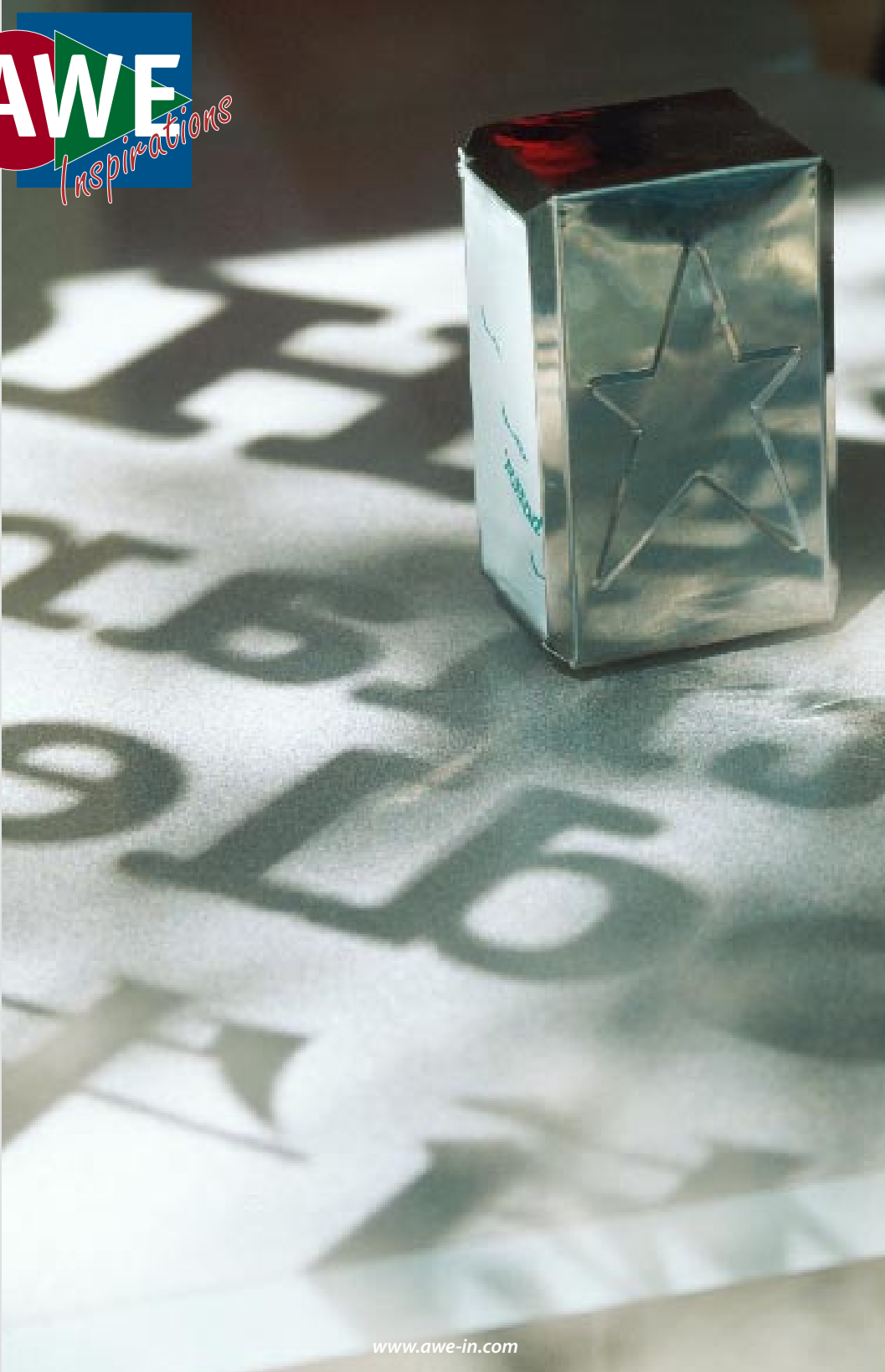


Major Australian Project

September 2004



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# Contact Sheets

## Nomenclature:

When it is necessary to identify an image within this document, the following reference system will be used. Images from left to right are identified with A, B, C, ... x. Images from top to bottom will be identified as 1, 2, 3, ... n. The document reference number shall be used to prefix the code and the page number to suffix it. Thus giving a full cross reference for this particular document.

For example, this image has a reference number of: C3A.

It is best to make comments directly onto the PDF with the use of Adobe Acrobat Professional. This software allows one to mark up documents with text, hand drawings and other interactive tools.

## The Brief:

After a conversation with \*\*\*\*\*, the following notes were made. The images within this document are our response to this.

The corporate images so far are too preppy, too American and not light enough. An approach that is more Melbourne, young and friendly is needed.

Melbourne is:

California, Miami, Brighton, Glasgow, Barcelona. Is a second city is NOT Sydney. Honest, cultured.

Bid team wants:

People & Lifestyle

Transport somehow

Lighting that reflects Australia and not Europe

Add the feeling of company in US, UK and India, Gurgaon, NewDelhi. Acme should represent a global company.

# Contact Sheets



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Anzac Bridge [2]

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art cente 2

**Remove**



aussie flag

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Australian Currency

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Australian Currency

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Australian Landscape

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Beach at your Doorstep

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bells at birrung mar

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Bridge to Tullamarine Airport,  
Melbourne

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Cathedral Arcade #002

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Charles Grimes Bridge

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Cobbled Alley #001

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Commuters #001

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Day in the city #003

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Elizabeth Street #005

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Federation Square Detail

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federation square exterior 1

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Flinder Street Station

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Flinders Street Station subway #001

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Flinders Street Station, Melbourne

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Flinders Street Station, Melbourne

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Fountain #001

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French high-speed train (TGV) - Hi-res version

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Grand Hotel #001

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Kangaroo Crossing

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Kangaroo sign

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lines forms

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Melbourne - Old and New

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Melbourne CBD #001

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Melbourne CBD #002

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Melbourne old and new

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These images are *mainly* specifically Melbourne



Melbourne sunset #001

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Melbourne tram

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Melbourne tram on Collins Street

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Melbourne Treasury Building

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Mountain Ash Forest

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Mountain Ash Trees

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Richmond Station #004

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Sepia Skyscraper, NYC

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Spencer Street Footbridge

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Subway #002

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Trains #003

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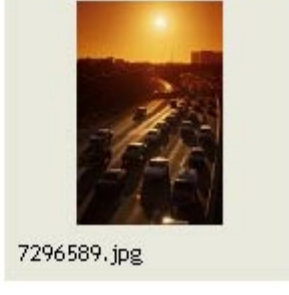
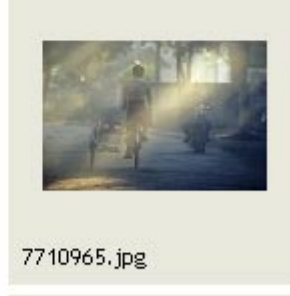
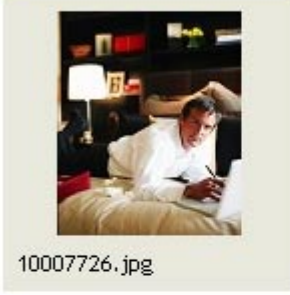


Victoria State Library

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These images are *mainly* specifically Melbourne

# Contact Sheets



These images are "lifestyle".

# Contact Sheets



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# Australian Proposal Enhancement Project

September 2004

# Contact Sheets



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# Australian Proposal Enhancement Project

September 2004

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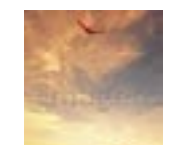
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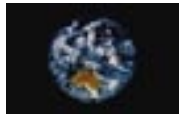


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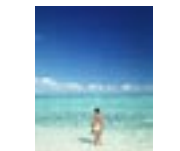
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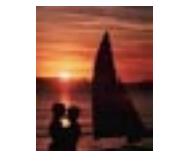
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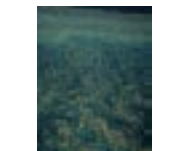
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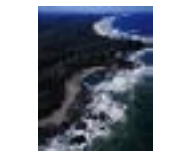
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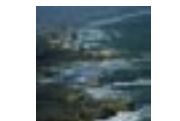
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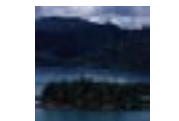
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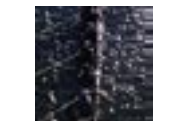
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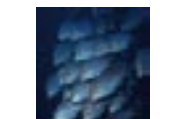
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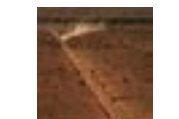
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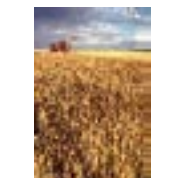
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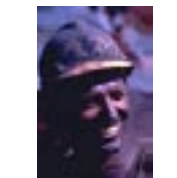
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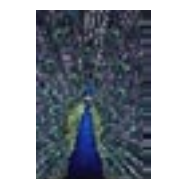
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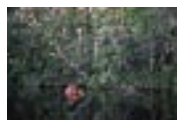
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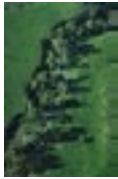
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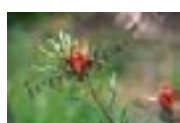
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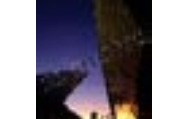
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## Background

AWE Inspirations is a business consultancy working from offices in The Netherlands and England, and concentrates on the creation of media for clients to communicate their products and services, both within the company and to their customers and prospects.

Established in 1976, global clients include IBM, Infonet, PeopleSoft, KPN, Keane, Global Knowledge and Fidelity. In addition many small and medium sized companies have benefited from the unique skill set offered. Services and products include high-level business analysis, document design and creation, web and media production from flash to DVD.

AWE Inspirations' key differentiation is the ability to capture the key messages and communicate them in the most effective way to give maximum business impact. Working typically with CEOs, VPs and senior executives, AWE Inspirations provides the fastest possible understanding of business objectives and concepts – converting them into crystal clear media and using advanced leading technology, when needed, for delivery.

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