



WELCOME TO THE

**BIG LITTLE**  
*design agency*

# WHY ARE WE THE *big, little design agency?*

## WE'RE BIG

We are a full service design agency providing a large range of services to everyone from small local businesses to large international organisations and Government departments. We have the capacity, experience and skills to handle any sized project.

## WE'RE LITTLE

We work closely with our clients and care about their success. We cultivate long-term relationships and work with a mix of clever marketing and practical business common sense. We believe we should be judged on every piece of work we deliver, no matter how big or small. So we go above and beyond to ensure you'll have a great experience dealing with us.

## WE'RE LIFE SIZE

Our scale is 1:1. Our work is one to one. Our results are 100% effective. Whatever the size of the job – we're the right fit for you.

## CHOOSE US FOR THESE REASONS

Our core values and ability to keep promises

Our ability to work to extremely tight deadlines

Our door's open and we're always ready to talk

Our fanatical focus on customer service

Our emphasis on long term relationships over short term gains

Our transparent and cost-effective fee structure

Our strict attention to detail and proofing procedures

Proven experience across a huge variety of industries

# THIS IS OUR TALENTED TEAM.

*Feel free to drop in and say hello!*

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John  
Plato

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Lisa  
Plato

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Ric  
Thorpe

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Clare  
Wells

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Angela  
Hawkins

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Marise  
Richards

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Ashleigh  
McKenna

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Lana  
Wigley

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Matt  
Dalzell

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Dylan  
Wagstaff

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Will  
Dawber

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Sam Van  
Bussel

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Brooke  
Lord

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Ryan  
Carter

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Kimberley  
Smith

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Claire  
Matheson

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Sandi  
Black

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Kylie  
Sandoe

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Leanna  
Singleton

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# THE SHORT STORY

## *of Plato Design Agency*

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Established in 2007 by a husband and wife as a small agency, the company has quickly grown to 19 employees.

Now John and Lisa head a team of experienced, skilled designers and marketers. This team is a diverse group, with individual members having worked around the globe on all shapes and sizes of clients.

With backgrounds in design, advertising, web development and marketing, these people of Plato bring a range of different disciplines and perspectives to each project. Energetic and enthusiastic, it's their efforts that make the office such a busy, bustling and exciting space.

Outside of this environment the diversity of interests helps ensure everyday vitality to

their work. You might see them playing rugby, or surfing, or smashing competitors in roller derby, the list goes on...

The Plato team is more than a sum of its parts. It's a close-knit group of people dedicated in their focus, synchronised in their skill and matched in their passion to deliver the very best in customer service.

### WHO WE WORK FOR

**We've worked for a huge range of clients throughout Canterbury, New Zealand and beyond. These include businesses from the following sectors:**

Local & national Government

Large corporate entities

SMEs

Agriculture

Education

Retail

Start-ups

Tourism

Professional services

# WE MEAN BUSINESS

## *but we aren't a mean business*

### IF YOU'RE GOING TO DO SOMETHING, DO IT PROPERLY

We wholeheartedly adhere to this mindset be it for design, web development, marketing or advertising.

So we invest time initially getting to know you and your business. We want to understand your objectives and strategies, your dreams for the future. We then can make the most educated recommendations based on your budgets. And we can get the best return on your investment.

This investment is one well worth making – you'll only get one chance to make a first impression on prospective clients. We're here to ensure that impression's a good one.

We'll provide you with all the tools to captivate, engage, secure and maintain clients. Good design and marketing is good business. Good business is what we're about.

#### THINGS TO ASK YOURSELF

Do your goals for the future include 'Become an industry leader and be consistently brilliant'?

Are you looking for an innovative, creative agency to take you to the next level?

Are you after an agency that will continue to offer fresh ideas long after the relationship has begun?

Are you looking for a design and marketing team that will go the extra mile for you?

Do you want a well-rounded agency, one as strong in print as online media?

Do you want an agency that has all this fantastic advertising, marketing and design service in-house?

**You're in the right place.**

# UNDERSTAND, *overachieve*

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## WE'LL GET TO KNOW YOU

Before we can deliver successful results we need to know what makes you tick. We only work with clients, products and projects that we believe in. Only then can we truly dedicate ourselves to providing honest, genuine work.

Which is why an important part of our job is listening. It's about understanding what you want to achieve – and whom you want to communicate with. We can then figure out, precisely, how you are your clients cup of tea.

## WE'LL GET YOUR BACK

We're your competitor's worst nightmare. If you want to be the best in your industry then we'll work well together. It's quite simple really – if you win, we win.

We're ready to accept any challenge on your behalf. We'll overcome these challenges and deliver the results that represent you at your very best. We'll loudly proclaim your strengths to one and all. That's what champions do.

## WE'LL GET ON WITH THE JOB

You say jump and we say "how high?" We've developed clear communication channels and flexible delivery systems to ensure nothing is too much trouble.

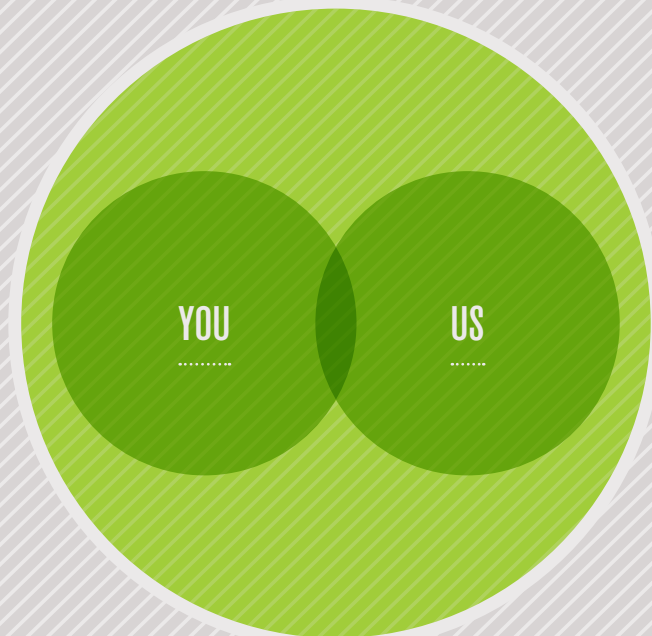
That's because at the end of the day, figuratively, it's all about you. Which is why at the end of the day, literally, we sometimes work into the night. We understand the time-pressure associated with some projects and are extremely accommodating with last minute requests.

# THE PLATO DESIGN AGENCY

## *circle of trust*

The Plato Circle of Trust is a nifty little concept. Our aim is for all our clients to feel like they're our only client. The Circle of Trust ensures that we are in this together, and that your competition is left behind. If it matters to you, it matters to us. Which is why our clients say nice things about us "going the extra mile" and "doing whatever was necessary to get the job done".

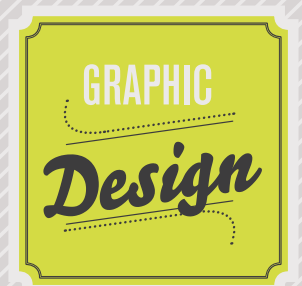
### THE CIRCLE OF TRUST



**YOUR  
COMPETITION**

## OUR *specialities*

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What would you like? We have branding, advertising, design and website development on offer. Our core competencies include marketing strategy (from conception through to development and implementation), brand development, corporate documentation, design and development services.

We provide the full range of services required to support a client's visual identity across all marketing collateral. Our work is delivered to the highest standard, in the finest possible taste.

### YOUR CHOICE

There's a huge range of potential marketing channels to choose from, which is why we focus as much on a creative approach to the medium as the message.

Be it print, web or ambient advertising, annual report design, website development,



social media campaigns, radio production or many other channels, we ensure any solution is appropriate, cost-effective and memorable.

Delivering consistency in the quality of work and upholding brand integrity is of paramount importance. Because everything is produced and maintained in-house we can position and maintain your brand with clarity

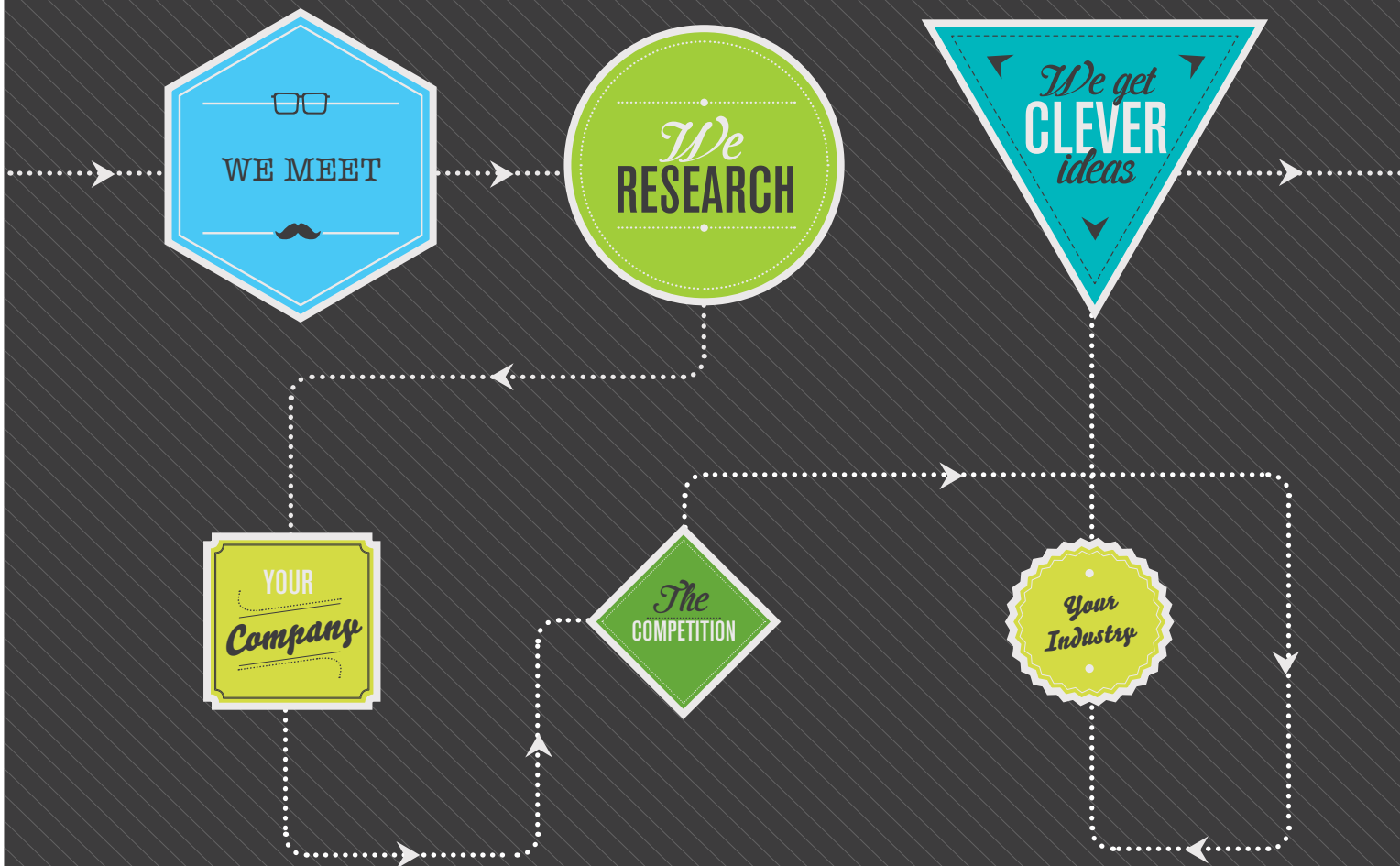
and consistency across various media platforms. This in turn delivers vital authority, trust and professionalism to your brand and how it is perceived.

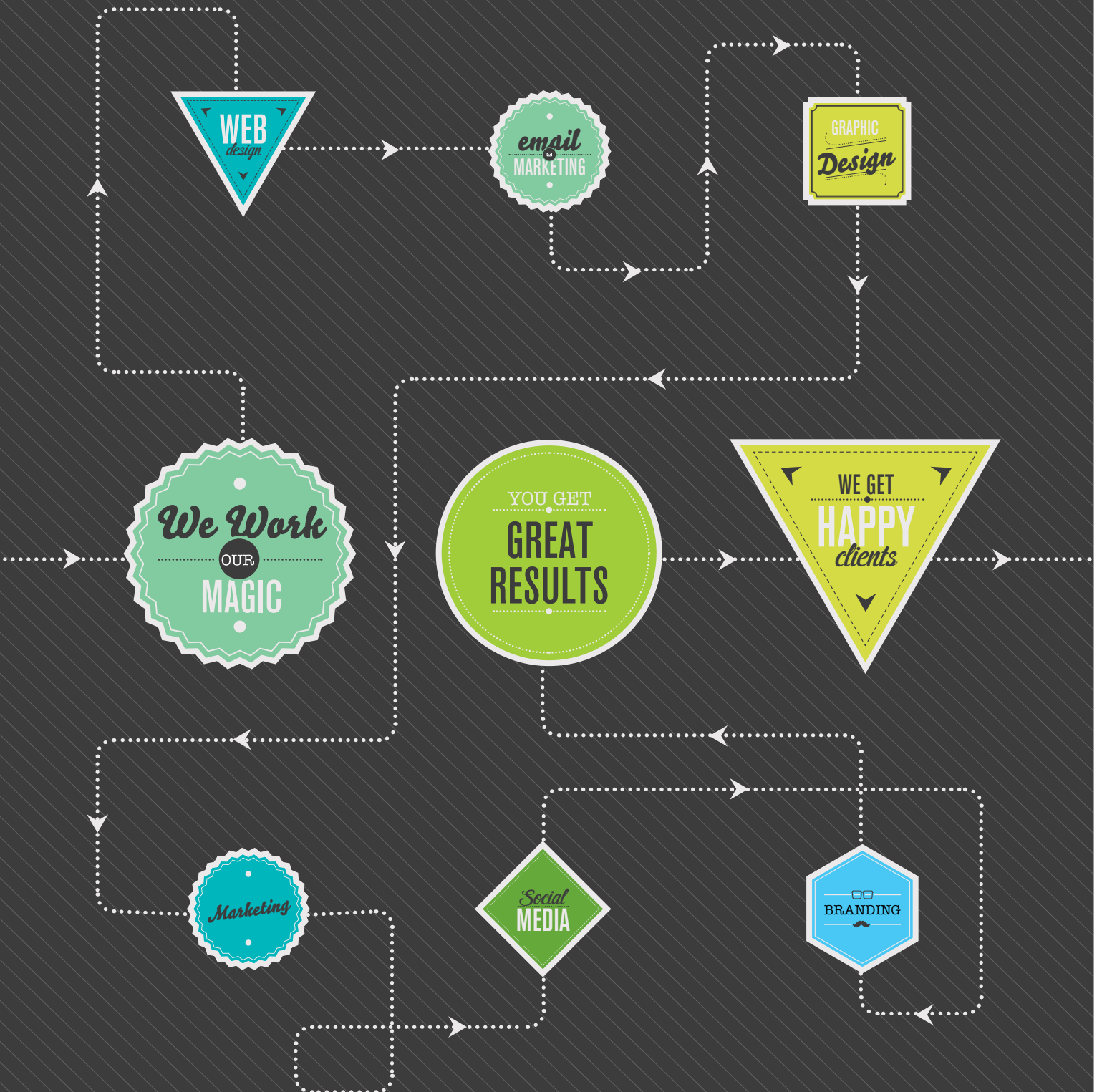
We launch new brands and revive old brands. We ensure one point of contact for all print and online creative. And we do so quickly, efficiently and cost effectively. This enables the companies we work for to:

- Attract new clients
- Communicate and sell to existing databases
- Effectively sell products and services online
- Deliver strong, consistent brand messages
- Lead their industries in new media applications
- Refine online sales to bring leads, sales & qualified contacts
- Reach new markets and consolidate appeal in old ones

# HOW *we work*

IT LOOKS COMPLICATED, BUT IT REALLY ISN'T! JUST FOLLOW THE DOTTED LINE...





# WHAT PEOPLE SAY ABOUT US

## *and why you should listen to them*

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Of course everyone knows that you never read a bad testimonial on a page like this. Which is why people probably ignore them. It could be Batman down there talking about how our design skills once saved Gotham City from a meteor shower. And people would still skim right over it. But a lot of people say nice things about our service and the benefits of our work (if you'd like to, feel free to ask us for their contact details to hear it for yourself).



### SPCA CANTEBURY

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"I have been impressed with Plato's obvious enthusiasm and genuine support for our organisation.

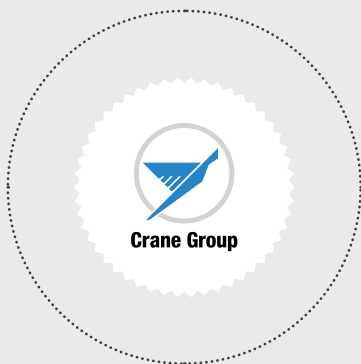
Plato took our brief to a new level by coming up with new and innovative ways to help us promote our needs.

The relationship between Plato and SPCA Canterbury has been extremely successful. The Plato team has always been friendly and approachable, meeting our

demanding deadlines whenever possible. We look forward to working together in the months and years ahead, and can highly recommend their services to any organisation that is looking for a fresh, dynamic and collaborative design team.

We have already seen an increase in support for our organisation and received countless positive comments about our rebrand."

**Raina Roberts**



## CRANE DISTRIBUTION

"Having an agency which can perform under a variety of circumstances and pressures is critical for us. Plato never cease to go above and beyond in any project we send their way.

The team strive to understand our branding, ensuring they achieve the right look and feel across projects, with our different

target audiences in mind. Continually raising the bar with their conceptual designs and turnaround times.

Plato have creative licence when it comes to our design work, as we know we can trust them to develop a full proof concept."

**Lynne Robertson**



## LYTTELTON PORT COMPANY

"We are extremely impressed with the level of service and the standard of the work we receive from Plato.

At all times every member of the team at Plato have been extremely knowledgeable,

helpful and professional and have produced work of the highest quality, despite the extremely tight deadlines that we have sometimes imposed."

**Greg Cooper**

# GOODBYE

## *...or is it hello?*

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### WHAT YOU'VE READ HERE IS ONLY A FRACTION OF WHO WE ARE AND WHAT WE CAN DO.

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There's a lot more we  
can offer, and you're  
bound to discover these  
capabilities in good time.

### SO, WHERE TO FROM HERE?

Before we can make any recommendations we must first  
talk through your requirements. It can be a simple chat  
over a coffee. It could be an intensive study taking hours  
to complete. Irrespective, we need to ascertain the path  
you need to take. Only then can we provide the right  
map, ensure your business is dressed correctly for the  
trip and deliver you the right tools to walk this path.

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**First, you'll only need to do one thing.  
Ring, email or stop by our office. We're the big, little  
agency that's ready to go.**

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Call us on 03 365 2599

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Email [info@platodesign.co.nz](mailto:info@platodesign.co.nz)

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Drop in to 122 Victoria Street.  
PO Box 2821, Christchurch 8140

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thanks  
FOR YOUR  
TIME!

## GIVE US A SHOUT!

T

Call us on 03 365 2599

E

Email [info@platodesign.co.nz](mailto:info@platodesign.co.nz)

W

Visit [www.platodesign.co.nz](http://www.platodesign.co.nz)

A

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