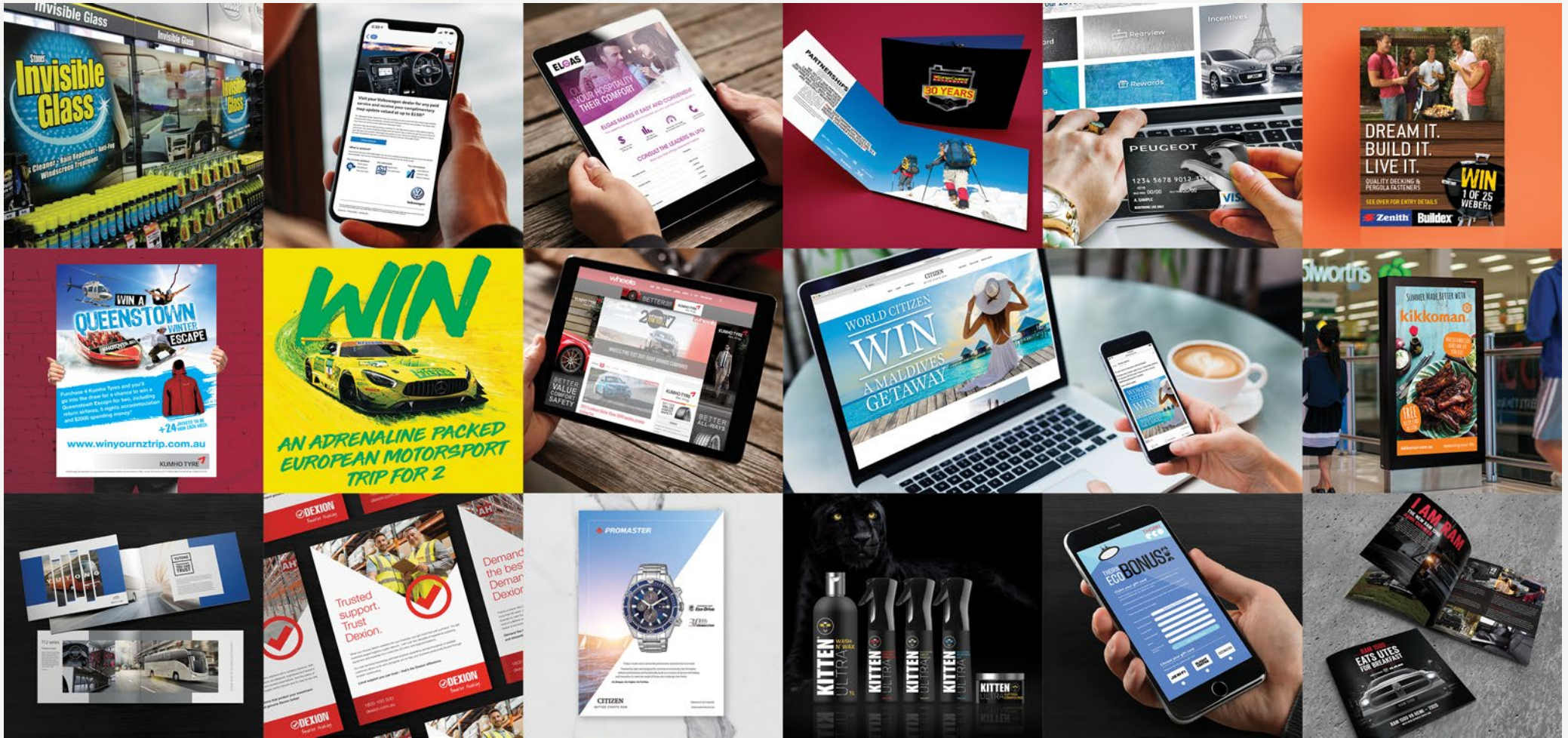




cocktail
marketing company

PROMOTIONS

THE PERFECT MARKETING MIX



COCKTAIL INTRODUCTION

Cocktail is one of Australia's leading brand, product and channel marketing agencies.

At Cocktail we build brands, create B2B sales programs and high impact B2C promotions that work. We bring expertise from a wide range of industries and deliver proven brand activity to maximise your sales results.

What ever the order, we're all over it.

NOW SERVING – BRAND / PRODUCT / CHANNEL MARKETING



ABOUT US

WHAT WE DO

Brand

Product

Channel Marketing

WHO WE WORK WITH

Manufacturers, importers, distributors,
wholesalers, and trade channels.

As well as a range of retail groups including
franchisees and dealer networks.

WHY US?

Simple.

You want to play your A game,
in-store and online.



THE COCKTAIL DIFFERENCE

Cocktail develops integrated promotional programs that connect consumer demand with trade and channel engagement.

We bring together campaign strategy, creative, digital marketing, point-of-sale, branded merchandise, fulfilment and activation to create coordinated campaigns that support clear commercial objectives.

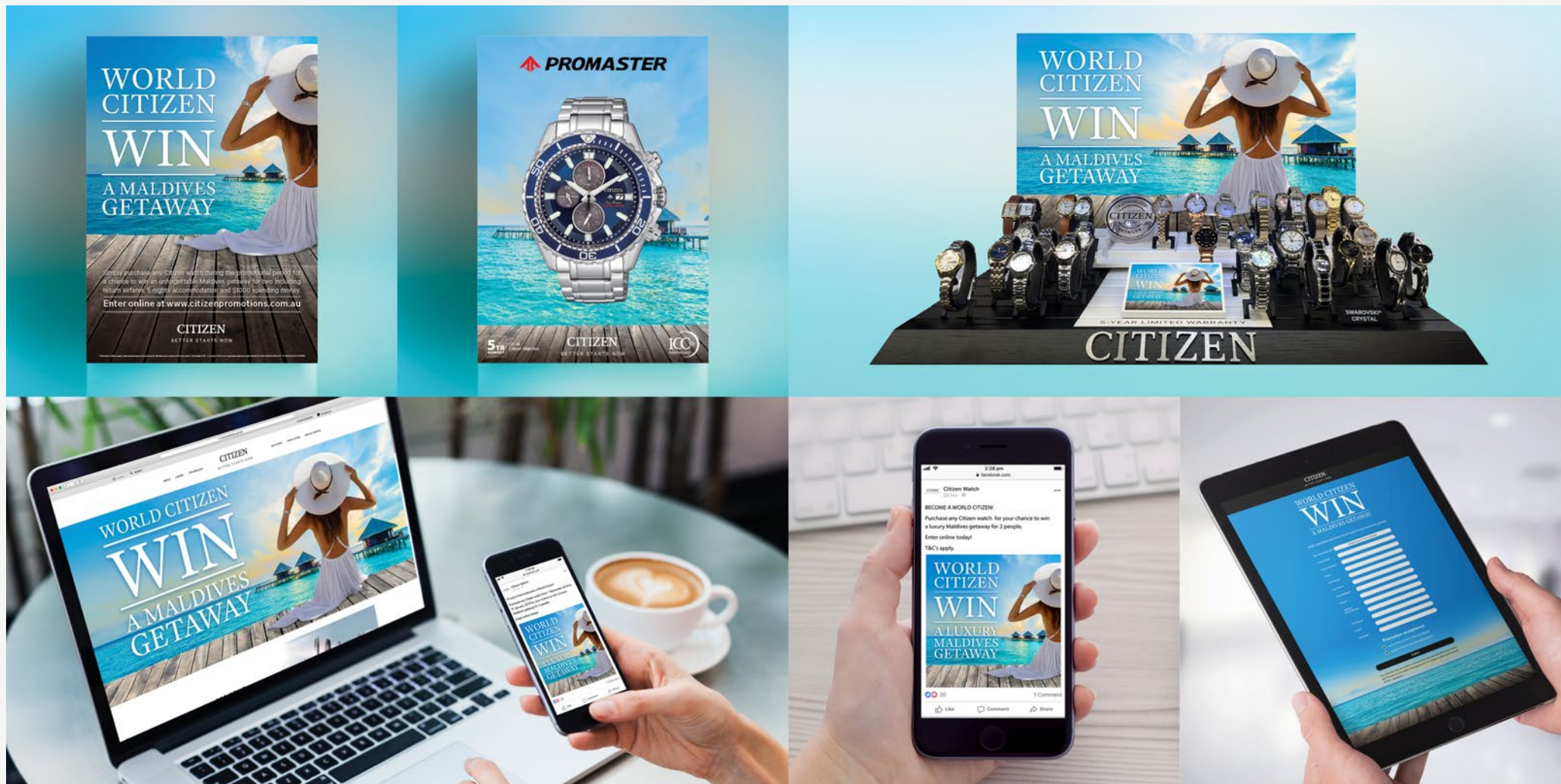
Alongside consumer-facing promotions, we develop trade marketing programs that motivate, engage and educate retail and distribution partners, giving them practical tools and incentives to recommend your brand over competitors.

The result is a coordinated push-pull approach designed to build consumer demand, strengthen channel participation and support measurable sales performance.



OUR CLIENTS





CITIZEN

Ideation / Creative / Digital / Promotion Mechanics /
In-store Point of Sale / Production / Fulfillment

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THE PERFECT MARKETING MIX





KIKKOMAN

Ideation / Creative / Digital /
In-store POS / Production / Fulfillment

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KRISPY KREME

Ideation / Creative /
Production / Activation

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GELATISSIMO

Creative / In-store POS /
Production / Fulfillment

THE PERFECT MARKETING MIX





KUMHO TYRE

Ideation / Creative / Digital / Promotion Mechanics /
In-store POS / Giveaway Items / Production / Fulfillment

THE PERFECT MARKETING MIX





THORN

Ideation / Creative / Digital / Promotion Mechanics /
In-store POS / Giveaway Items / Production / Fulfillment

THE PERFECT MARKETING MIX





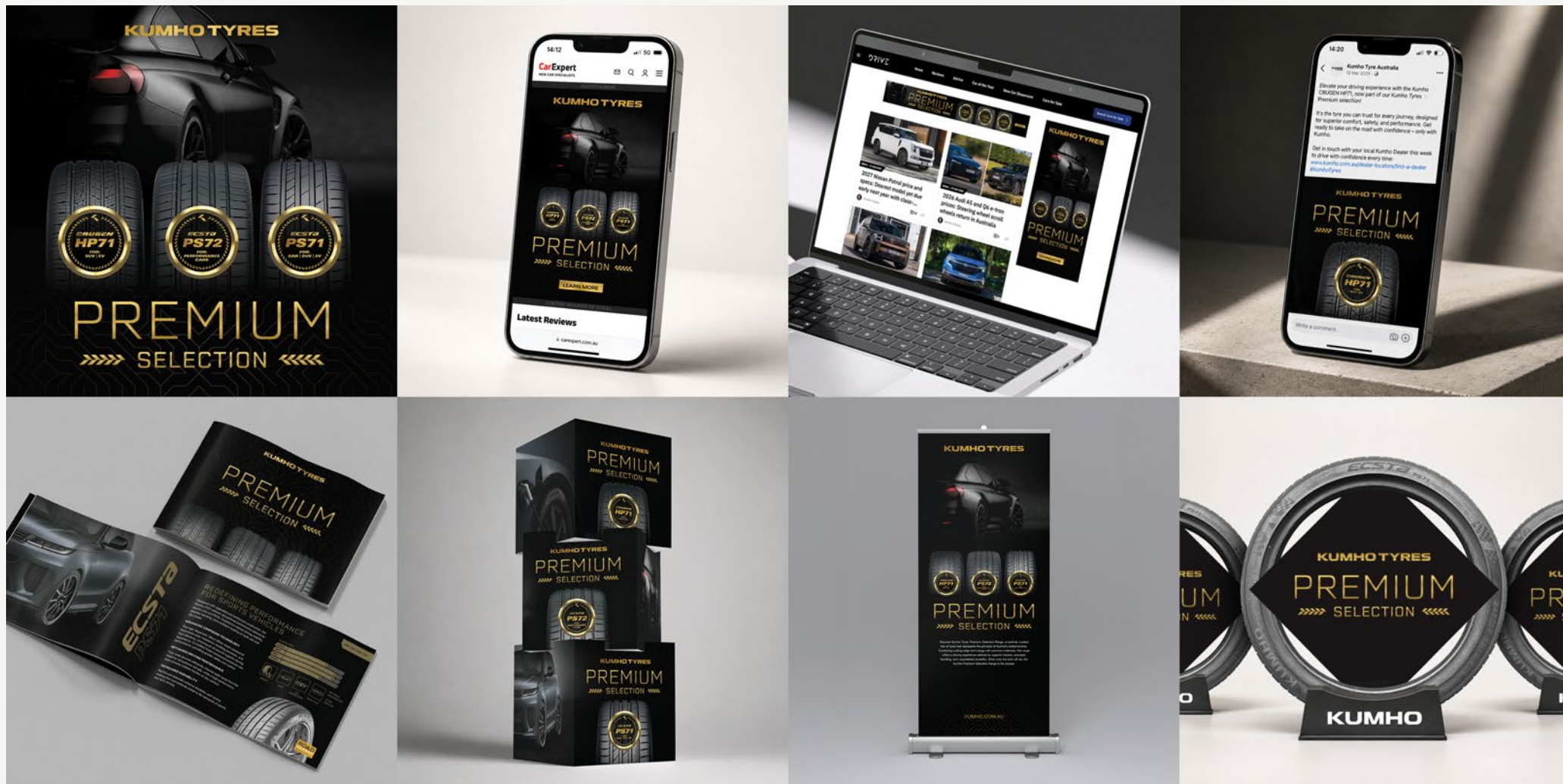
KITTEN

Brand Modernisation
and Retail Relaunch

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KUMHO TYRE

Premium Selection
Product Range Campaign

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MICHELIN

Michelin Car Care
Trade and Retail Program

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SERVICE MENU

BRANDING

- ☐ Corporate identity
- ☐ Logo development
- ☐ Style guides

ADVERTISING

- ☐ Online
- ☐ TV/Radio/Press
- ☐ Outdoor

PROMOTIONAL

- ☐ Sales packs
- ☐ Brochures & catalogues
- ☐ Product guides

POS DISPLAYS

- ☐ Merchandisers
- ☐ Mobiles & counter cards

PACKAGING

- ☐ Concepts
- ☐ Finished art

B2B COMMUNICATION

- ☐ Annual reports
- ☐ Company profiles
- ☐ Presentations

TRAINING

- ☐ Sales training kits
- ☐ Online training
- ☐ Support

PHOTOGRAPHY

- ☐ Product
- ☐ Location & talent

VIDEOGRAPHY

- ☐ Corporate videos
- ☐ Product demonstrations
- ☐ Sales training

WEBSITE DEVELOPMENT

- ☐ Creative/UI/UX
- ☐ E-commerce
- ☐ Content
- ☐ Hosting/Support/Maintenance

SEO

- ☐ On-site/Off-site
- ☐ Remarketing
- ☐ Campaign management
- ☐ Site audits

GOOGLE ADS

- ☐ Search
- ☐ Shopping
- ☐ Display
- ☐ Video
- ☐ Mobile

SOCIAL MEDIA

- ☐ Facebook
- ☐ Instagram
- ☐ LinkedIn

EMAIL MARKETING

- ☐ Content development
- ☐ Database management
- ☐ Reporting

ONLINE TRAINING

- ☐ Brand education
- ☐ Product knowledge
- ☐ Sales training

CHANNEL MARKETING

- ☐ Distributor/Wholesaler
- ☐ Dealer/Retailer
- ☐ Franchise Networks

PRODUCT LAUNCHES

- ☐ B2B
- ☐ B2C
- ☐ Road shows

EVENTS

- ☐ Conferences
- ☐ Special events
- ☐ Staff & talent management

TRADE SHOWS

- ☐ Concept & design
- ☐ Shell schemes
- ☐ Turnkey custom builds

SALES PROMOTIONS

- ☐ Promotional concepts
- ☐ Competitions & permits
- ☐ Production & fulfilment

INCENTIVE PROGRAMS

- ☐ Key customer programs
- ☐ Distributor/Wholesalers
- ☐ Dealer/Retailers
- ☐ Franchise groups
- ☐ Consumers

SPONSORSHIP SUPPORT

- ☐ Brand ambassadors
- ☐ Team sponsorships
- ☐ Event sponsorships

LEAD GENERATION

- ☐ Database development
- ☐ Management
- ☐ Reporting

PROMOTIONAL PRODUCTS

- ☐ Tech & phone
- ☐ Office
- ☐ Bar & drinkware
- ☐ Auto & tools
- ☐ Sports & fitness
- ☐ Travel & bags

PRIZES

- ☐ Electronics
- ☐ Recreational
- ☐ Adventure
- ☐ Gift cards

POINT OF SALE

- ☐ Counter displays
- ☐ Shelf organisers & talkers
- ☐ Mobiles
- ☐ Banners & flags
- ☐ Signage

PRINT

- ☐ Catalogues & brochures
- ☐ Trade presenters & folders
- ☐ Posters
- ☐ Counter cards
- ☐ Stationary

PACKAGING

- ☐ Boxes
- ☐ Bottles
- ☐ Bags

DISPLAYS

- ☐ Expo kits
- ☐ Marquees
- ☐ Inflatables





HAVE A PROJECT IN MIND?

We'd love to hear about it and
explore how we can help.

[CONTACT US TODAY!](#)

**BRAND
PRODUCT
CHANNEL
MARKETING**
THE PERFECT MARKETING MIX

