Director and our Projects Leader**, selecting within our team members and collaborators, will build and make work in unison the best team specifically designed for your project.

You will always have **ONLY ONE PROJECT LEADER** to refer to, minimising your hassles and management problems.

She will be responsible for all communications between you and the team (including additional suppliers), and for the team's performances.

credits & thanks

Every single photo used in this presentation, has been taken by one of our photographers during our events.

- ▶ **James Broadway**
- ▶ **Robert Marnika**
- ▶ **Silvia Zanon**
- ▶ **Daniele Curto**



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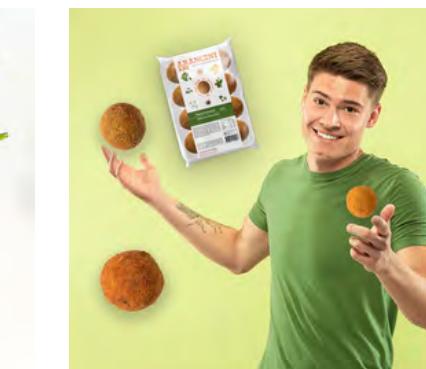
some of our clients

- ◀ Arancini Art
- ◀ Seed Trading - 5 Ways
- ◀ Food Art Distribution
- ◀ Gradi Group
- ◀ Puopolo Artisan Salumi
- ◀ Disegno Casa
- ◀ Segmento Magazine
- ◀ Italian Consulate in Melbourne

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ARANCINI ART

genuine handmade passion



ARANCINI ART
Collection

SNACK OR MEAL?

The size of our products is so smart that they can be served in any occasion no matter what you have in your menu.

ENTREE
SNACK
MAIN
SIDE

LUNCH BOX
PARTY
DINNER
APERITIVO

FACTS TO KNOW

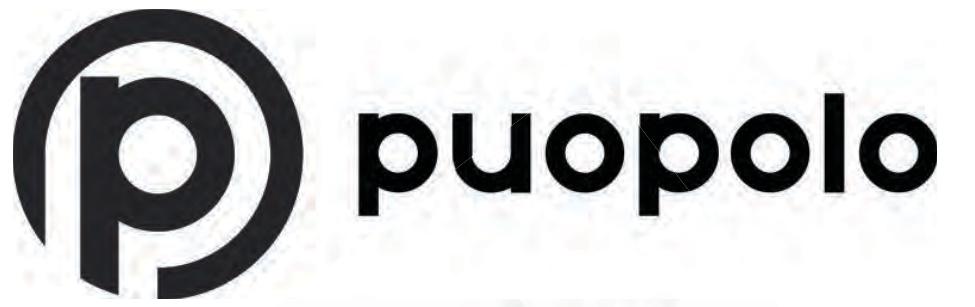
Handmade in Melbourne by Italians they are produced according to unique recipes created by our chefs.

PERFECT SIZE FOR ANY OCCASION
MADE BY ITALIANS IN AUSTRALIA
FROZEN, NO PRESERVATIVES
MADE FRESH EVERYDAY
TRADITIONAL ITALIAN RECIPE
WIDE RANGE OF FINGERFOOD

WHY TO BUY?
Every chef (almost) can make our products in their kitchen but there are several reasons not to do it:

TIME SAVING
CONSISTENT QUALITY
WASTE MANAGEMENT REDUCTION
EXCEPTIONAL ITALIAN RECIPE
CHEF CAN WORK ON MAIN DISHES
EASY STOCK MANAGEMENT
FROZEN PRODUCT ALWAYS AVAILABLE
CUSTOME RECIPE AVAILABLE





We create gourmet handcrafted salami and air-dried cured meats.

Customers can be assured that Puopolo Artisan Salumi uses 100% Australian pork and beef which is all sourced from Victoria

Since 1979 the Puopolo family have been making authentic Italian salumi products in Australia. Beginning from a small shop in Southern Hills, Vittorio and his wife Neila and their two sons Nick and Chris served their local community with traditional Italian delicatessen meatballs, cold cuts and cheeses. In the 1980's the family moved from a small butchery shop in Golding to a larger butchery facility in Lysterfield South. They maintained their relationships with the local community and continued to produce quality meatballs and still to retain the distinctive flavours of meat balls from Italy.

Puopolo Artisan Salumi is headquartered in Melbourne using techniques passed down through generations to produce the highest quality meatballs and cold cuts. We are committed to maintaining our relationships with local suppliers and continuing to nurture relationships with trusted suppliers that have been with us for decades. The Puopolo family thank you for eating their authentic slice of Italy.



...more clients

- ◀ **CO.AS.IT Melbourne**
- ◀ **Stay Young Studio**
- ◀ **Osteria Italiana**
- ◀ **Yes Porketta**
- ◀ **Italian Chamber of Commerce**
- ◀ **Nine x Nine**
- ◀ **GAIA**
- ◀ **Abruzzo Lab**

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...and more!

- ◀ Michelangelo Osteria
- ◀ Wide Shut Photography
- ◀ Encore Projects
- ◀ The Express Group
- ◀ Swimming Faster
- ◀ Nixora Group
- ◀ Brunswick South Primary Schoolc
- ◀ The Well of Life

...30 years in business

thanks for reading

plan with us your next marketing move!

- ▶ **elaine@vital.marketing**
- ▶ **0413 413 589**
- ▶ **www.vital.marketing**



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