



Christopher Reid

Holistic Brand Strategist,
Multidisciplinary Designer

“I am passionate about working with people and making brands work. Building a foundation upon a strategy that draws from deep insights, and sparks bright ideas, inspiring beautiful design, and guiding communications, that all, deliver the right message to the right audience. I love to help people and businesses develop their image and expression in the world – always working to meet customer needs and achieve defined business goals”.

..... *Background.*

Professional

Currently offering: Holistic Business Development and Brand Strategy, Marketing, Multidisciplinary Design and Content Creation, and Coaching.

Education and Training

Canterbury University: Fine Arts, Bachelor of Art History (Maori Art History major with some Teo Reo), Anthropology and Sociology.

Yoobee School of Design: Graphic Design.
Trained Therapist

Vocational History

- Web Design tutor at Yoobee School of Design
- Administration and fund-seeking for the Kids Edible Gardens project
- Organic edible gardening teacher in primary schools
- Gardening and landscaping work
- Librarian at CCC libraries
- Pizza chef

..... *Stimulus Creative Services.*

Holistic Business Development

- **Business Concept Development:** Consultation to consider the bigger picture and vision, core concepts, business and operational structure including revenue streams.
- **Heart-Centred Business Coaching:** Bring more joy into what you do. Be more 'purpose' driven. Professional & Personal Development.

Branding, Design & Copywriting

- **Branding:** Logo Design, Social Media Branding, and Brand Collateral.
- **Digital Design:** User Interface Design, Web-site Design, App Design.
- **Graphic Design:** Digital and Print Media.
- **Illustration**
- **Copywriting and Editing**

Web and App Development

- **Wordpress specialist**
- **Custom development**
- **Web application development**
- **Website Hosting**

Strategy & User Experience

- **Brand strategy:** Tell your story in creative ways that connect with heart. Define your key benefits, the problems you solve, how you make a difference, and your ideal customer.
- **Persona development:** Intimately know your user/customer.
- **Content Strategy:** Develop engaging and powerful language to communicate your key brand messages.
- **Marketing Strategy**

Marketing and Communications

- **Marketing Plans:** Creative marketing ideas, Social Media Management, Email Newsletters.
- **Track and measure:** Know where to spend your marketing dollar.
- **Search-Engine-Optimisation:** Google rankings.

BitPrime

Services Provided

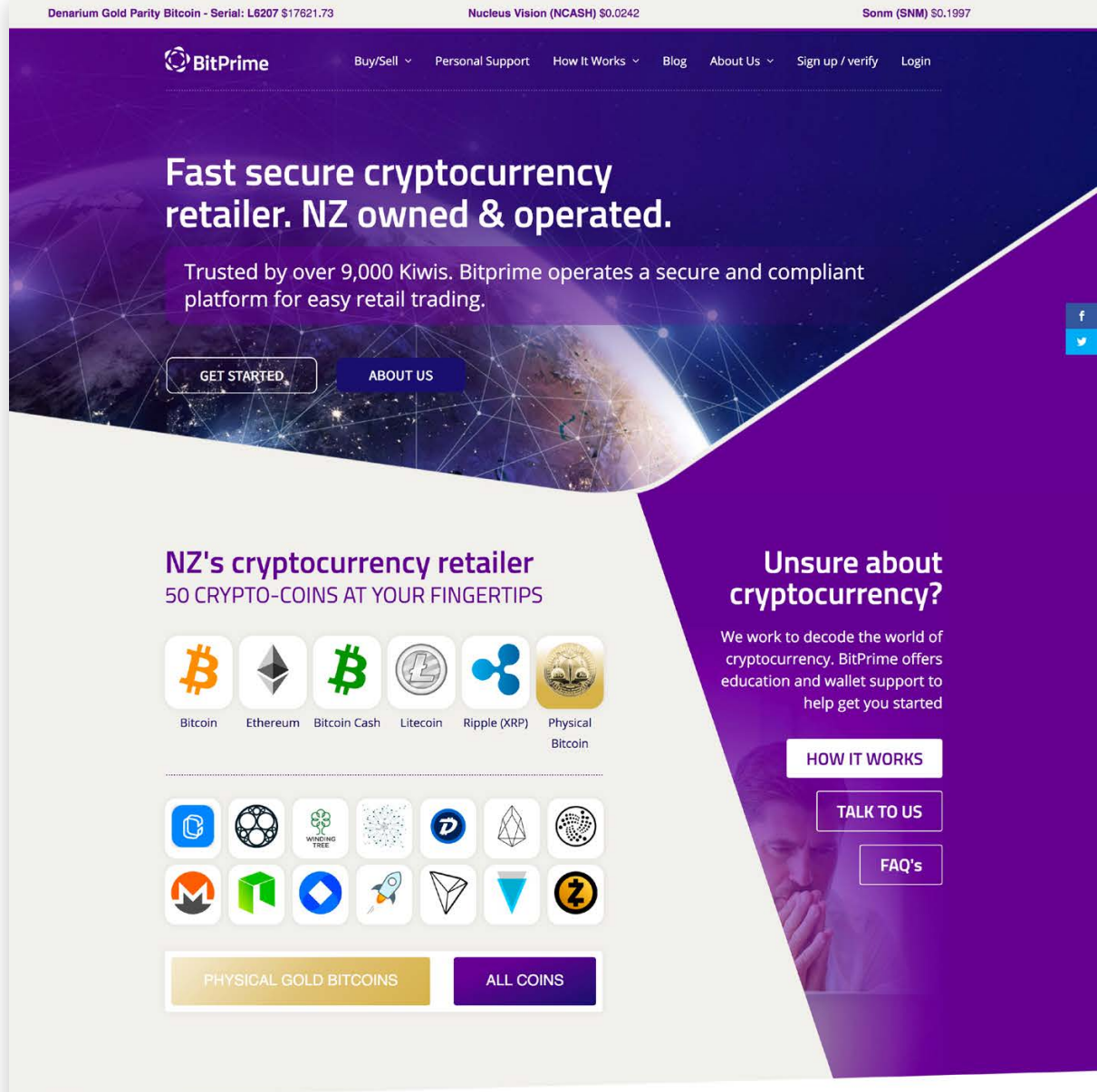
- Brand strategy and branding
- Persona development, UX/UI design of key user-flows
- Content strategy and content writing
- User experience and website design
- SEO keyword research

www.bitprime.co.nz

This homepage layout was crafted after working through UX and content strategy based persona development for to 2 central user pathways – a more experienced investor, and the crypto beginner.

Key points of difference are communicated in the top image banner, under which these pathways are made clear to guide the user's journey.

Multiple pathways are presented to access the buy pages, and other CTA links are used to draw the user into learning more about BitPrime and building trust through their high-quality educational content.



Buy & Sell directly with BitPrime

NZ BASED CRYPTOCURRENCY RETAILER

We operate as a full-service cryptocurrency retailer. Trading with us is more secure because you are buying from our reserves. We are different to an exchange or a brokerage because you hold your own coins, not us.

Furthermore, as a retailer, we are particularly passionate about offering personalised service with a strong focus on education and support.

READ MORE

GET STARTED

WALLET SETUP



Why trade with us

HOW IT WORKS

Understanding how we operate & the basics of Crypto

GET STARTED ▶

What is Cryptocurrency & the blockchain?

Cryptocurrency and blockchain technology is about much more than money and speculation. These inspiring new technologies are helping to create better ways of living for people and the planet as more and more industries are developing systems using blockchain. Learn why cryptocurrencies are cheaper, faster, borderless, decentralised, secure, and immutable.



What is a wallet and why do you need one?

So, you're interested in cryptocurrency and feeling excited about investing but then discover that understanding cryptocurrency wallets is a bit more involved than you might expect! Don't worry we are here to decode the techie stuff to help you get started.

A wallet is essentially a bank account for your cryptocurrency and the wallet address is like your account number. The sender of the cryptocurrency needs a wallet address so they have somewhere they can send the coin from, much like a bank transfer. This wallet is giving you access to the blockchain where you can view your balance, send and receive cryptocurrency. Wallet addresses tend to be around 30 characters long and consist of letters (both lower and upper case) and numbers.

There are several different types: software wallets, hardware wallets, and paper wallets. Learn about the different aspects of each type on our [beginners wallet guide](#) page.

For the most well-known coins we sell, see our list of recommend wallets. Wallet recommendations for coins can be found on our [All coins](#) page – look for the “wallet info” button below each coin.



▶ Jaxx wallet – Bitcoin, Ethereum, Litecoin, Ethereum Classic

▶ Exodus wallet – Bitcoin, Ethereum, Litecoin

▶ Copay wallet – Bitcoin

▶ Ripple wallet choices

▶ Hardware wallets – Ledger Nano S

SEE OUR BEGINNERS WALLET GUIDE
FOR MORE INFORMATION ▶

It is most important that you have your wallet address handy when ordering coins. Every coin has a different wallet address, and we highly recommend that you **copy and paste your address from your wallet** instead of typing.

Verify with Bitprime

1 Getting started 2 Your details 3 Uploads 4 Final Questions 5 Additional information

Your details

If you have just registered please fill in our personal details again, this being a different section.

First Name *

Middle Name

Last Name *

Mobile Number *

Email *

Physical Address *

Preferred Name

Occupation *

Please be as specific as possible.

Employment Status *

PREVIOUS

NEXT

Success rates of adequately completed forms were only at 50%. Breaking down the user flow and main pain points of their verification form was crucial UX work to ensure an increase in new customer signing ups.

The form was divided into five parts to shorten each screen and orientate the user to the process. Detailed information was displayed at the start of the form to weed out users who would not be eligible, and to communicate the information and documents required before starting.

Uploads

NZ Drivers Licence or Passport *

No file chosen

Image must be a close-up photo (not scanned or cropped) that shows all security features clearly



Visual examples were used to help increase the rate of successful documentation submission.

All e-commerce pages used a full-width layout on desktop view to allow both the educational content and the order form, prominent positions on the page. Content relating to SEO was visible to search engines, while other user-focused content was displayed in tabs to control the length of the page.

[Buy/Sell](#)
[Personal Support](#)
[How It Works](#)
[Blog](#)
[About Us](#)
[My account](#)

About Bitcoin Cash (BCH)

Bitcoin Cash brings digital money to the world, fulfilling the original vision of Satoshi Nakamoto of Bitcoin as "Peer-to-Peer Electronic Cash." Users, merchants, and payment gateways are empowered with low fees and reliable confirmations. The future shines brightly with unlimited growth, global adoption, permission less innovation, and decentralized development. **On Chain Scalability** – Bitcoin Cash follows the Nakamoto roadmap of global adoption with on-chain scaling. As a first step, the block size limit has been made adjustable, with an increased default of 8MB. Research is underway to allow massive future increases. **New Transaction Signatures** – A new SigHash type provides replay protection, improved hardware wallet security, and elimination of the quadratic hashing problem. **New Difficulty Adjustment Algorithm (DAA)** – Responsive Proof-of-Work difficulty adjustment allows miners to migrate from the legacy Bitcoin chain as desired while protecting against hash rate fluctuations. **Decentralized Development** – With multiple independent teams of developers providing software implementations, the future is secure. Bitcoin Cash is resistant to political and social attacks on protocol development. No single group or project can control it. The bitcoin-m1 mailing list is an excellent venue for making proposals for changes that require coordination across development teams.

A wallet is essentially a bank account for your cryptocurrency and the wallet address is like your account number. The sender of the cryptocurrency needs a wallet address so they have somewhere they can send it from their wallet, much like a bank transfer. This wallet is giving you access to the blockchain where you can view your balance, send and receive cryptocurrency.

For information please read our [beginners guide to cryptocurrency wallets](#).

Buy Bitcoin Cash (BCH)

Trading Hours:
9am – 10pm, 7 days.

\$1,379.11

0.07251051

\$ 100

Wallet Address - Required

ORDER



Social Media Branding.



Email Newsletter Branding.

Tupari Wines Services Provided

- Brand imagery and Art Direction
- Website Strategy/UX
- Website Design
- Copywriting
- SEO

www.tupari.co.nz

Key business objectives were to grow their marketing list and boost sales. The UX design and content strategy of the homepage were designed to introduce their brand story and brand personality through the top image slider; prompt users to sales and reviews; display a teaser to the wine club, and display content to boost SEO.

A signup form to the wine club was positioned in the footer to assist one of the primary goals of the new site.



Tupari Story / Wines / Wine Club / News and Reviews / Stockists / Contact Us



OUR WINE

*Creating wines that we love
and want to share with you*



Online Sales



Buy your favourite NZ fine wines
direct today

BUY

Reviews

Pinot Gris rated NZ's best

Our Tupari Pinot Gris has won the coveted Cuisine Magazine Award of New Zealand's Top Pinot Gris twice in the last four years. We are pretty proud of this as recognition of our efforts to make a distinctive and delicious wine. Check out what they and other wine writers are saying about our special little drop....



READ MORE

Tupari Wine Club – join below and receive fantastic member specials

Tasting Videos



The Wines We Love

Unique terrior unique wine

This classic varietal expression is complimented by the Tupari style of elegance and multiple layers of flavours..

WATCH

Wine of the Season



Late Harvest Riesling

IWC Trophy Winner 2015

A luscious dessert wine with marmalade, honey and floral aromas, succulent apricot flavours and...

READ MORE

Food Match



Crepe Brûlée

Delicious food pairing ideas

Because good wine is made even better when shared with friends and delicious fare...

READ MORE

Buy NZ fine wine online at a great price

Tupari creates NZ fine wine, made by artisan winemakers from Awatere Valley, Marlborough, NZ. We produce some of NZ's best fine wine and sell direct to you at Cellar Door prices. Choosing from white wine or red wine, you can purchase online for delivery this week! Our range includes Marlborough Sauvignon Blanc, Pinot Gris, Pinot Noir and Dry Riesling.

We offer free shipping for all NZ orders of two cases or more. And for international orders, you can contact stockists of Tupari wines in Australia, Canada, Hong Kong and the UK.

Tupari, rated as some of NZ's best fine wine

Our award winning range is found in top restaurants world wide. Tupari wines are elegant, sophisticated and balanced, not to mention our 0% chemical residue rating – a truly sustainable NZ wine with an biological approach.

Explore our site for the perfect food and wine matches to enjoy at home, at a dinner party or as inspiration for that special gift. The Tupari wine club will help your buying choices – join today for fantastic member specials and discounts. Cheers!

Tupari Wine Club
SIGN UP

Join now to receive our latest
news and fantastic member
specials

First Name: Email:
Last Name:



[Tupari Story](#) / [Wines](#) / [Wine Club](#) / [News and Reviews](#) / [Stockists](#) / [Contact Us](#)



2016 Tupari Sauvignon Blanc

[Home](#) >> [Products](#) >> 2016 Tupari Sauvignon Blanc



2011 | 2012 | 2013 | 2016

\$174.00 per case (6 x 750ml)

Quantity:

1

ADD TO CART

CONTINUE SHOPPING

Only full cases can be purchased online.

Free delivery for 2 cases or over within NZ, otherwise \$8.00 flat rate.

Click here for [international distributors](#).

Winemaker Description

Marlborough Sauvignon Blanc

Showing lifted stonefruit with a hint of passionfruit, a rich and creamy palate texture with underpinning minerality.

The Naked Truth

Think of a ripe white peach – flavoursome and refreshing. Then add a lovely softness in the mouth. Perfect with nibbles or as a summer dinner wine.

Video

Awards

Food Match

Critic Reviews

Customer Reviews

The 2016 Vintage is a New Release. 2013 Vintage Awards included:



VIEW CART

CONTINUE SHOPPING

Edge Communications Services Provided

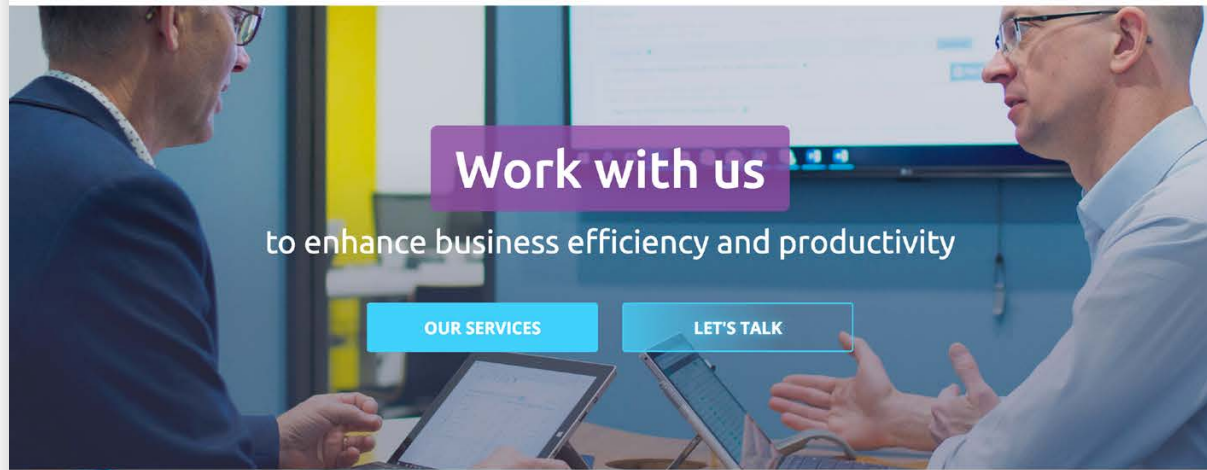
- Logo Design and presentation document branding
- Website Design
- Brand Messaging & Content Strategy
- Copywriting
- Diagram illustration

www.edgecommunications.co.nz

Kerry and Glen operate as a small business in the corporate world, bringing 55 years of combined experience to their clients –these guys are their point of difference, leveraging off their outstanding reputation. Hence, the primary goals of the site were to give an impression of personalised service from the most experienced of professionals.

Clearly communicating their service offering, their process, and the integrity behind what they do were the hallmarks of the content strategy for this site.

The new branding, photography, content writing, and hand illustrated diagram, all worked together in a cohesive whole to deliver a look, feel, and messaging that my client now uses every time to support their sales process and impressive new prospective clients.



Work with us
to enhance business efficiency and productivity

[OUR SERVICES](#)
[LET'S TALK](#)

Our services

Edge Communications are specialists in Data communications and IT project management. We work with the following business requirements:



INTERNET



PBX



FIXED LINE



WAN



MOBILE



CALL CENTRE



CLOUD OPTIONS



UNIFIED COMMUNICATIONS

We make the process simple and bring you real return on your investment. We support businesses in these two areas:

[DATA COMMUNICATIONS STRATEGY >>](#)
[IT PROJECT MANAGEMENT >>](#)

Our people



Glen



Kerry

Expertise - simplicity - clarity - trust

With 55 years combined industry experience, we are not only experts in our fields, we facilitate a holistic process to insure changes are seamlessly integrated with your team to help achieve maximum gains.

[ABOUT US](#)
[HOW WE WORK](#)
[CONTACT US TODAY](#)

Our clients



DATA COMMUNICATIONS STRATEGY

Identifying the gains

*Organisations are facing changes as networks modernise and simplify. This is a good thing as costs fall and services expand. Today's networks include unified communications as well as traditional data networks that connect computers, and ultimately, people together. To take advantage of these services and cost structures, **we assist organisations to assess their current situation and plan changes to their mobile, fixed and data networks.***

Expert advice to modernise and simplify your data communication systems

Our consultation services are all about modernising, simplifying, and cost saving. We walk you through important questions such as: ***What have you got? – What do you want? – What are we going to do? – And ultimately, how are we going to get there?***

We solve problems and provide cost effective solutions tailored to your needs, your team, and your future goals. We help businesses improve productivity by using technology to expand their capacity and reduce costs.

Our job is to assist your organisation and your chosen vendors to turn the benefits you have been sold into gains, as it is these gains that define your return on investment.

A clear pathway forward

We end up with a roadmap of operational tasks. Our focus is always to help your teams achieve promised gains within a realistic time frame that works for you.

Simplicity makes for a flowing process – We like to break down the jargon into easy to understand information giving clarity to help you feel confident and empowered about your decisions.

[READ THE BREAKDOWN](#)

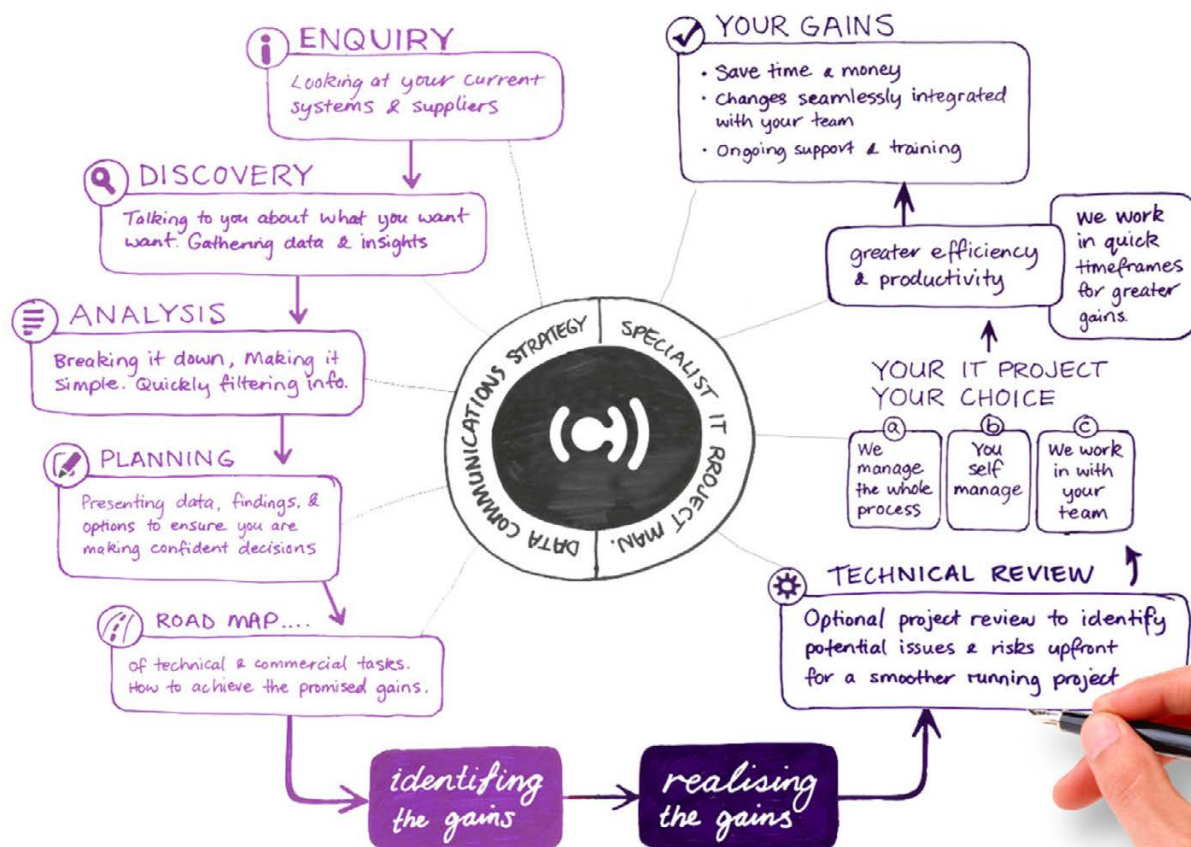
A breakdown of our strategy process

Identifying the gains

Assessing your data communications to produce a clear roadmap of technical and commercial tasks:

- 1. Enquiry ~ What have you got?**
Audit of your current system and commercial suppliers. We work to maintain valued business relationships by working with existing teams wherever possible
- 2. Discovery ~ What do you want?**
We talk to you about your requirements then carry out surveys and interviews to gather qualitative insights and quantitative data
- 3. Analysis ~ Breaking it down making it simple**
Using our experience and know-how to quickly filter this information
- 4. Planning ~ What are we going to do?**
Presenting data, findings, and options in ways that are easy to digest and understand. Talking through suggested pathways with you to ensure you feel empowered and confident about making the important decisions
- 5. Road map of technical and commercial tasks**
Careful planning of how to implement, schedule, manage the changes to achieve the promised gains. This must fit with your existing projects and budget.

[IT PROJECT
MANAGEMENT](#)
[SERVICES OVERVIEW
DIAGRAM](#)
[CONTACT US TODAY](#)



I helped guide the UX strategy approach for this data search tool servicing the property development industry. Here are some of the initial UI designs showing some of the main steps in the app user flows.

select a ZONE

- zone 1
- zone 2
- zone 3
- zone 4
- zone 5
- zone 6

enter your
DEVELOPMENT PARAMETERS

- minimum parcel size
- maximum parcel size
- approx. no. apartments

site CHARACTERISTICS

- ☐ Proximity to public transport
- ☒ Exclude site with historic classification

SEARCH NOW

[cancel search](#)

your OPTIONS

ASSUMPTIONS

ZONE 1	POSTCODE	SUBURB	
Minimum parcel size: 200m2			125m² Assumed average gross area of apartment
Maximum parcel size: 200m2			\$520,000 Assumed average apartment price
Approx. NO. of apartments: 5			

Lot ID	Lot Size	Within 400m of
D.P. 3348752	532	Burwood Station
D.P. 3348752	532	Burwood Station

NEW SEARCH

OPEN SEARCH

PORTFOLIO
Logo Design



Fantastic to support the community action network of the Student Volunteer Army. Bringing their brand to life by redesigning their website has helped SVA better promote what they do to the public. This website also serves as a project blog, showing casing the School Volunteers Project which encourages kids around the country to get into volunteering to make a difference in their community.

www.sva.org.nz



The Student Volunteer Army (SVA) has a unique journey. Through the small beginnings of a Facebook event sent to 200 friends, thousands of students made a significant contribution to those most affected by the devastating Christchurch earthquakes.

Earthquakes

'September' Earthquake

Christchurch was struck with a 7.1 magnitude earthquake on the 4th of September 2010. In response to this natural disaster, University of Canterbury student, Sam Johnson, created a Facebook group called the "Student Base for Earthquake Clean Up". Sam invited friends to join him in assisting local residents with non life-saving tasks, in particular removing liquefaction around Christchurch.

The support for the group skyrocketed and more than 2500 student volunteers arrived in force to contribute to the clean-up of over 65,000 tonnes of liquefaction. Sam worked with the University of Canterbury to maximise this momentum and from this came the Student Volunteer Army (SVA).



'February' Earthquake

Canterbury was rocked again by a 6.3 magnitude earthquake on the 22nd of February 2011. The damage from this quake was far greater and resulted in the tragic loss of 185 lives. The SVA's response to this quake was more efficient and effective, dispatching thousands of volunteers within a three week period to assist communities in need. 13,000 students volunteered in just one week.

The February operation was managed by a core team of 15 people, with an additional administration team of 70 people. The movement was divided into Battalions, Squadrons and Street teams. The mass deployment of 'Battalions', was the focus of the operation. 1000 of volunteers were bused to the worst affected areas, where they combed the streets looking for opportunities to assist the community. Squadrons provided assistance by responding to requests from individuals that came via the website, call center, Civil Defence and the City Council. Up to 450 car-loads of students were allocated using a mixture of software, texting, and Google mapping. Street teams managed volunteer engagement for various organisations, including multiple government departments, Civil Defence and the Christchurch City Council.

The SVA is a multi-faceted movement and has expanded beyond its university origins to involve people of all ages from all over New Zealand.

Navigate

Home
Our Story
UC SVA
School program
School projects
Campaigns
Our team
Contact

Join us

Download our app to join the crew, serve your community and have fun at SVA events.

ANDROID

IPHONE

Connect with us



Support the SVA

DONATE TODAY

Contact us

For general inquiries please email info@sva.org.nz



Special thanks to our Principal partners



I undertook a redesign of the WeVisit WeVisit (now merged with MyCare) website with the company owners saying their current site was a liability to the business.

Working through a sound content strategy enabled me to develop clear user-pathways for their different services.

Communicating their ethics and purpose was most important working with a disruptive business concept.

WeVisit

Home Services About us Join us Contact



"We match unlikely friends for mutual benefit."

Sam Johnson, WeVisit Co-Founder

Services

WeTech



Patient help with technology

Our friendly tech-helpers work alongside you to sort out the frustrating things on the computer, phone or tablet.

[READ MORE >](#)

[CONTACT US >](#)

WeVisit



Friendly helpers, shared experiences

Our visitors around NZ are here to share great experiences. Let us help make those everyday activities more fun!

[READ MORE >](#)

[CONTACT US >](#)

WeConnect



Personalised matching find 'the right person'

We walk alongside you to find the 'right person' to be in your life, support your needs, or join you on a trip or adventure!

[READ MORE >](#)

[CONTACT US >](#)

Join us

Meaningful work



Looking for fulfilling & unique work? Join our network!

We have a community of 'visitors' around New Zealand who we draw on to resource tasks that come in. You'll be well looked after, able to make as much or little commitment and enjoy getting to know new people.

[FIND OUT MORE >](#)

[EXPRESS INTEREST >](#)

Sharing skills



Do you have a skill to share? Join our network!

Our mentoring program helps young people prepare for the world of work. Join our community of mentors and help the younger generation learn tricks and skills from the past. We match shared interests to make the best connections.

[CONTACT US >](#)

[JOIN US >](#)

Stories



"Mum's WeVisitor is a perfect match and they've got similar interests. She's really on the same page and is teaching mum a whole lot of things." - Gill (Sally's daughter)

Facebook feed

With just five years of elementary school education, Kirill is now determined to complete his degree by the time he is 95 years old!

Kirill is an ordinary university student. He's also 90 years old.

national security services

With members across NZ, we can manage multi-location contracts, ensuring you get the best security specialists – every time on every job – in any location!

[READ MORE >>](#)

COMMERCIAL • RESIDENTIAL • INDUSTRIAL • AUTOMOTIVE • INSTITUTIONAL

24/7 SERVICE

Your key to nationwide security

We are a national network of independent businesses across New Zealand providing you with total security services for commercial, residential, and industrial protection. Delivering a one-stop solution using both traditional security and the latest technology, we provide a wide range of services, advice and hardware. [Read more about us](#)

SLNZ your national contract provider

For a local service with national coverage, Security Link NZ is your key to high standard security. Every Security Link member has a unique identity, but as a network we bring the power, the expertise and the professionalism of all our members together, to deliver our customers the very best in total security services. For more information and enquiries visit our [National contracts](#) page.

24/7 service

Our members are dedicated to providing New Zealanders the upmost in security standards – because no matter the purpose, place or time, the importance of your safety and security is invaluable. We provide a 24/7 service, so no matter where you are, when you need a professional service, Security Link is not far away. [Read more about our range of services.](#)

Find a SECURITY SPECIALIST

Locksmith, electronic, or locksmith, or both? We have it all covered - nationwide. For jobs large or small take a look through our list of businesses.



[Search now](#)



Locksmith services

- Master keying
- Restricted key systems
- Keyless entry systems
- Safe sales and repairs
- General locksmithing
- Automotive lock repairs
- Transponders
- Full range of hardware
- Full unlocking and repair

Electronic services

- Security audits
- Access control systems
- CCTV
- Alarms
- Monitoring 24/7
- Intercoms
- Automatic gates
- Integrated systems
- Building site security



SLNZ - TOTAL SECURITY SERVICES, NATIONWIDE

We are a national network of independent businesses across New Zealand providing you with total security services for commercial, residential, and industrial protection. Delivering a one-stop solution using both traditional security and the latest technology, we provide a wide range of services, advice and hardware.

Newsletter: sign up today for security news & info

CONTACT US

E: enquiries@securitylink.co.nz

Email Address
First Name
Last Name

[Newsletter Subscribe](#)

KEY AREAS OF SERVICE

- Commercial
- Residential
- Industrial
- Automotive
- Institutional

..... Testimonials.

ELIZA TURNBULL, TUPARI WINES

"We were looking for someone who could understand the essence of our brand and bring it to life online in a creative and yet functional way. Chris worked with us to develop a range of imagery and colours in keeping with our brand style that would work in a digital format. He understood the need to create a functional website and combined this with strong design creative so that the end result is a website that is both easy to use and beautiful. We have found Chris approachable and solutions focused. His greater understanding of marketing principles, social media and e-commerce have also helped us shape our online strategy. I highly recommend working with Chris on your next project!"

MARIA THACKWELL, MARIA THACKWELL MORTGAGE COMPANY

"When I first talked to Chris in regard to the design for my new business I wondered how he would get all the jumbled ideas out of my head and into something that "worked". I wanted the theme and logo to capture my personality. The colours needed to work and signify my cheerful disposition along with the professionalism of my industry. On top of that I wanted something with an edge that stood out but also stood for stability and would capture the Christchurch market. Chris blew me away. I loved it right from the start and with hardly any changes it all came together beautifully which also saved money and time. I would highly recommend Chris to anyone. He has amazing listening and interpretive skills and fabulous creative ability and to top it off he is refreshingly down to earth and approachable which is the first thing I take notice of! Love your work Chris!"

CRAIG ROWLAND, SANDFLY SECURITY

"I engaged Stimulus Creative to design a logo for my company. Chris guided us through a thorough design process to work out how we wanted to present the company. Christopher used his experience to come up with ideas and vision into what the logo should represent. He returned quickly with a smashing logo that blew me away. Everyone that sees the logo loves the design and how it matches with what our company and product does. I have even had people asking for stickers and t-shirts with the logo on it they like it so much. I highly recommend Stimulus Creative and we have been using them for our design work ever since."

SAM JOHNSON, WEVISIT / SVA

"Chris was a terrific support during the creation of our websites for WeVisit and Student Volunteer Army. Our new WeVisit site needed to communicate our story and services more clearly – Chris was able to develop an effective content strategy and delivered a beautiful design that connected well with our brand. Likewise, with the SVA site, our new design does a great job of showcasing what we are all about. He offered straightforward advice, and we enjoyed working with him. Great results."

KERRY McFETRIDGE, EDGE COMMUNICATIONS

"Initially I asked Stimulus Creative for help in designing a simple static website for our services, but then quickly realised that any website would be closely aligned to our image, logo and the presentation of our written material - our brand. It became clear to me we needed to settle on the brand items first, then the website would follow this. Chris led us through brand and messaging strategy workshops. These were very useful for us because they helped us clarify our business proposition, customer value proposition and points of difference. In particular the clarity Chris brought to our thinking was invaluable. We use this content regularly with customers during our sales process, as well as reminding ourselves about what we are trying to do! Chris's assistance in copywriting was invaluable, helping us produce professional written material that matches our brand personality. The output of these sessions was a logo, written content and a freehand diagram that clearly and simply outlines our customer engagement process and value. This came together in a professional website that represents us well to our customers, and a structure or template that we can build other documents and material on."

Mobile: 021 0238 4441

Email: chris@stimuluscreative.co.nz

Skype: cerchris

www.stimuluscreative.co.nz