

# K R E A T E

COMMUNICATIONS | EXPERIENCES

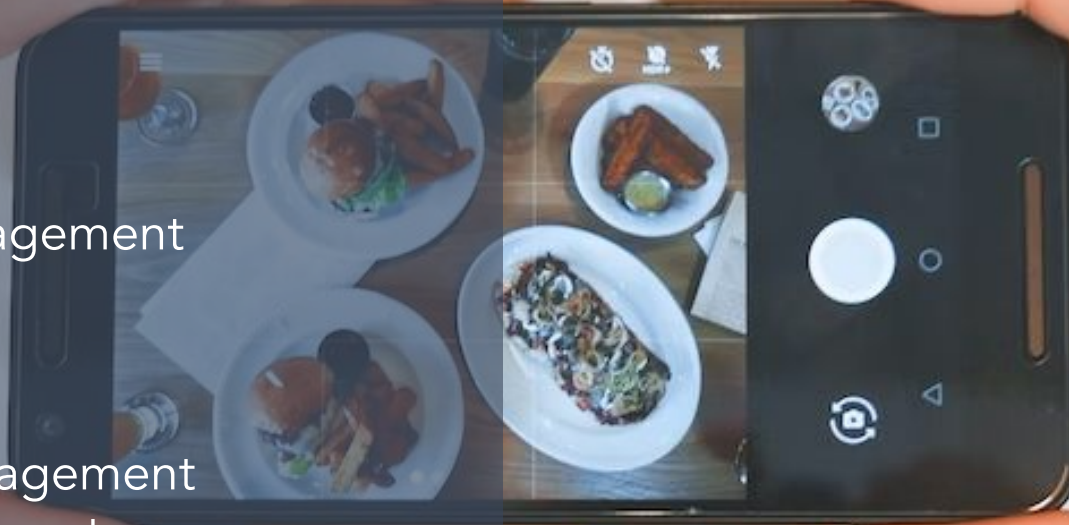
A Creative  
Communications  
Agency

# SOCIAL & CONTENT

We love telling stories and creating engaging content to connect with people creatively; capture their attention; build advocacy and inspire action.

We deliver:

- Content Strategies
- Organic Social Media Management
- Content Creation
- Content Management
- Long Form Content
- Influencer and Creator Engagement
- Paid Social Media Management
- eDM and Website Management
- Digital Design
- Photography and Videography



## WE ALSO DELIVER:

### PR & COMMUNICATIONS

We specialise in the hospitality, tourism, arts, music and retail sectors and tell our client's stories through integrated communications; enduring media relationships and by creating ideas worth talking about.

#### SERVICES:

- Media and Communications Strategy
- Media Relations
- Press Office Management
- Influencer Engagement
- Copywriting
- Media Call management
- PR Stunts and Activations
- Fam Management
- Partnerships

### EVENTS & ACTIVATIONS

We pride ourselves on delivering incredibly effective, creative and memorable experiences across Australia. Whether you're a global leader, or the latest disrupter, we treat each opportunity with the same care and attention.

#### SERVICES:

- Brand Activations
- Large scale experiential
- National roadshows
- Localised pop-ups
- In-store & on-premise activations
- Product sampling
- Promotional Staff & Brand Ambassadors
- Consumer promotions
- Digital executions

[Click here to view our full Credentials](#)

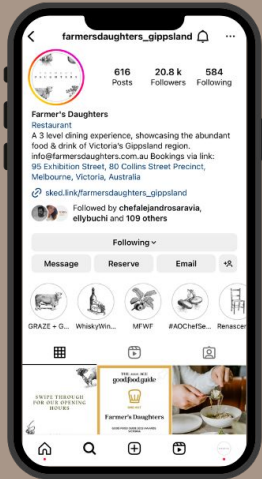
# FARMER'S DAUGHTERS DIGITAL AND SOCIAL

Kreate has overseen the social media for Farmer's Daughters since 2018, prior to the restaurant's launch in 2021. Farmer's Daughters is an award-winning and hatted farm-to-table concept venue by Executive Chef Alejandro Saravia celebrating the Victorian region of Gippsland.

Kreate delivers strategy management, EDM development and oversight of organic social media for the venue as well as paid social activity.

Since beginning work with Farmer's Daughters, we've seen an increase in monthly post impressions of over 300%.

Kreate has grown the Instagram account following by over 500%.



# An example of OUR WORK.



### Current Services:

- Strategy Development and Management
- Content Production
- Organic Social Media Development and Roll Out
- Paid Social Advertising Strategy and Management
- Community Management
- Monthly review, reporting and optimization
- Basic design production
- EDM Development and Database Management
- Influencer Management

# WELL-PRICED PACKAGES - SOCIAL MEDIA AND CONTENT DESIGNED FOR HOSPITALITY, RETAIL, TOURISM AND PRECINCTS.

- Stand alone Social Media Strategy (included in monthly costs if part of a long term retainer)

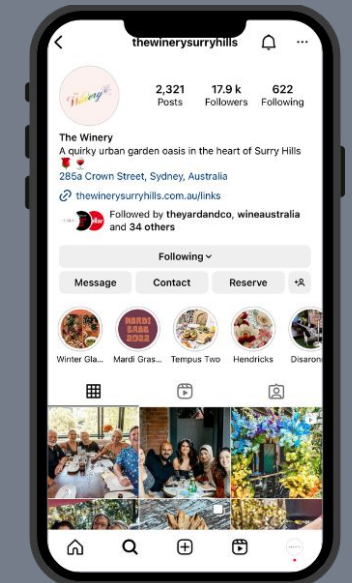
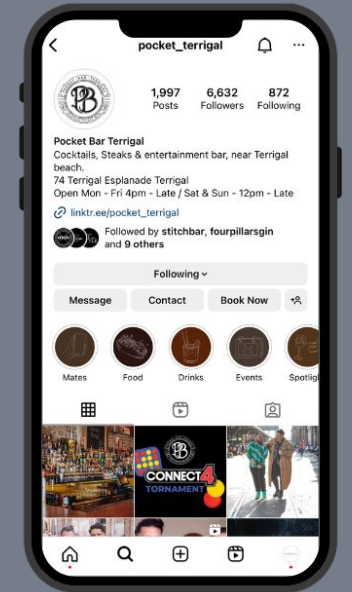
## Monthly Delivery of:

- Organic Social Media Content Planning, Management and Scheduling
- Social Media Content Production\* (iPhone still photography and video)
  - Static Posts, Stories and Reels
- Paid Social Media Advertising
- Community Management (limitations apply)
- Basic Social Media Design Production
- Monthly review, reporting and optimisation
  
- Monthly eDM production and distribution
- Website Content Updates

From \$4,000 per month (ex GST)

## Add ons:

- Influencer Engagement and Management
- \*Professional Photography and Videography
- Campaign driven PR outreach (new menu, activation, new venue)
- Events and Activations
- Partnerships

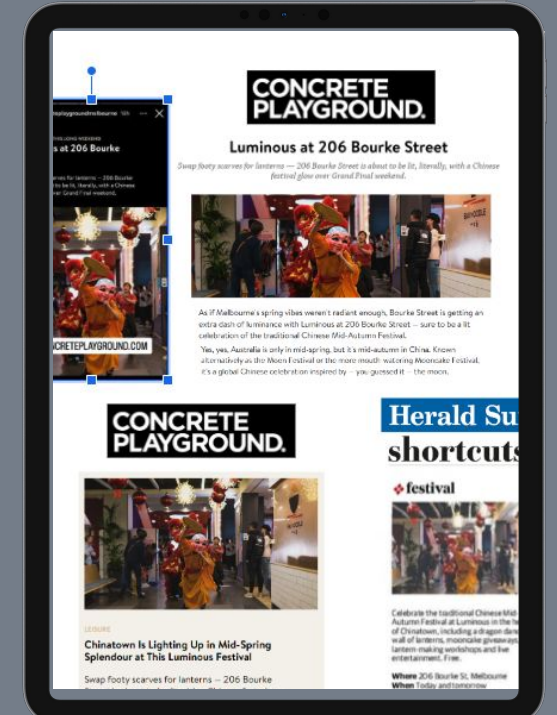


# CAMPAIGN PR PROJECTS DESIGNED FOR HOSPITALITY, RETAIL, TOURISM AND PRECINCTS.

Services include:

- Media and Press Outreach and engagement
- Media event planning and execution
- Influencer outreach and management
- Press Office management
- Proactive pitching for inclusion in editorial listings, features and campaigns
- Liaison with Industry and Government bodies (City of Melbourne, Visit Victoria)
- Partnership development and management

Fees are subject to scope



*"Kreate has proven itself to be an invaluable partner to our marketing and communications efforts. The team has approached each campaign with enthusiasm and insight and from concept to execution they deliver – with bags of creativity and a real sense of urgency."*

Samantha WW  
West Hotel/Hilton Hotels

*"Working with the team at Kreate over the years to launch Farmer's Daughters was always a pleasure and they get results. I would highly recommend the team - Kreate is the best communications team in town!"*

Alejandro S  
Partner & Executive Chef  
Farmer's Daughters

# What OTHERS SAY

[Click here to see our full creds.](#)

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