

BUILDING THE FOUNDATION OF STRONGER BRANDS

GO TO WO PHILOSOPHY

Concepts that evolve | Evolution takes time | Timing is everything | Everything is conceptual | Conception becomes reality



GO TO WO®
BRAND STRATEGY & DESIGN

Concepts that evolve

At Go To Wo, all our clients are unique in needs and expectations. Brands and products aren't static, therefore we need to create solutions in a strategic manner where we can foresee evolution and growth plus the ability to change as the market does.

We are a full service strategic and branding agency offering a diverse range of products and creative services. With years of industry knowledge and solution implementation, we can tailor a creative experience which will meet your objectives and exceed your expectations.

Evolution takes time

Go To Wo Consulting was established as a strategic creative design agency in 1994 and has consistently evolved to meet the needs of our growing clients.

Our creative team offers industry experience you just can't learn and are continuously evolving their individual style and using graphic experimentation to keep abreast of latest trends and technologies. With support from our business strategist and client service team plus our methodical production manager, we can always deliver from 'go to wo' in a smooth transition.

With a diverse client base from building, land development and real estate to construction, to real estate, landscaping, architects and retail, we have earned a reputation for our creative ability, industry knowledge and reliable delivery of innovative solutions across all spectrums of marketing and advertising.

Timing is everything

Efficiency and timing enables you to be proactive instead of reactive in an evolving marketplace, therefore it is important that we deliver the tools and solutions you need today - for tomorrow.

Over the years we have developed a network of industry professionals supplying external services from copywriting and photography through to print, display, mailhouse services and media buying which allows us to choose a supplier who can deliver the best solution that meets your specific requirements.

Our complete project management service is peace of mind for you, as you can be assured we will deliver what we promise.

Everything is conceptual

Not everything we offer is tangible at first. Every job is unique, therefore we need to do the ground work to ensure the solution we deliver is right for you and your customers and most importantly, it works.

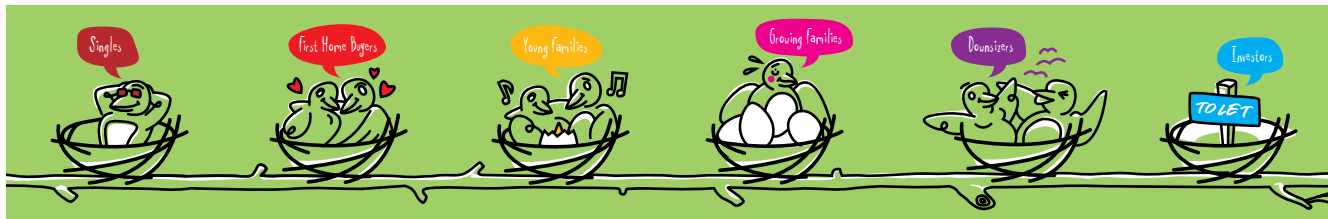
We offer a full range of strategic solutions:

- » Brand building and tactical development to establish brand awareness and recognition
- » Development and implementation of creative solutions to meet specific marketing and commercial objectives
- » Strategic brand planning through market analysis, utilising typology to identify and understand complex buyer decision making processes
- » Develop and deliver tailored marketing and advertising solutions to the business-to-consumer and business-to-business markets
- » Research and plan an effective media mix of above and below the line applications and deliverables

Conception becomes reality

As far as deliverables, the list is endless, but to put things in perspective of what our capabilities are, we can start with these:

- » Logo and brand identity plus implementation and styleguide development
- » Full advertising campaign development and product launches
- » Advertising, promotional and marketing material
- » Corporate brochures, annual reports and sales flyers
- » Point of sale solutions and trade show displays
- » Journal and newspaper advertising plus media buying and placement
- » Direct mail campaigns utilising variable data solutions
- » Billboards and building graphics
- » Website design and development using HTML, flash and javascript
- » Interactive, multimedia and video applications, including email marketing for commercial, branding and training solutions




Whatever your situation, Stage 4 at Tower Hill has a lot for you.

Tower Hill by VicUrban includes playgrounds, bike and walking paths perfect for young families. Come and build your dream home in Swan Hill's latest development.

With prices starting from an incredibly low \$62,000, the new Stage 4 release at Tower Hill has something to suit most buyers.

If you are looking for lifestyle and a community that values saving water, along with leading edge design, come and visit the new community at Tower Hill.

Call LJ Hooker Swan Hill on 5033 1331 or visit www.towerhill.com.au

Call 5033 1331
www.towerhill.com.au

tower hill
by VicUrban

Four of the best have just moved in.

Visit the new Vogue Collection at Lyndhurst



Domaine Display Centres

domainehomes.com.au

DOMAINE HOMES
THE LIFESTYLE HOMES BUILDING ORIGINALS

Publication Advertising

Go To Wo offers a full media buying service to ensure your advertising mix has the most effective reach. Targeting local and national publications and newspapers, we can tailor a campaign which will create a memorable brand with instant recognition of your product.

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Premier land release Keilor East

February sale | Milleara St exit | Call 131 852

valley lake
by VicUrban



THIS EXIT TO
BOARDWALK BLVD

Leasing enquiries
www.pointcook.com.au

Point Cook Town Centre Opening August 2008



Over 85 specialty stores



Billboards

Up to 30% of customer advertising recall is from billboard signage across a media mix including print and web exposure within the building/land development sector. An underutilised advertising tool, billboards offer direct exposure to a targeted audience within a certain geographical demographic. They offer the opportunity to promote or 'call to action' as a daily reminder to commuters.

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Stage 2 release
Just a breeze from the bay



VicUrban ▶▶
bonbeach



poupeach
VicUrban ▶▶



Build your new home within walking distance of the Bay. This is a rare opportunity to buy premium land and build your dream home in a relaxed location, nestled in the bayside suburb of Bonbeach.

call **131 852**

Bonbeach
Brixton Street VIC 3196
Melway Ref. 97 D5
www.vicurban.com

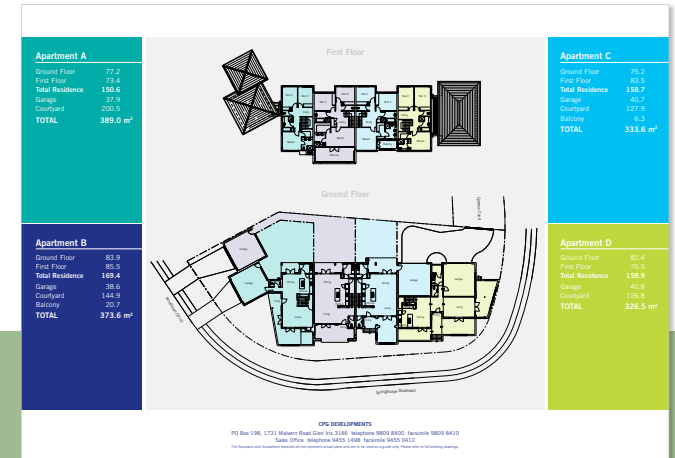
Disclaimer:
1. This sales release plan is indicative only and is subject to change. For current specific lot information, including lot controls and building restrictions, please refer to the relevant Statement and Contract of Sale.
2. VicUrban and its agents are not liable for VicUrban's or its agents' actions, omissions or errors in relation to this sales release plan. Government and Commercial interest beyond the control of VicUrban.
3. VicUrban and its agents are not liable for VicUrban's or its agents' actions, omissions or errors in relation to this sales release plan. Government and Commercial interest beyond the control of VicUrban.
4. A detailed landscape plan has not been finalized. The location shown on this plan are indicative only.
5. Statements shown Plus - (See PS 10000702)



VicUrban ▶▶
bonbeach



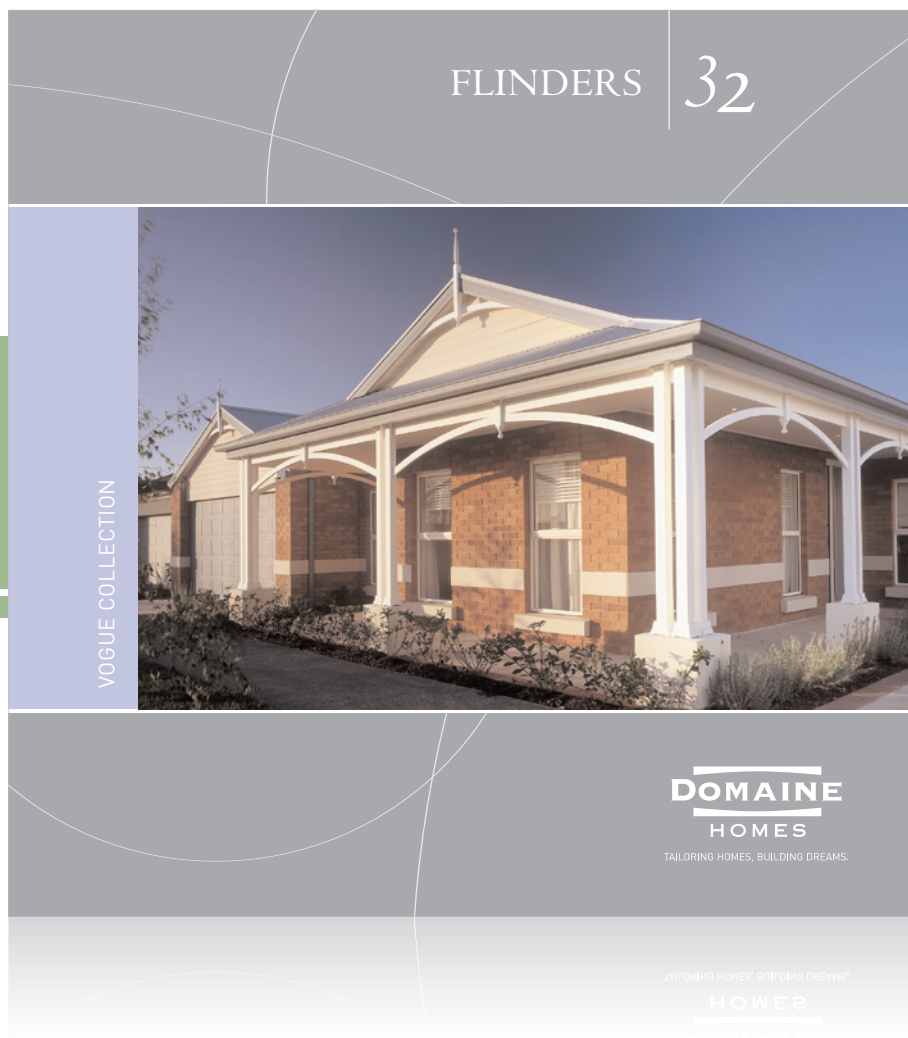
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VicUrban ▶▶



Sales Material

To a prospective customer, it is important to provide professional tools for them to make a calculated purchasing decision. Every interaction with them leaves an impression, so there needs to be a consistency of branding in every piece of collateral offered. Go To Wo can design a range of plan/feature sheets along with site and location maps plus stage plans and branded presentation folder kits to promote the right impression.

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Product Brochures

When capturing lifestyle, it is important to project the quality of your product through the finish of your brochure. From creative design and inspiring photography through to layout and the management of printing and delivery, we offer the complete service with a quality assurance.

ACACIA
ARCHITECT DESIGNED
LUXURY LIVING

3 BEDROOMS
2 BATHROOMS
1 STUDY NOOK
2 CAR SPACES

Units 1 & 4

Ground Floor	76.00
First Floor	77.60
Total Residence	154.10
Garage	25.00
Courtyard from	4.35
TOTAL	183.45m²

Units 2 & 3

Ground Floor	74.90
First Floor	76.00
Total Residence	150.90
Garage	25.20
Courtyard from	4.20
TOTAL	180.45m²

springthorpe GARDENS
CPC DEVELOPMENTS

OTHER AGENTS
THINK THEY HAVE
THE MONOPOLY,
BUT WE HAVE
THE RESULTS
ON THE BOARD

With 10 recent sales in your area McLaren is your choice for
'results with integrity'. Please contact Doug McLaren on 9854 8888
for a free appraisal of your property.

MCLAREN

REAL ESTATE PTY LTD

278 High Street, Kew 3101

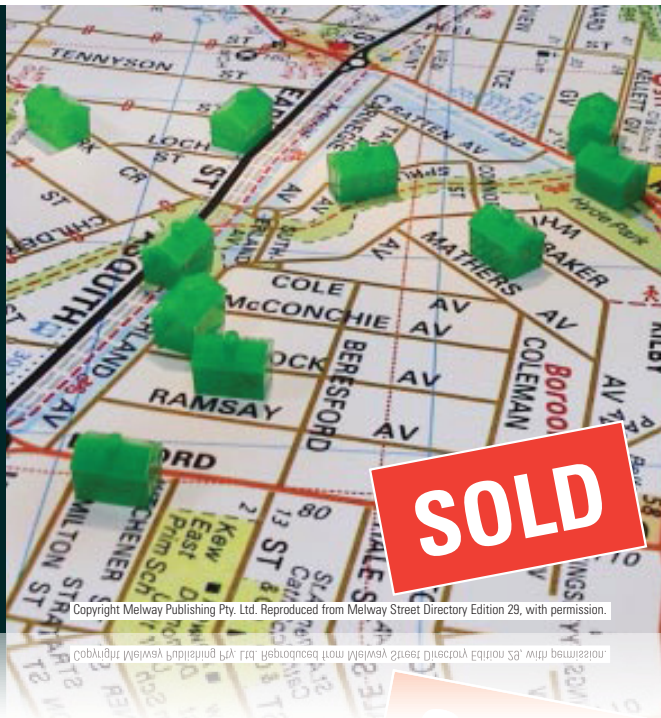
Telephone 9854 8888

RESULTS WITH INTEGRITY

If your property is already listed with another agent, please disregard this flyer.

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RESULTS WITH INTEGRITY



Direct Mail

With developments in digital printing technology, we are now able to utilise our skills in typology and target specific customer groups by personalising direct mail advertising. Through analysing sales enquiry data, we can personally interact with them, only offering the products they are interested in, capturing their specific needs and resulting in greater responses.

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IN REVIEW WATERGATE PLACE // EPWORTH MEDICAL CENTRE // WATERFRONT APARTMENTS
GEELONG // COLLEGE HOUSE ON LONSDALE // RIVIERA APARTMENTS RICHMOND



1

Project Address 18 Waterway Walk, Melbourne Docklands
Completion Date December 2004 Project Value \$100M

WATERGATE PLACE
APARTMENTS

With views of the existing new docklands precinct on one side and Melbourne's CBD on the other, one of Abigroup's most recently completed residential projects, Watergate Place, offers a location second to none. The 19 storey, twin tower apartment complex houses 350 one, two and three-bedroom apartments, with retail tenancies and restaurants on the ground level. The building's features include a 20 metre pool, sauna, and fully equipped gymnasium, an underground car park, high-speed security lifts and security videophones in every apartment. There is also a 5 star Business Club, which provides a range of meeting facilities and boardrooms.

The structure itself has been constructed from natural long lasting materials, predominantly glass, natural concrete and aluminium, with an emphasis on natural light and air. All apartments enjoy floor to ceiling windows and a unique ventilation system, which delivers four times more fresh air than in typical apartment style living. The building also has acoustic double glazed windows.

Across the road from the Telstra Dome and the new MIB headquarters, Watergate has brilliant accessibility to the city and all forms of public transport, not to mention breathtaking views across Melbourne's newest and fastest growing harbour.



RIVIERA
APARTMENTS 5

Project Address River Street, Richmond
Completion Date September 2005
Project Value \$55M

The Riviera Apartment complex is a major residential development currently taking place on the Yarra River in Melbourne's eastern suburb, Richmond. When completed the complex will comprise 260 apartments and 414 car spaces. Riviera will include 2 acres of landscaped gardens, a large landscaped podium and BBQ area, as well as a 25 metre heated salt-water swimming pool, complete with spa, gymnasium and executive business lounge.



ABIGROUP CONTRACTORS PTY LTD
SOUTHERN REGION

General Manager Rod Watson Building Manager Peter Picking

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ASSOCIATED ABIGROUP OFFICES

Sydney // Brisbane // Mackay // Townsville // Adelaide



WATERFRONT
APARTMENTS

Waterfront Apartments is a new residential development located in the heart of Melbourne's CBD. The building features a mix of one, two and three-bedroom apartments, with a focus on high-quality finishes and sustainable design. The development is set to be completed in late 2006.

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Newsletters

Newsletters and reviews are the perfect opportunity to showcase your latest developments and achievements. Offering photographers with building and development expertise to capture the ultimate perspective and copywriters to wordsmith the essence of the project, we can create corporate material which reflects the future direction of your company.

architectus™

A winner at
Centre Court



January 2002

- 1 Australia's biggest high tech business park wins the award.
- 2 Dr Deborah Dwyer, Director, Urban Design and Planning, Architectus Sydney

**Centre Court Business Park
North Ryde, Sydney**

Located within Australia's highest concentration of high tech businesses, Centre Court Business Park is being developed by the Stockland Trust Group.

Our development application to Ryde Council envisages seven buildings surrounded by landscaping. The 80,000 sqm project offers tenants high technology floor space, flexible building services options, break-out meeting spaces, parkland views, restaurants and cafes, childcare facilities, a gym and a top pool.

Centre Court is within easy walking distance of two new stations being constructed as part of Sydney's new Parramatta-Cherrywood rail line.

Architectus Sydney



**New Director of
Urban Design and Planning**

Dr Deborah Dwyer has joined long time Director, Michael Harrison, as Director of our Sydney urban design and planning team.

"The community is demanding high quality urban design and development," says Deborah Dwyer. "My goal is joining Architectus to work at the forefront of that challenge."

In her former role as Executive Director of Metropolitan Area Management for the NSW Department of Urban Affairs and Planning (DUAP), she co-ordinated and implemented the Strategic Plan for the Greater Metropolitan Area of Sydney. While with DUAP she put urban design on the map in NSW by establishing the State Government's Urban Design Advisory Service.

Architectus Sydney

www.architectus.com.au

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TAILORING HOMES, BUILDING DREAMS.



Branding Logos

We have created brands for a range of industry leading companies. Whether it is an estate or project development logo, corporate identity or a strategic positioning line, we have extensive experience in all facets of strategic branding and positioning.

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Building Renderings

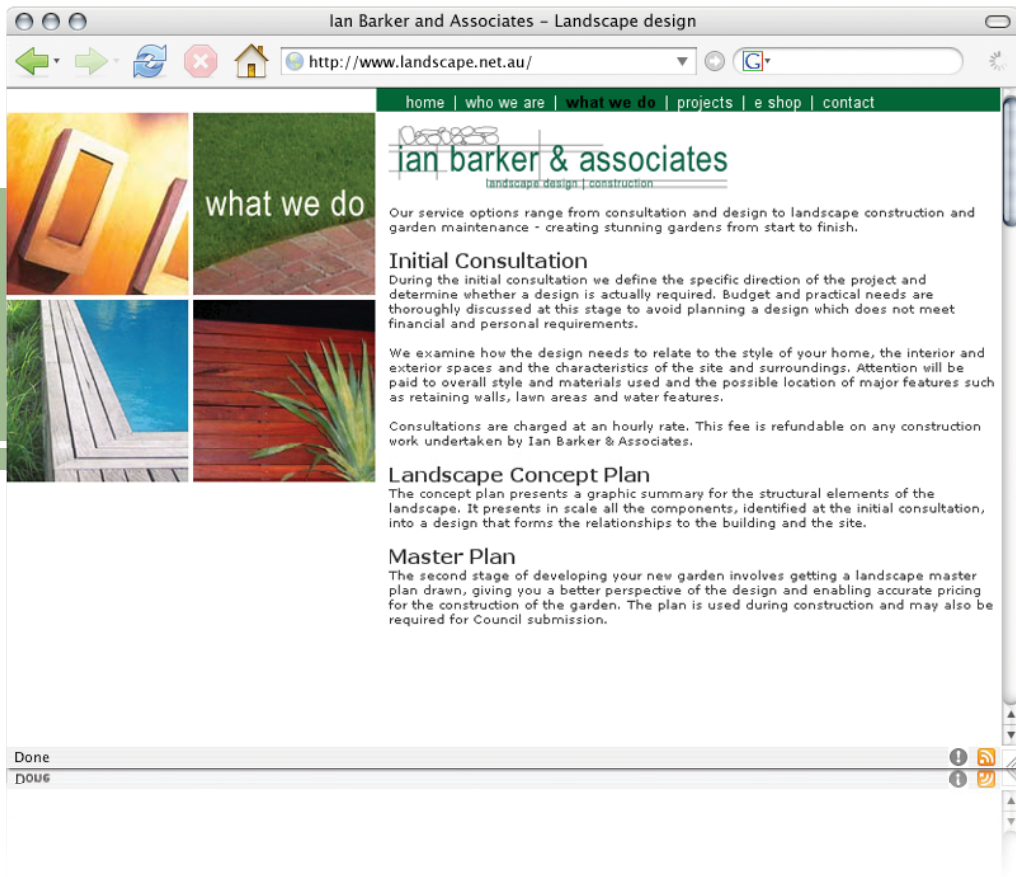
Customers are visual interpreters, which makes it challenging to sell a concept or a lifestyle based on floor plans. Go To Wo has the ability to transform elevations and plans into realistic renders with an array creative effects from doll's house and multi level explosions to full site or neighbourhood streetscapes.

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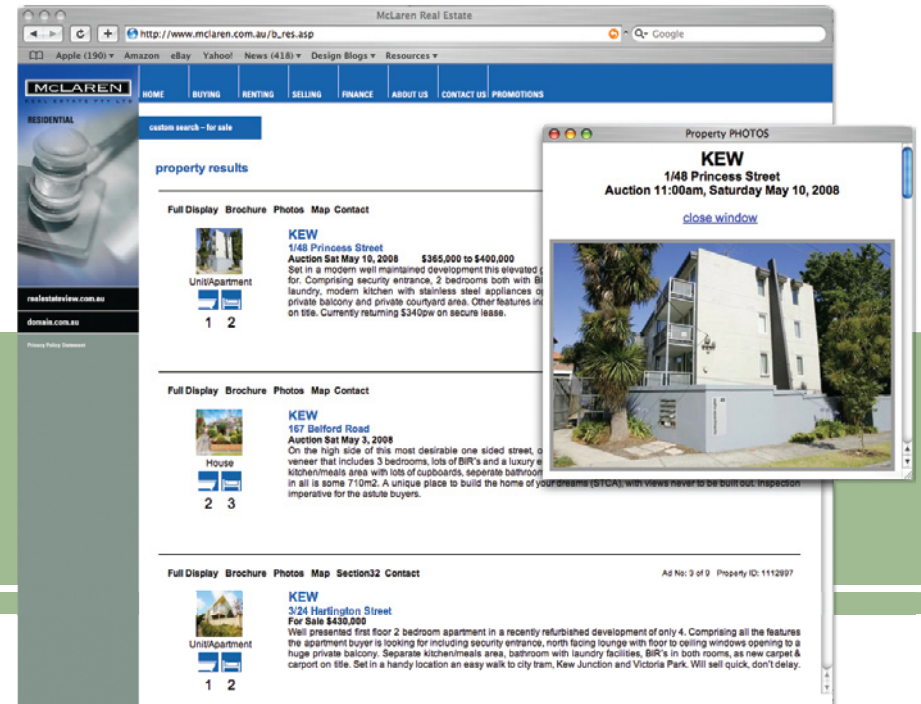
Site Displays

On-site environmental branding is an essential aspect of any development. We have designed a number of portable sales offices both interior and exterior, utilising the estate/builder branding plus house plans or stage plan displays for easy reference. Site signage also offers 24 hour exposure and sales information, plus creates a cleaner work site hiding ongoing construction.



Websites

Today interactive medias play an integral part of any business. Websites offer potential customers online browsing at their own personal convenience. It allows you the flexibility to immediately update project details and sales status. Go To Wo specialises in website optimisation where you can access click through rate data and specific site hit information to monitor your audience. Along with animated banner ads positioned on other sites and high search engine rankings, customers will have no troubles finding you 24/7!



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