

Grow



Faster

GROW YOUR MARKET SHARE WITH A BETTER BRAND AND COMMUNICATION STRATEGY

Our Vision

UNDERSTAND THE BRAND'S VALUE

**Then us authentic communication to help
others understand the brand's core values**

We offer strategic planning and marketing with the ability to produce world class solutions fast.

We develop ideas, strategies and spin bad situations into great opportunities.

We have done this for multinational organizations, hotel chains, airlines, publishing houses, retail establishments, high-tech and low-tech companies.

We help businesses grow, look more professional and stay true to their marketing and brand goals.

We excel in providing dynamic creative solutions to any problem you may encounter while marketing your company and products.



SOLUTIONS THAT MAKE A BIG DIFFERENCE



MORE Ideas & Strategy

Bob Garlick

CREATIVITY AND STRATEGY



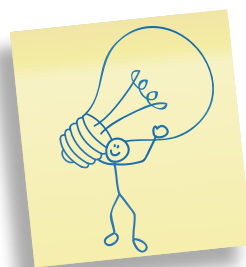
Over the past 35 year Bob has been an artist, creative director, designer, photographer and entrepreneur. He believes that truly great communication is based on a story that speaks for a brand.

Through the years, Bob has run several successful companies in North America and Asia. He was the creative director for a content service agency in Bangkok and Hong Kong. He ran another communication company out of Houston Texas before Garlick Marketing in Vancouver Canada.

Bob has helped companies like; Coca-Cola, BMW, Intercontinental Hotels, SAS Airlines Lufthansa Airlines, AT Kearney, DDB Needham, Leo Burnett.

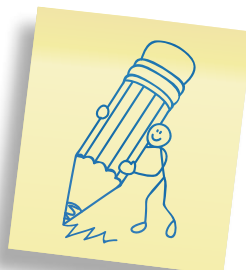
He has worked for multinational companies, advertising agencies, small startup organizations and now he heads up Garlick Marketing.

Our Process



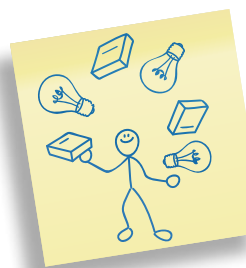
Understand

Meet with key people to learn what and why the brand is special and unique.



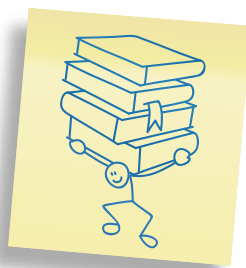
Ideas

Develop an idea and the story that explains the brands core values succinctly.



Manage

Help people keep on track and push teams to maximise the quality and integrity of the brand's core message.



Learn

Study the final results of a project so that everyone can learn how to do the next project more efficiently.

Case Studies that illustrate some of the
many success stories we have had.

9 CASE Studies

Business Book Talk

NEED: Develop a Podcast show from the ground up to see how long it would take to get up to 500,000 downloads. Primarily as a proof of concept project since Podcasting was so new..

IDEA: Interview business books authors and ask them 7 basic questions. The approach to the interview style was casual, none sales hype based and was intended to let the author talk at length regarding their book, beliefs, and to share business tips.

RESULT: The show was launch in 2012 with 10 shows that featured local business people talking about their favourite book. There was a new book interview every week. After 6 months publicists starting sending books weekly. I did interviews from all over the world using Skype and a home based studio.

I was able to develop a system were I could record an interview, edit the interview, add branding and advertising, then schedule it into a blog post. The system brought my production time down from 3 hours to just over 1 hour per show. I reached 500K downloads before show 200. I also produced 5 other podcast show topics over a 7 year period.

PARTICIPATION: Producer, Designer, Audio Engineer, Pre and Post Production, and Social Media Management. Proof of Concept Project, did not report to anyone.



Yacht Haven Phuket



NEED: Inform and sell luxury housing, shops and apartments on 750 hectares of land as an international destination for “second home” or “vacation property” investors.

IDEA: Introduce yacht racing as a lifestyle to South East Asia and promote the location as a racing destination to hundreds of yacht clubs around the world.



RESULT: A 21 week project that was billed at US \$7 million which includes media buy. This campaign sold 50% of the project in less than one month.

We presented a large 35 page brochure (21 x 42 inches 53 x 82 cm) along with multiple information packages. The media buy included Asia’s premier publications such as South China Morning Post, Time Magazine and NewsWeek Magazine. We then implemented a series of motivational lunches at 4 star hotels for the high end business demographic we had researched and targeted for this campaign.



The campaign also reached out with a book and limited edition poster featuring 50 trips to exotic tropical islands (sometimes minutes away) from the club’s main docks. Hundreds of targeted direct mail pieces with invitations to the global yachting community to consider this location for their stopover location on global and Trans-Pacific races.



PARTICIPATION: Art Director and Concept Development Lead for project. Reported to Executive Creative Director DDB Needham.

Pan Pacific Hotel

NEED: Thank the fortune 500 companies in Asia that were using the hotel for their meetings and accommodations for international guests.

IDEA: Create a series of gift style promotional packages that are fun to get and yet introduces the hotel to Executives and their Assistants so that the hotel will be top-of-mind.

RESULT: This 4 year campaign featured a “Thank You” box every 6 months. The boxes would reflect a regional business or cultural sensitivity and awareness to show that the hotel understood how Asia and the business community worked.

Once such package played on the tradition of Thailand’s Songkran Festival of Water. The James Bond themed box contained a branded water pistol, instructions and a Martini Voucher for the month. The instructions invited the recipient to take the water pistol and visit the hotel and shoot any staff with a yellow arm band. Participants were rewarded with a weekend pass at the hotel’s Executive Suite. The Martini Card introduced the participants to the Executive private bar (which was needing promotion).

The James Bond package had a 60% response rate and the hotel enjoyed a 42% increase in bookings for business events.

PARTICIPATION: Creative Director and Concept Development, Production Coordinator, Project Manager. Reported to CEO and Food and Beverage Manager.



Coca Cola Japan



NEED: Keep Coca Cola (and other sister brands) top of mind for the Japanese market that was flooded with new soft drinks.

IDEA: Differentiate the Cola brand with other products in Japan by breaking the traditional position that had been used for the past 5 years. This included killing the super successful campaign tag-line “I Feel Coke” that had been used for over 10 years.



RESULT: Working with a new team from North America the art department was invigorated by using exciting new ideas outside of the norm. Pitting senior talent from New York with local artists the resulting campaign had a unique twist that stood out from the norm. Many rules were broken yet all communication stayed “On Brand” and adhered to global standards.



The culmination of these campaigns came when the senior creative director flew to LA and worked with David Finck to create a Blade Runner style ad. It was produced and edited in LA and then approved by head office in Atlanta. The ad was featured in front of all action based theatres released movies for the next 6 months.

PARTICIPATION: Art director, story board artists, editor and brand consulting. Reported to the Creative Director (New York and Tokyo) and senior copy writers.



Asia Books

NEED: International book publishing and book store company needed better branding and communication tools for their English speaking clients and publications.

IDEA: Change the brands overall direction so that it's values resonated with the English speaking communities in South East Asia. Generate core messaging and graphics that mimicked the top book publishing companies so that customers would relate to the company more.

RESULT: Developed a large product catalogue (print and PDF) and published it quarterly. Promoted top selling books and featured a book reading lifestyle in all marketing material. Communicated to the target demographic (North Americans or English Speaking) so that they would more readily relate to the brand.

Redesigned the look and feel of all the fiction and nonfiction books that they published. Developed them so that they had a more North American feel.

International books sales increased 43% over 3 months.

PARTICIPATION: Corporate liaison (CEO and Owners), Brand Strategy, Creative Director and Concept Development, Project Manager. Reported to owner of company.



Crypto Crown



NEED: When on boarding new clients Crypto Crown was getting inundated with issues. They needed a more efficient, as well as easy to search setup information and tutorials for items like; crypto exchanges, registration of virtual wallets and transferal of funds into the blockchain world from a persons bank.

IDEA: Develop a series of very short How-To, on multiple platforms, that would cover the top issues people face when trying to create a blockchain based account. The communication tools also covered such things as Taxation pitfalls, long term strategy, risk management as well as other relevant topic.

RESULT: Management and sales teams were able to reference the growing library of answers and solution to technical issues to a point where the information was shared automatically to anyone who joined up. Because the communication was single topic driven a person could easily search for any issue and get the answer in under a minute.

The tax education videos were very helpful and appreciated by all people involved in online money management. We expanded into live Zoom meetings once a month so that clients could get a chance to ask specific tax questions.

PARTICIPATION: Art director, video editor, audio engineering, voice-over scripting, brand consulting. Reported to the CEO and VP Marketing.

GOYA

NEED: Rebrand a business coach who needed to position himself as an alternative thought leader in an over saturated marketplace.

IDEA: Develop branding and all communication elements. This included content and educational material for people who needed coaching and motivation (especially during Covid) to grow thir business. The educational pieces were in the form of Blog Posts, Podcast and Video Q&A Series. Content was published 5 days a week.

RESULT: An increase in brand awerness and the ability to drip-feed fans with the content, enabled “Anil the Coach” to build relationships. He was also able to use the content to provide answers for people through social media sites. This in turn drove more traffic to the website as well as having the content distributed through other peoples online communities.

The rebranding and eventually relocation of the GOYA Project (get Off Your Ass) enabled Anil to grow his services and client base in a much larger city and still maintain existing fans of his material and unique style of presenting it.

PARTICIPATION: Creative Director, Designer, Strategist. Reported to Owner. Training and education.



TAT OPEC Advertorials



NEED: Announce the Asia-Pacific Economic Cooperation (APEC) event through Time, Forbes and Newsweek Magazines and get people to read about the benefits to Thailand.

IDEA: Use an advertorial strategy so that readers of the magazines will think that the Ads are actually editorial content. This was the only cost effective solution for so much information to be publicized.



RESULT: By creating a template that followed all the rules laid out in the advertorial limitations documents we requested we were able to produce a 2 page (centre magazine) spread that was appealing to the readers of the magazines.

The template was created by using a hybrid layout design that was based on all 3 magazines. The spread looked very authentic and yet were not actually copying the magazine design 100% so that the Ads were approved and published.



The design and copywriting strategy was so effective that the Head of Marketing at Forbes Magazine in London used the Ads as an example of how an advertorial design can be effective and blend in with the magazine's overall brand and yet still be considered an independent content insertion to a discerning eye.



PARTICIPATION: Creative Director, Designer, Strategist. Reported to Communications Director of TAT and OPEC event committee.

A.T. Kearney

NEED: Communicate the benefits that Mid-Level and Senior Staff can receive. Influence women to consider A.T. Kearney a good long-term career choice for family oriented people.

IDEA: Simplify the descriptions of the benefits and use whiteboard animation to create informative yet entertaining videos to help get the core benefits across quickly.

RESULT: Several informational videos were produced over a six month period. The Human Resources (HR) department has noted a dramatic increase in female applicants and have been able to transition people back into the organization after maternity leave more easily.

The introduction of a series of interview style videos highlighted senior women talking about how the company worked with them to create custom solutions so that they could fulfill their goals of corporate success as well as build a family.

The Global Management team was so impressed by the effectiveness of the videos as an internal communication tool that they have added several of the video into to the public sector as a recruitment tool.

PARTICIPATION: Art Director, Video and Animation Art Direction. Reported to Global Manager for inclusion and diversity.



Services

CONSULTING: With so many years of experience in the marketing, branding and communication business our team bring much more to the table than your standard consulting firm.

We have the ability to guide and consult in almost any situation. With experience like this you also get timely advice so that you will know what to do if things go sideways.

GROWTH STRATEGY: If you manage a company or are expanding one, the number one thing on your mind is sustainable growth. We offer an unusual combination of ideas that marry technological options with an expanded core communication plan that helps external and internal stakeholders work with your growing brand and communication needs.

Along with this you will also be given insight on your brand's ability to stay relevant within your target demographic as well as strategic advice on what needs to get done now so that you can be prepared for growth in the future.

PROJECT MANAGEMENT: We are often asked to oversee the strategies we recommend since we have a very clear idea of what needs to be done and when. It's a great option if you are looking at sustainable growth without overburdening your existing management team.

BRAND DEVELOPMENT: One of the most effective strategies a company can use is to build communication tools that help it's client-base remember the brand's core values over time. A consistent brand message can improve your bottom line and protect it's integrate.

With the rise of social media, anyone can be a critique of a company's service or product. They can also be an advocate of that same brand. One of the most important tools you can have in place is a strong brand message that uses clear consistent information to sway opinion.

Sectors

EXPERIENCE: Here is a list of industries we have helped become more streamlined, understood and appreciated by their customers:

- International Tech Corporations
- Food and Beverage Industry
- Hotels & Hospitality Management
- Restaurant Chains
- Retail Businesses and Franchises
- International Airlines
- Startup (Seed Capital) Organization
- Large Real Estate Projects
- Factories and Industrial Parks
- Energy Management and Distribution
- International Consultancy
- Non-profit Organizations



- Brand Design
- Social Marketing
- Marketing Strategy
- Project Management
- Traditional Advertising
- Branding and Communication

Contact Us



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LET'S BUILD A BETTER BRAND AND COMMUNICATION STRATEGY