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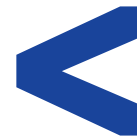
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Founded in 1921, we are Australia's leading holistic marketing company. With an unmatched breadth and depth of offering, we guide our clients from idea to execution.



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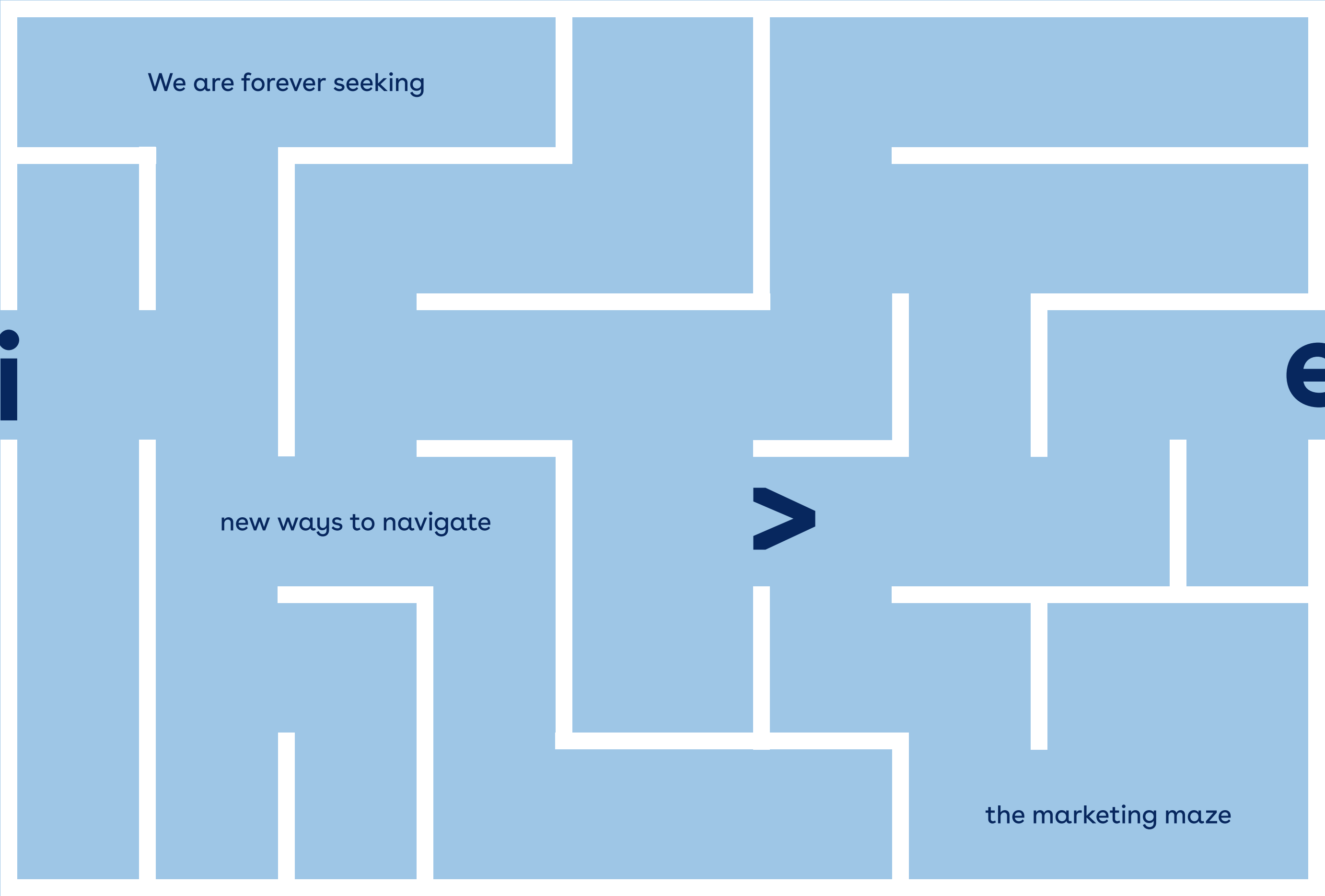
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From idea to execution

Our landscape is
constantly shifting and
evolving. As marketing
natives, so are we.





We connect our clients with customers

Wherever,
whenever.



Our principles are key to the longstanding relationships we have with our 2,800 clients.



Our principles



Centred on our clients' evolving needs, our principles have helped inform significant investment into our business over a long period of time. In turn, they've also shaped the diversified, scaled, agile and integrated service offering we provide today.

About

Tailor-made

The diversity we've invested in, and the specialities we've embraced, enable us to handpick the best solution for our clients. We focus on understanding each of our clients' individual needs, and tailor our holistic offering to suit them.

At the ready

Action and speed are critical in today's market. We flex our scale and channel our passion to deliver what our clients need, when they need it. We deliver agile client solutions that make an impact.

Leading the way

With 99 years of experience, we're experts at looking ahead and reading the shifts in our sector. We anticipate what's coming next and invest accordingly, always guiding our clients, so that together we can go further.

Always on point

Effective marketing is often experienced by customers in a single moment. To make that moment matter, there's no room for error. We're fully certified across all areas of our integrated offering, and deliver outstanding quality across everything we do.

Beyond all our offerings and capabilities, it's our people who make IVE what it is today.



Our people

The commitment, talent and stability of our staff remain at the core of our capacity to consistently deliver for our clients. As part of our IVE Care program, we invest significantly into employee wellbeing, diversity & inclusion, and workplace health & safety. This has helped us to remain the employer of choice across all sectors that we operate in, ensuring we attract and retain the best talent.

Specialised

We're a diverse group of focused specialists and craftspeople. No matter what a client's specific needs, we'll have the right experts perfectly suited to the task.

Collaborative

While each of us are specialists in our individual fields, the real magic happens when we come together. Integrating our skills and disciplines, we draw from the depth and breadth of our organisation to create exceptional outcomes for our clients.

> Attracting and retaining the best talent.



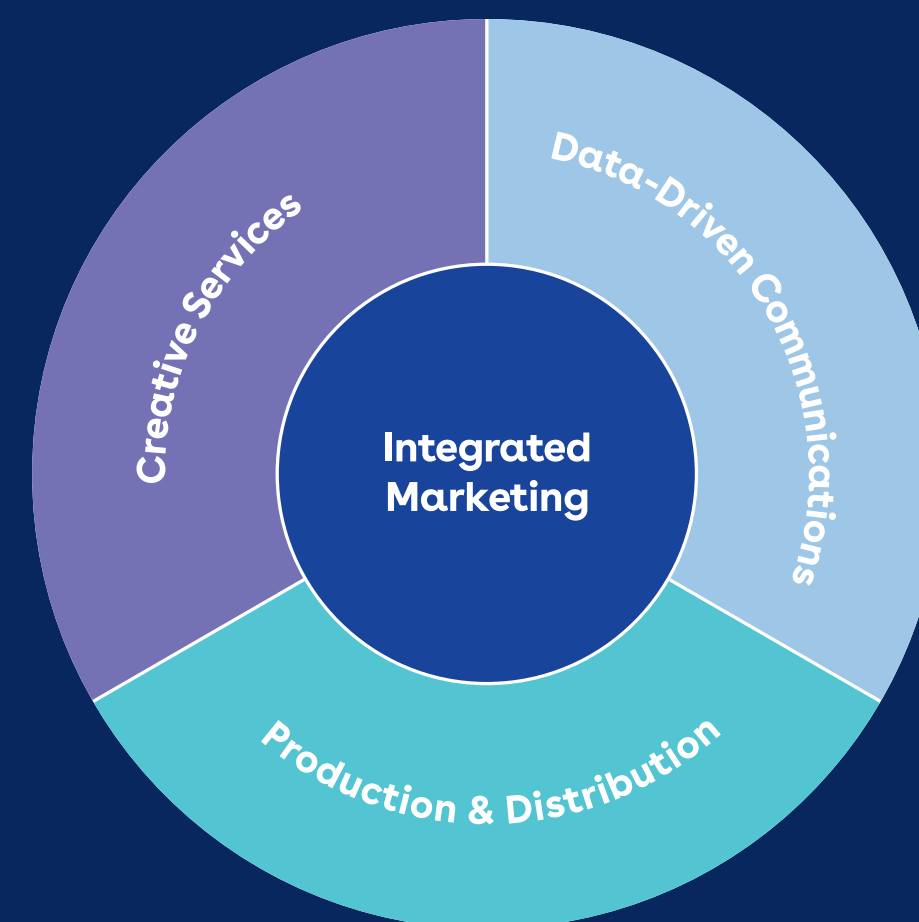
Genuine

We're down-to-earth by nature and are authentic in everything we do, because we genuinely care for our clients and their customers.

Driven

We have an unwavering drive to deliver above and beyond, and exceed expectations. Tenacity, dedication, and a hard-working ethic that gets results.

Integrated service offering



Specialising in creative services, data-driven communications, integrated marketing, production and distribution, we bring together the capabilities, specialists and technology needed to make customer connection seamless.

Creative Services

- > Visual
- > Motion
- > Structural (3D)
- > Digital
- > Personalised



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Creative is a field for specialists, designers, writers, artists and alchemists who have mastered their craft.

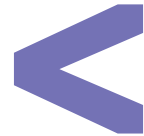
Applying that craft to complex, decoupled marketing campaigns with accuracy, speed and scale is where we excel.

Our comprehensive offering specialises in visual, motion, structural (3D) design, digital, and personalised creative services. We roll out large scale marketing campaigns with the quality, speed, and cost efficiency needed to deliver superior creative across every touchpoint, every time.

Our teams in Sydney and Melbourne manage every step of the creative production process. No matter how large or complex the campaign, we have the right mix of experts, capabilities and technology to deliver memorable creative across every channel.

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Designed Refined Delivered



With expertise in both concept creation and large scale implementation, our visual team can help create new campaigns or breathe life into existing ones.

We specialise in design, creative direction, art direction, copywriting, illustration, photography, imagery, retouching and finished art.

With our process founded on rigorous quality assurance and brand guardianship principles, we're able to deliver large and detailed creative campaigns on-brand, and on-point.

From conceptual design to amplifying master creative across hundreds of touchpoints, we provide the scale, agility and cost efficiency to meet any client's visual creative needs.





Moving brands

Motion breeds emotion – and that's precisely what we deliver, from the first sketch to the final cut.

We provide a full motion offering specialising in scriptwriting, storyboarding, pre-production, live-action, animation, CGI, voice-overs and post-production.

From social content to brand communications and internal training messages, we convert creative ideas into engaging video content, delivered seamlessly across every digital channel.



forward



A third dimension

3D designs that attract, engage and sell.

Our team of specialist structural designers create 3D retail displays that do more than just catch peoples attention – they convert sales.

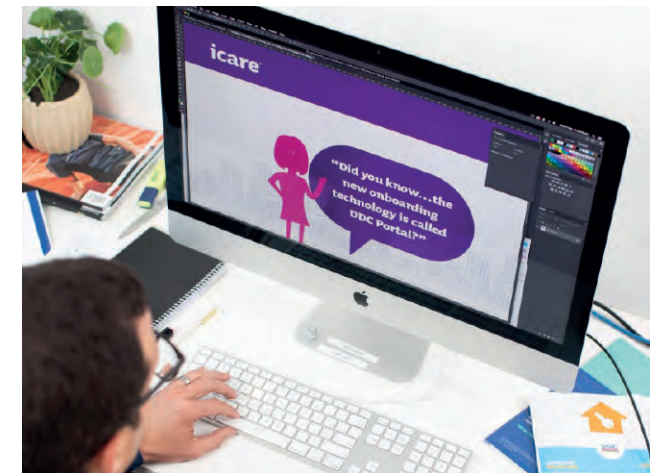
We design the full spectrum of retail touchpoints, including temporary, semi-permanent and permanent POS displays, window displays, fit-outs and pop-up stores. Often part of a larger campaign, we also design premiums, branded merchandise and apparel. From the smallest detail to the bigger picture, we make every brand the centre of attention, maintaining brand integrity throughout.





The digital world has transformed the way customers interact with brands. Fast-paced and diverse, it requires creativity, agility and accuracy. These are the cornerstones of our digital creative offering.

We specialise in rolling out content across all digital channels. Whether it's online advertising, social media, e-commerce sites or even smart form creation, our team delivers digital campaigns on scale, accurately and efficiently across every platform.

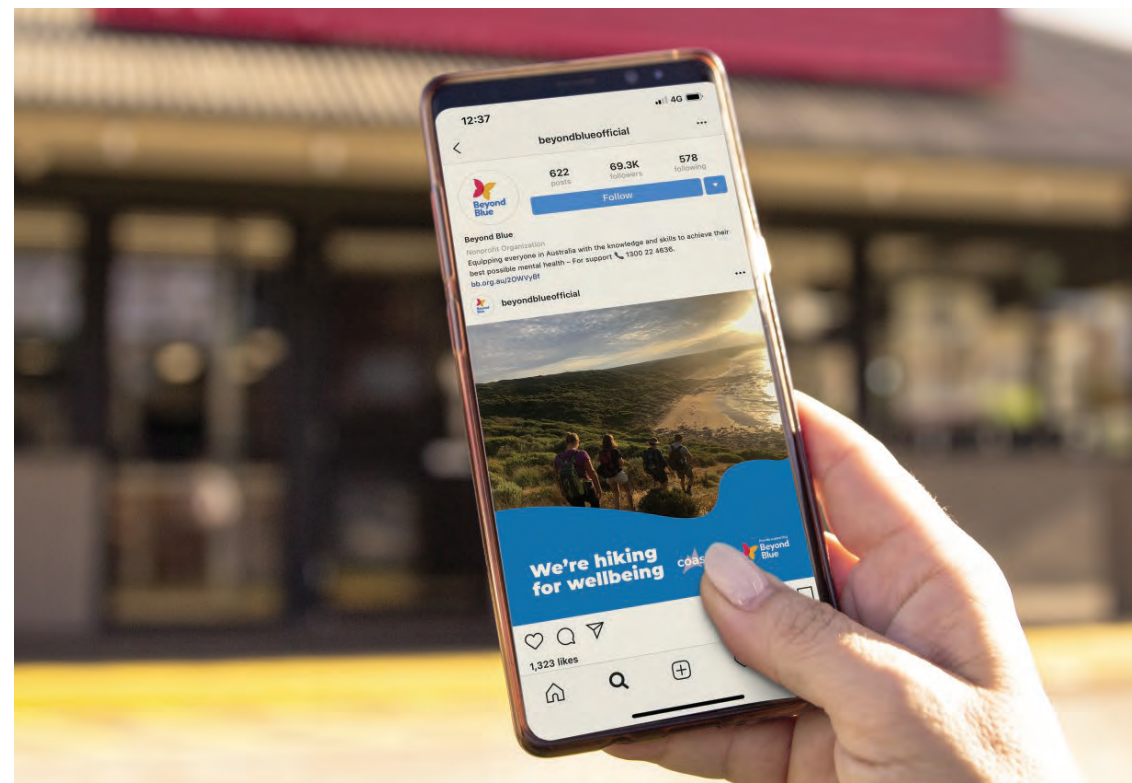


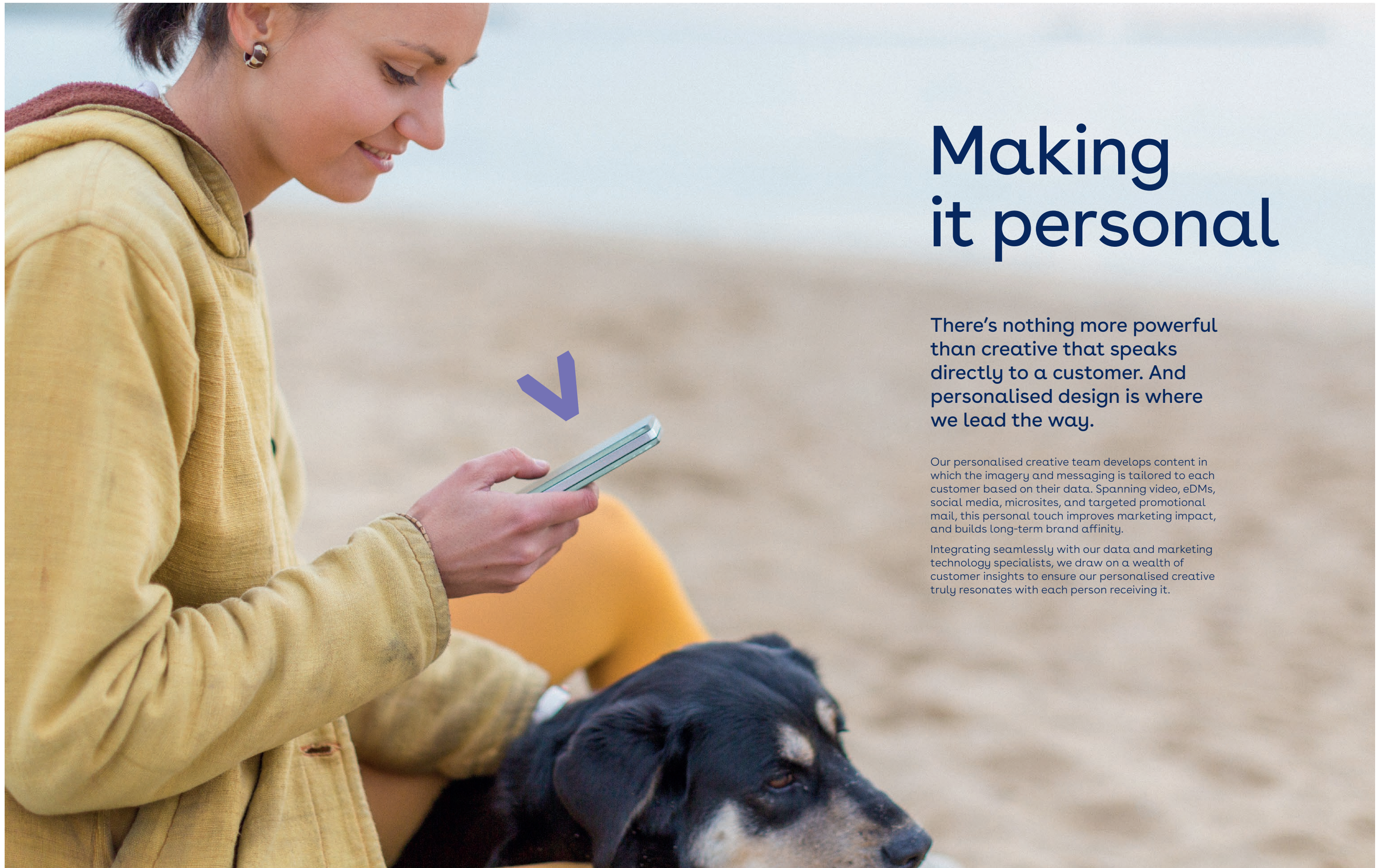
> Our team delivers digital campaigns on scale, accurately and efficiently across every platform.

Digital

Dynamic Digital Design

Creative that connects customers with every click. No matter the format, no matter the channel.





Making it personal

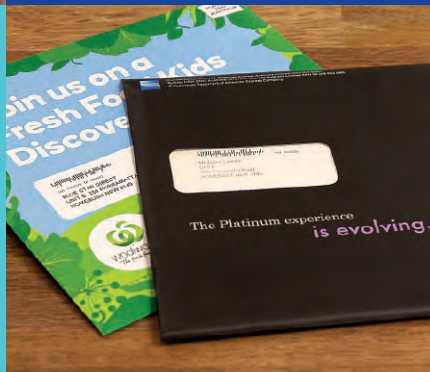
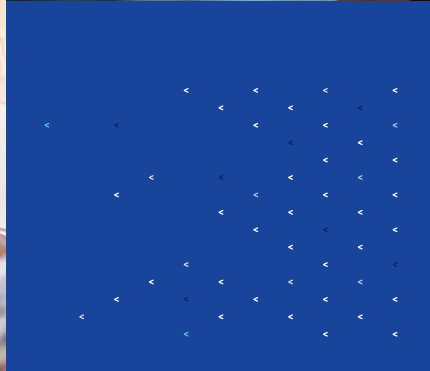
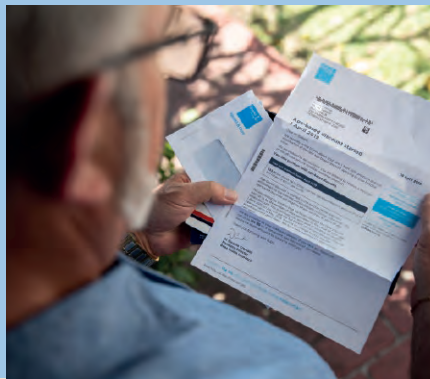
There's nothing more powerful than creative that speaks directly to a customer. And personalised design is where we lead the way.

Our personalised creative team develops content in which the imagery and messaging is tailored to each customer based on their data. Spanning video, eDMs, social media, microsites, and targeted promotional mail, this personal touch improves marketing impact, and builds long-term brand affinity.

Integrating seamlessly with our data and marketing technology specialists, we draw on a wealth of customer insights to ensure our personalised creative truly resonates with each person receiving it.

Data-Driven Communications

- > CX data & insights
- > Marketing technology
- > Omni-channel deployment
- > Retrieval & enrichment
- > Tele-fundraising



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To create meaningful experiences with customers, we need to truly understand them. Getting to that understanding, across vast and varied audiences, takes one critical element: data.

That's the competitive advantage needed to match the reach, pace and personalisation today's clients demand.

Driven by data, we provide deep customer insights and specialist marketing technology services. We then implement these through the creation, production and delivery of targeted personalised communications, across every channel – physical and digital.

By combining breadth and depth of capability, we ensure speed, impact, reduced risk of data mismanagement, and a greater measurable return on investment for our clients. This leads to better, more holistic brand experiences for customers.

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Cutting through

Understanding customers in ways others don't enables us to respond in ways others can't.

Through our customer experience data and insights service, we create an ever-evolving customer-centric view of the world.

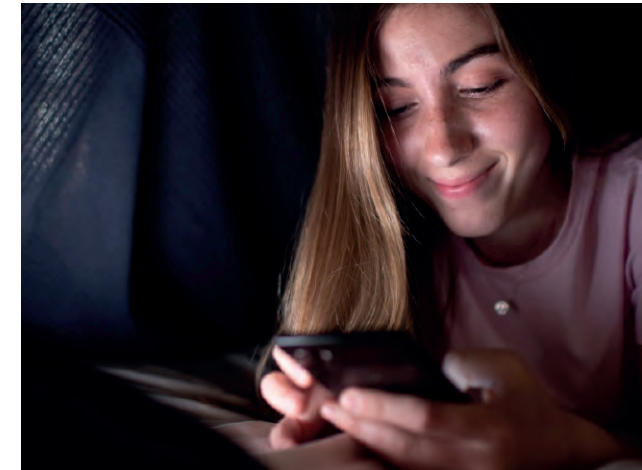
We consolidate all data points from across our clients' legacy data sources against each customer, and enrich this data with information we continually receive from that individual. This allows us to gain deep insight into every customer, and provide real-time updates on their changing behaviour.

We call this our single-customer view. It's our way of crafting and measuring customer experiences, and it continually informs our insight services including data analysis, data visualisation, targeting and benchmarking, customer segment identification, segment and channel reporting, campaign reporting, automated journey reporting, and inbound data retrieval information.

Ultimately we pinpoint customer understanding and use it to tailor personal experiences for individuals throughout their customer journey.

complex

data



> We lead our clients through their customers marketing journey.

We help our clients navigate the complexities of marketing technology to enhance their customers' experience.

Our marketing technology specialists focus on three key areas – platform, people and process. We ensure our clients' chosen marketing platform operates in-line with their business aims, and that they also have the right people and processes in place to deliver sustained and measurable results.

Our team creates automated customer journeys and strategic targeted campaigns to deliver our clients' overarching objectives. Platform agnostic, our work in this area has seen us globally awarded for Salesforce marketing cloud innovation, achieve Salesforce Platinum partner status, and have the largest scale Adobe campaign deployment across the region.

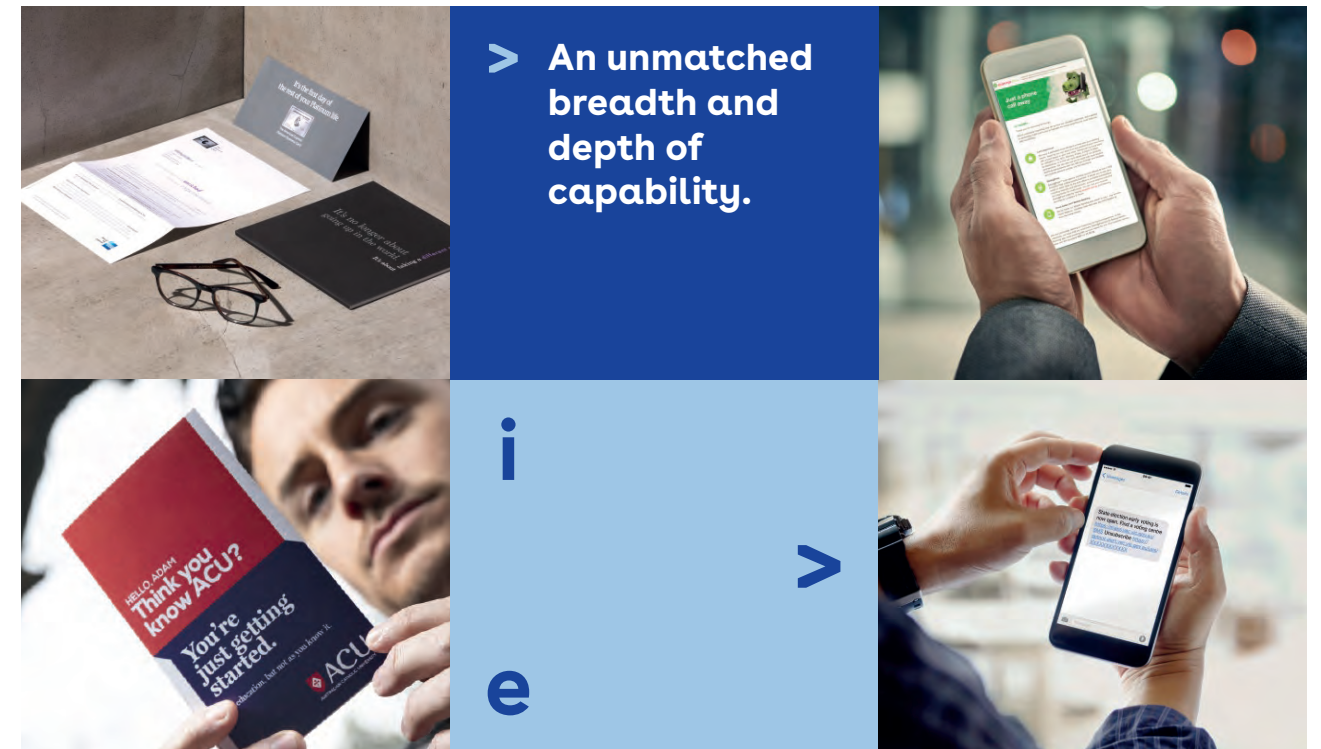
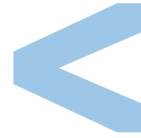
We also offer our clients campaign management services. Here we embed our specialists onsite to support their marketing teams, and help them implement automated customer journeys and targeted marketing campaigns themselves.

Whichever service model our clients prefer, the end result is improved customer experiences and better measurable return on marketing technology investment.



Creating customer experiences

Reaching customers wherever, whenever



It's no longer enough knowing who your customer is. Now, knowing when, where and how to connect with them is vital.

We create, produce and deliver promotional and essential communications across every channel. From an emailed statement or a notification via SMS, to a personalised promotion or loyalty program delivered in the mail – we deploy every touchpoint at the right time, via the right channels, to the right customers.

While some companies specialise in either print or digital, we specialise in both.

Our digital transformation specialists recommend which touchpoints should transition to digital, and equally as importantly, which shouldn't. More often than not it's the combination of both channels that will result in the most effective solution for our clients.

We're proud to offer Australia's largest array of personalised print and finishing capabilities.

With our multi-site production and distribution network we're able to deploy data-driven communications with unmatched cost efficiencies and speed to market. This also ensures our clients' valuable data isn't sent to multiple third-party suppliers to complete jobs where it can be exposed to data mismanagement and security breaches.

When it comes to deploying essential and promotional data-driven communications across all channels, we provide our clients with an unparalleled combination of effectiveness, cost efficiency, speed and security.

Closing the loop

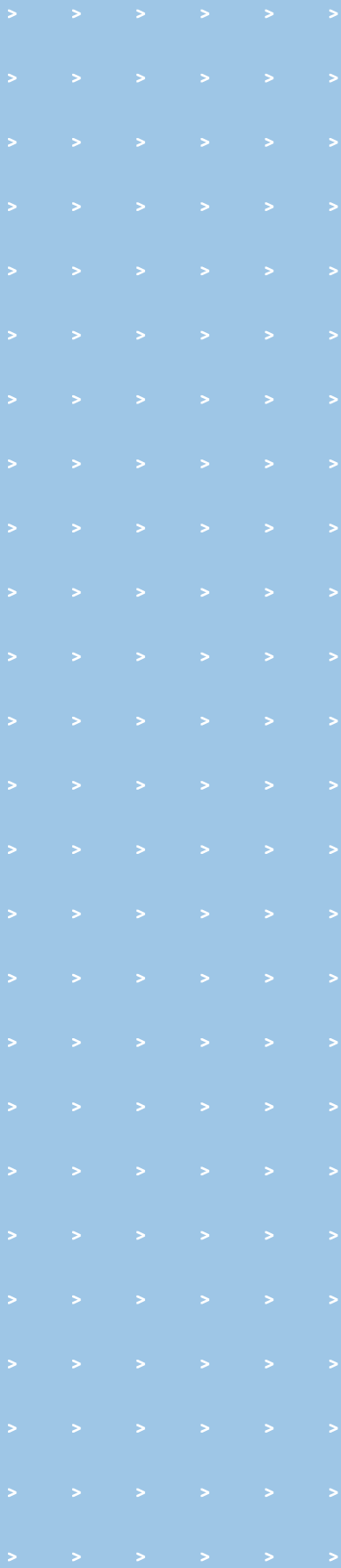
We don't stop at delivery.

We can securely archive all communications sent to customers and provide them with the ability to access these at any time. This not only improves each customer's experience, it also enriches our understanding of their behaviour.

Our secure archive retrieval capability provides a record of all communications sent to customers.

This can be accessed by approved third parties (such as call centres) or by the customers themselves, to help them get what they need faster and improve their overall brand experience.

We capture all of these interactions and link this wealth of data back to each individual, enriching our understanding of each customer's behaviour. Whether the communication is delivered via email, SMS, personalised video or other engagement, we know what the customer has opened, on what device, their dwell time, and what they do next – on every digital interaction. Through this improved understanding of customer behaviour, we can unlock the full potential of our clients' marketing platforms and drive a competitive advantage.



Production & Distribution

- > Print
- > Retail display
- > Premiums & merchandising
- > Integrated logistics
- > Distribution



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Exceptional customer experiences often demand tangible touchpoints.

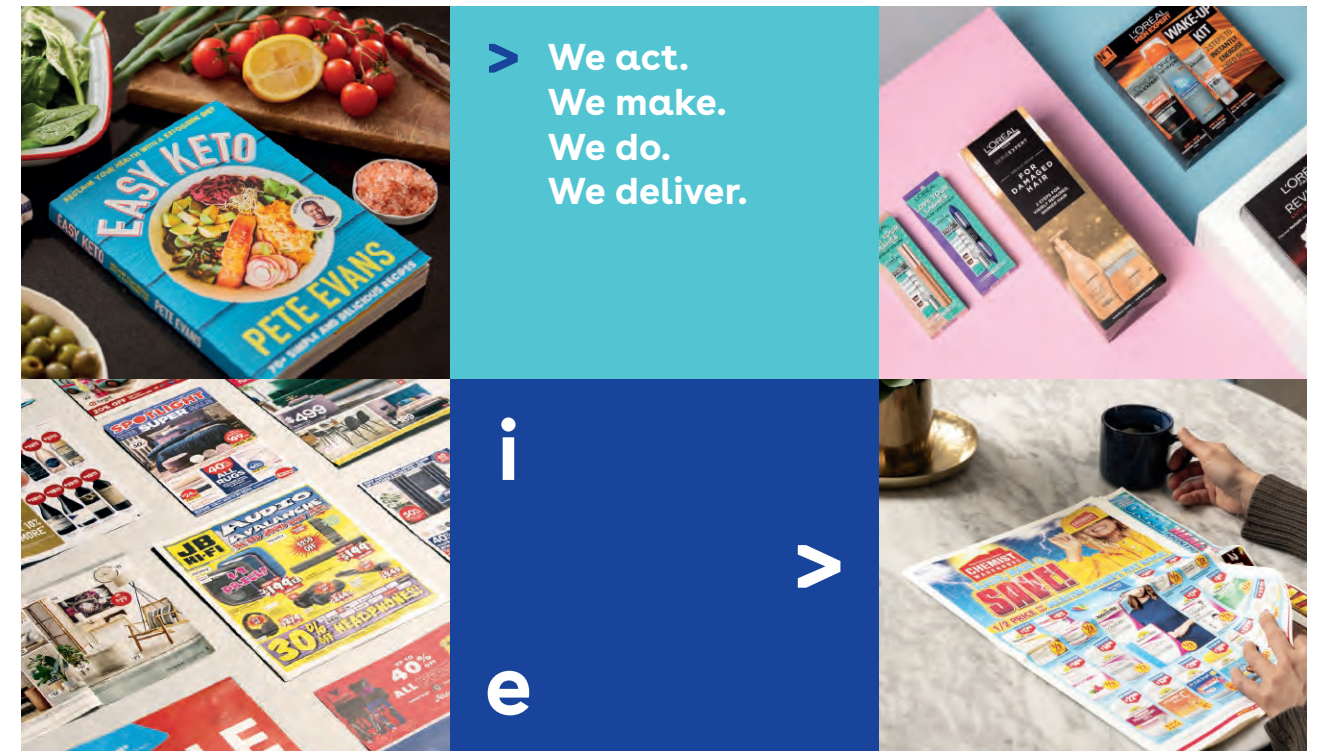
These need to be precisely produced and distributed across a wide array of distinct capabilities. As Australia's largest marketing production and distribution company, we specialise across all of them.

From catalogues, magazines, commercial printing and packaging, to point of sale, window displays, fit-outs and branded apparel, we combine the diversity, scale and expertise needed to deliver every facet of marketing production.

Our capabilities, as broad as they are deep – coupled with 99 years' of production experience – allow us to guide our clients to the best solution for their needs. Then we act. We make. We do. We deliver. With duplicate operations in Sydney and Melbourne for every production capability, coupled with a nationwide distribution footprint, we're equipped to meet the tightest deadlines while ensuring the highest quality, cost efficiency, and minimum risk of redundancy for our clients.

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Imagined Made Delivered



From books, brochures,
packaging and publications,
to catalogues, flyers, mailers
and more – we print and
deliver them all.

Our comprehensive print offering enables us to produce any sized job and deliver it at exceptional quality every time.

On one end of the spectrum we print and deliver over 3.6 billion catalogues a year for some of Australia's largest retailers. We produce and distribute over 400 magazine titles for some of Australia's leading publishers. And we deliver nationwide integrated print campaigns for some of Australia's largest brands. On the other end of the spectrum, we provide a broad range of business collateral through our agile online ordering capability.

Whatever the print requirement, we navigate our clients through the myriad of options available to them to ensure they achieve maximum impact at the best value.



Providing a full-service retail display offering, from conceptual design to rapid prototyping, production, distribution and installation, we guide our clients through every step of the process.

From temporary, semi-permanent and permanent POS displays, to co-packed displays, window displays, signage, wide format print, retail fit-outs and pop-up stores, our comprehensive retail display capabilities are unparalleled.

Our sourcing hub in China manages our Asia Pacific supply chain. This enables us to take advantage of longer lead times for our clients when they're available, whilst still being able to meet the tightest deadlines through our significant domestic production capabilities.

Impeccable sustainability credentials and unique retailer partnerships ensure our that displays are environmentally produced and end up in-store in accordance with each retailers specific requirements.



> We guide our clients through every step of the process.

Our retail display specialists convert shoppers to buyers at the point of purchase.

Attract
Engage
Sell



Bringing brands to life



> Creative solutions that work for each individual client requirement.



Conveying a brand's true essence to customers often takes something special – something they can touch, feel and experience.

We create and ethically source fully customisable premiums and merchandising solutions for our clients. This covers everything from branded apparel to promotional gifts, personalised awards, specially sourced items, and fully integrated campaigns.

We pride ourselves on staying up to date with the latest award-winning items and developing tailored creative solutions that work for each of our clients' individual requirements.

Our sourcing hub in China can source almost any bespoke requirement our clients may need. We also have a broad domestic supply chain for more common requirements, such as branded pens and notebooks, that can be turned around quickly.

Whether we source locally or offshore, we're certified by a rigorous quality assurance and product-testing process, accredited by Intertek – an independent certifier operating in over 100 countries worldwide. We're also comprehensively accredited across the areas of ethical sourcing, quality control, anti-bribery and third-party access.

A safer you, a safer world



Protect your people, your brand and your customers.

We source the highest quality TGA approved PPE products, and hygiene and cleaning solutions, from both the Asia Pacific region and local suppliers here in Australia. Each item has been carefully selected with our clients health and protection requirements top of mind.

With all stock kept on hand in our Australian distribution centres, coupled with our national logistics capability, we can assure prompt delivery of products whenever they're needed.

Our Health and Hygiene Specialist is available at anytime to provide expert recommendations on the best sustainable solutions for each of our clients.

Several involve products can also be branded to reinforce a responsible, proactive and caring image in market and to staff.

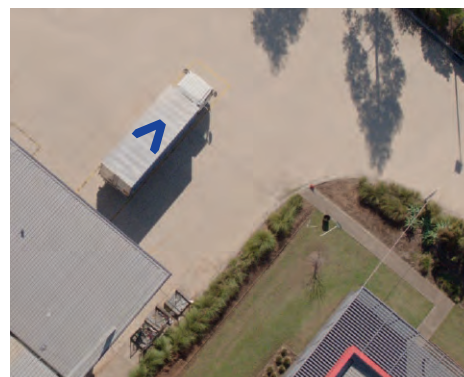
Available to order online at www.involvenow.com.au or through one of our account managers, now's the time to adapt and 'involve'.



We manage even the most complex fulfilment and logistics requirements.

Operating out of our 35,000 square meter facilities in Sydney, Melbourne and Brisbane, we provide our clients with a highly scaled and specialised logistics operation. An integral part of our broader solutions, our integrated logistics offering consists of two core offerings – inventory management and campaign management.

Our inventory management offering specialises in warehousing, pick and pack, and nationwide distribution. Our campaign management offering specialises in time-sensitive kitting and fulfilment for larger more complex campaigns.



Delivered to your door



To ensure ease and simplicity throughout both services, we provide our clients with access to our online inventory management platform. This platform enables clients to place orders, track activity, manage inventory and draw detailed reports when they need. We also support our clients with an onsite call centre that they can reach at any time.

Whatever our clients need securely stored, packed, kitted or delivered, we provide them with a truly seamless experience, from start to finish.



Reaching 17 million Australians a week



We connect clients with customers through Australia's largest media channel in terms of reach – the letterbox.

As Australia's largest distribution network, our 14,000 walkers reach 17m individuals across the nation every week.

From targeted segments of 300 households to distributing across all 7m households in our network – we tailor our distribution solutions to suit each client's specific needs. By drilling down into the right customer segments for each client using our powerful geo targeting technology Swiftplan™, we can map and deliver tailored marketing campaigns to create more personalised experiences.

Whether it's distributing a catalogue, flyer, brochure, sample or other piece of marketing material, our targeted data-driven approach to distribution, ensures our clients' marketing materials get in front of the right target audience on every delivery.

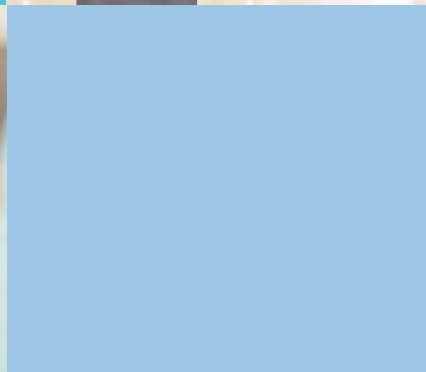
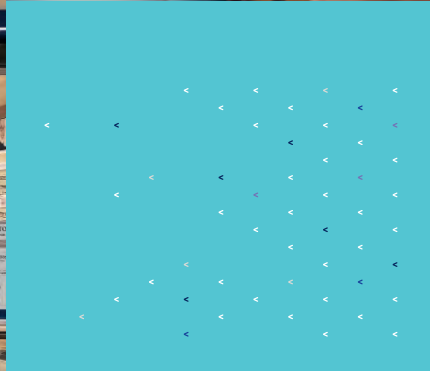
Sophisticated reporting capabilities enable us to track sales in a specific catchment area, measure ROI, and provide valuable insights for future campaigns. We also provide detailed post-campaign reports which contain delivery route visibility via GPS mapping through our ivehub™ app, area representative spot checks, and third-party field agent audits.



Distribution

Integrated Marketing

- > Collateral optimisation
- > Resource management
- > Supply chain
- > Business intelligence



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Marketing is fragmented and complex, especially for larger brands with multi-faceted requirements. Our Integrated Marketing offering helps solve this.

Designed for clients who want to have all their marketing requirements managed and simplified, this offering brings together our holistic spectrum of services into a single, seamless solution.

By vertically integrating our creative, data-driven communications, production and distribution capabilities into one streamlined offering, we give our clients a distinct advantage: fewer handovers and greater control, accuracy, accountability, flexibility, cost efficiencies and speed to market.

With experts in resource management, procurement, and supply chain management, we support our clients with customised teams embedded either on-site or near-site. These teams complement our integrated marketing offering by also providing access to our broader accredited domestic and Asia Pacific supply chain.

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Plan Optimise Evolve

We manage the product lifecycle across all of our clients marketing collateral to ensure total spend is optimised and the marketing mix is continuously improving.



Our specialists co-create and manage a marketing collateral execution strategy with our clients for every touchpoint. This focuses on improving the customer experience and the total cost of ownership across design, sourcing, configuration and fulfilment to deliver a higher ROI for our clients.

By balancing new product development with immediate marketing needs and just-in-time replenishment of physical products, we're able to reduce obsolescence and optimise marketing collateral spend whilst maintaining a healthy pipeline of product innovation.



As part of this specialist service we provide recommendations to evolve our clients marketing collateral mix. Whether it be digital transformation of certain touchpoints, a move to more personalised data-driven communications, or simply recommending a new substrate to improve physical touchpoints, our collateral lifecycle specialists ensure that our clients are constantly innovating, evolving and leading the way.

The right talent



> Quality, speed, and cost efficiency across every touchpoint, every time.

The right talent and expertise are integral to success. We partner with our clients to provide the specialists, scale and flexibility they need to deliver effective and efficient omni-channel marketing.



Working across the areas of marketing, procurement, project management and customer communication, we supplement our clients' internal teams with specialist resource that's uniquely tailored to suit their business needs. From creatives and copywriters to procurement and production management experts, we provide the right mix of resources to seamlessly deliver our clients' integrated marketing activities.

Focussed yet flexible, our clients can choose to have our specialist resources embedded on-site or located near-site in one of our offices. With both options, we're able to provide additional resources as they're needed, enabling our clients to scale up as they require.

When we partner with clients on resourcing, we always assess the return on investment our team will generate. We also look at how we can enable faster turnaround times to deliver optimum quality and accuracy of omni-channel marketing activities.

Supply, on demand



In addition to managing our clients' holistic marketing activities, we can also tap into our accredited domestic and Asia Pacific supply chain.

Our supply chain specialists select, accredit and onboard all of our suppliers both domestically and throughout Asia Pacific.

We manage the operational and service delivery of each supplier on an ongoing basis. This ensures our service level agreements and high standard of quality are consistently delivered without exception.



Our scale ensures we attract the best suppliers in the markets that we operate in. We also regularly benchmark and review our accredited supplier pool. When combined with our procurement and production management specialists, this ensures that our clients are continually receiving the most competitive quotes available.





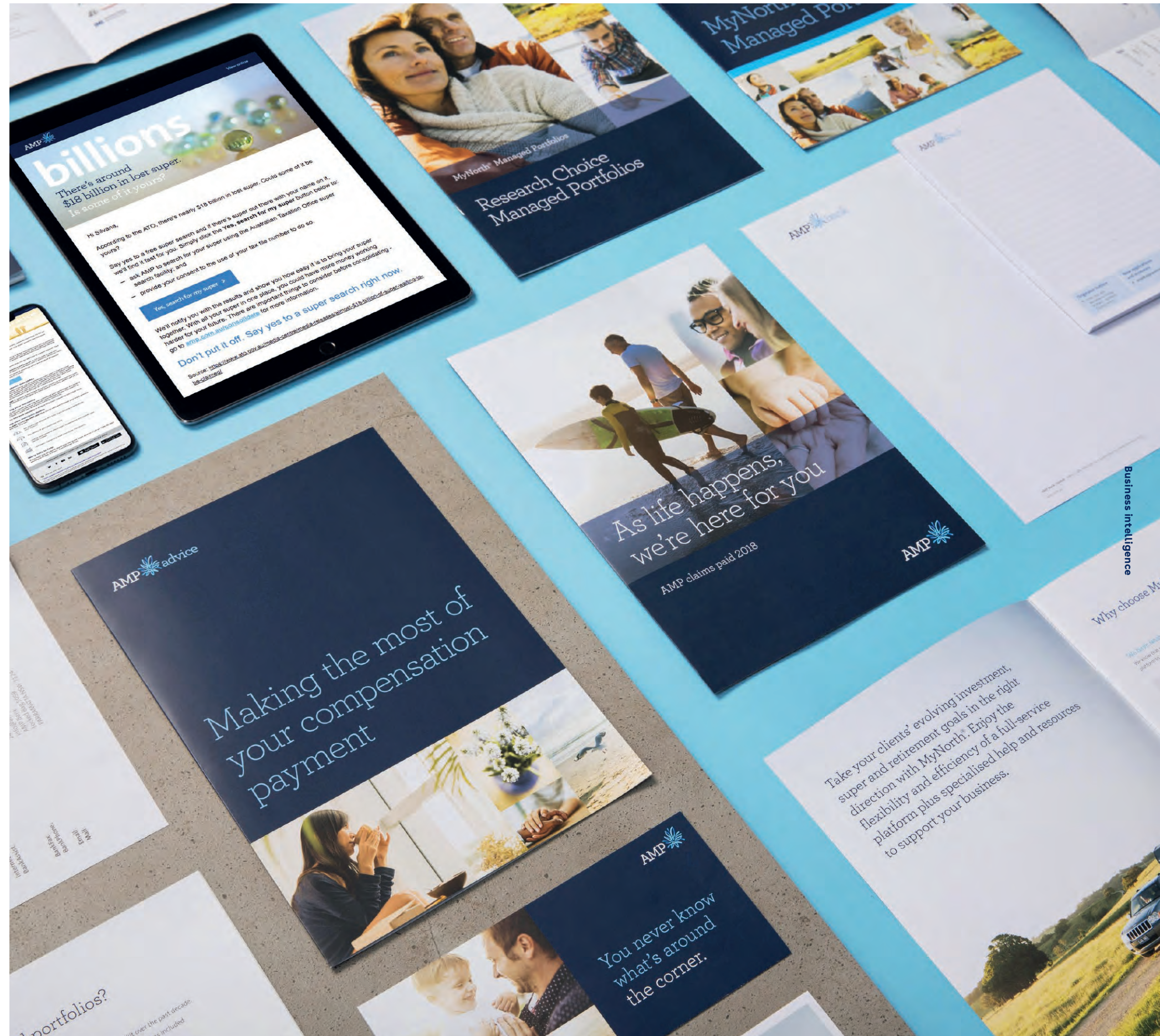
Getting the right return

Our clients rely on us to supply the meaningful data that they can't get from their own systems.

Accurate, relevant and timely, our reports include information such as total spend, spend by product type and division, volume, environmental impact, inventory, warehousing and distribution information. This gives our clients the insights they need to measure their return on investment.

Each report is accessible at any time via a secure online login. All reports are directly integrated into our clients' internal systems.

Our continuous improvement program uses these reports to proactively provide our clients with solutions that reduce the total cost to deliver their marketing requirements. Incorporating key saving, identification and measurement elements, it's just another way we look to create greater commercial returns for our clients.



Technology solutions

Technology is at the forefront of everything we do. Our technology makes complex marketing simpler for our clients, improving speed to market and reducing costs.

Digital asset management

Our DAM system streamlines content creation and stores approved images, creative and other documents (such as product disclosure statements) in one central location. Additional features include version control, usage rights management and control access restrictions. This technology measurably reduces duplication, improves cost savings, and increases speed to market for our clients.

Procurement management

Our procurement management platform simplifies interaction between our specialists, our clients and our accredited suppliers. It improves control and speed when procuring and managing the production of marketing materials through our accredited supply chain. It provides full transparency on the items that have been purchased and identifies cost saving opportunities without compromising quality.

Inventory management

Our inventory management platform empowers our clients with complete visibility and control of their inventory. Users who are granted permission can view and manage their inventory in real time, place orders online, and track freight. The platform also provides incredibly detailed reports on inventory holding and activity which can be downloaded or viewed online at any time.

Distribution management

Our distribution management software is comprised of two platforms, swiftplan and ivehub. Swiftplan is our mapping tool which draws on a wealth of data to create targeted distribution campaigns that create more personalised experiences. ivehub is our distribution management tool that uses GPS technology to provide complete transparency on deliveries. The ivehub app also uses delivery data to identify patterns in our network that's used to enhance future distribution campaigns.

Local Area Marketing

Our web to print portal automates the creation of marketing materials. Users granted permission can tailor approved templates to create, order and ship their own marketing materials to where they need to be delivered. Users can save their created marketing materials on the platform for future repeat orders. This user streamlined technology saves our clients time, cost, and helps to localise their marketing materials effectively.

LASOO

The market leader in digital catalogue creation and aggregation.

Lasoo enables us to transform traditionally printed materials such as catalogues and brochures into interactive shoppable experiences where products can be purchased with a simple click to cart. We're able to push these shoppable experiences out via email and social-media channels, in addition to hosting them on the Lasoo app, website and retailer websites, to increase reach.

Detailed reporting tells us what shoppers are looking at, engaging with and buying, all in real time.

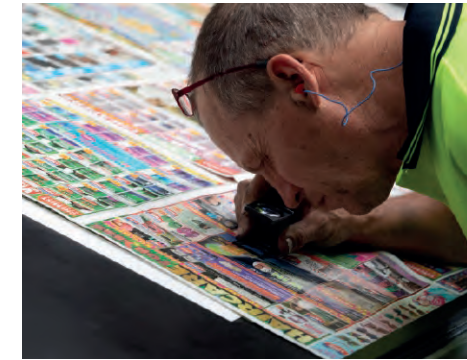
The Lasoo app and website provides shoppers with a single platform to search for specials and decide what to buy. More than 2 million digital catalogue are opened each month on Lasoo generating more than 21 million interactions. On average more than 70,000 buy now clicks are recorded per month through Lasoo.

With the latest offers from Australia's leading retailers, Lasoo empowers Australian shoppers with all the information they need to make better shopping decisions.



Secure & certified

iveCARE focuses on ensuring and improving two key areas: the quality & security of our products and services for our clients, and the wellbeing, safety, diversity and inclusion of our employees.



Quality assurance

We apply rigorous quality assurance processes to everything we do. This is core to the long-term relationships we enjoy with our clients. ISO 9001 certified, and an accredited Salesforce Platinum Partner, we are uncompromising in our commitment to quality from marketing technology through to production and distribution.



Data security

Our Data-Driven Communications team is certified to ISO 27001 standard in Information Security Management. We also invest significantly in the safeguarding of information and undertake regular external audits across all data management sites to maintain industry best practice standards, including: IRAP (Information Security Registered Assessors Program) and PCI DSS (The Payment Card Industry Data Security Standard) as well as conduct SOC2 assurance assessments.



Environmental management

Our outstanding environmental management credentials include ISO 14001 Environment certification, Program for Endorsement of Forest Certification™ (PEFC™) chain of custody certification, and Forest Stewardship Council® (FSC®) chain of custody certification.



Ethical sourcing

We are fully accredited and certified by Sedex and are committed to ethical sourcing, anti-bribery & third party access. We only partner with suppliers who embody our social compliance requirements and meet with globally accepted sourcing standards such as WCA/BSCI/SMETA.

Sedex **intertek**

Empowering our people

ivecare

Proudly inclusive, we're the employer of choice across all the industries in which we operate, continuing to attract and retain the best diversity of talent. Encompassing employee wellbeing, diversity & inclusion, and workplace health and safety, we believe in taking care of our best assets – and their families.



Employee wellbeing

We're exceptionally proud of our people. Through recognition and support, our employee wellbeing program aims to help our people achieve their personal and professional goals. Designed to create an environment that embraces our diverse workforce, the program provides our employees access to a wide range of benefits, including:

- > Health & wellbeing
- > Lifestyle benefits
- > Wealth & security
- > Personal, family & community



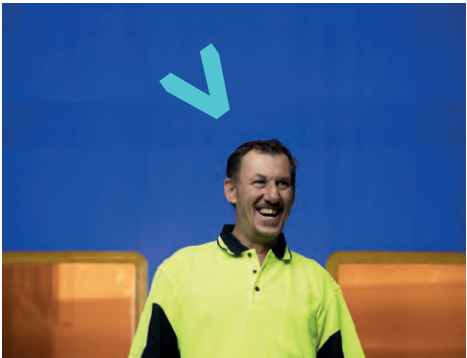
Diversity & inclusion

Embracing our differences and diverse perspectives helps promote greater innovation, creativity, productivity and engagement.

Our Diversity and Inclusion program identifies six key diversity groups:

- > Gender equality and inclusion
- > Cultural and linguistic diversity
- > Intergenerational and mature age
- > Aboriginal and Torres Strait Islander Australians
- > LGBTI (lesbian, gay, bisexual, trans/transgender and intersex)
- > Disability

With specific strategies for each, we're committed to ensuring diversity and inclusion permeates every part of our business so that every individual feels included, safe, and welcome to be themselves.



Workplace health & safety

We are committed to providing a healthy and safe workplace for all of our employees, contractors, visitors and suppliers, through our IVE Care program. IVE Care embeds WH&S (workplace health & safety) principles into everything that we do. Our WH&S commitments include:

- > Providing effective performance through continual improvement, innovation and capability.
- > Fulfilment of our legal and compliance obligations, as well as our own standards and expectations.
- > Achievement of our objectives, targets and actions through evidence based decision making.
- > Planning, implementation and evaluation of all activities for operational excellence.
- > Education through information and instruction, data and analytics.
- > Identification and control of risks and addressing them in a timely and efficient manner.

We have a dedicated, full-time team continually enhancing our WH&S processes to ensure all of our people, across all of our locations, experience the best work conditions possible.

