



BRAND PORTFOLIO

WWW.CTRLDIGITALAGENCY.COM

TAKE CTRL.

WE HELP BRANDS **SHOW UP DIFFERENTLY.
WITH CREATIVITY, CLARITY AND CONVICTION.**

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WHO ARE WE?

CTRL is the switch from passive to powerful. Empowering brands to **show up differently**.

Born from the belief that clarity and creativity can co-exist. **CTRL** exists to cut through noise, challenge the status-quo, and remind brands to play by their own rules. Together, we're sharp, strategic and always in control.



MEET THE TEAM

**ADRIAN
PETROVIC**



Partner



**JULIA
GIBSON**



Partner



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OUR VALUES

CREATIVITY

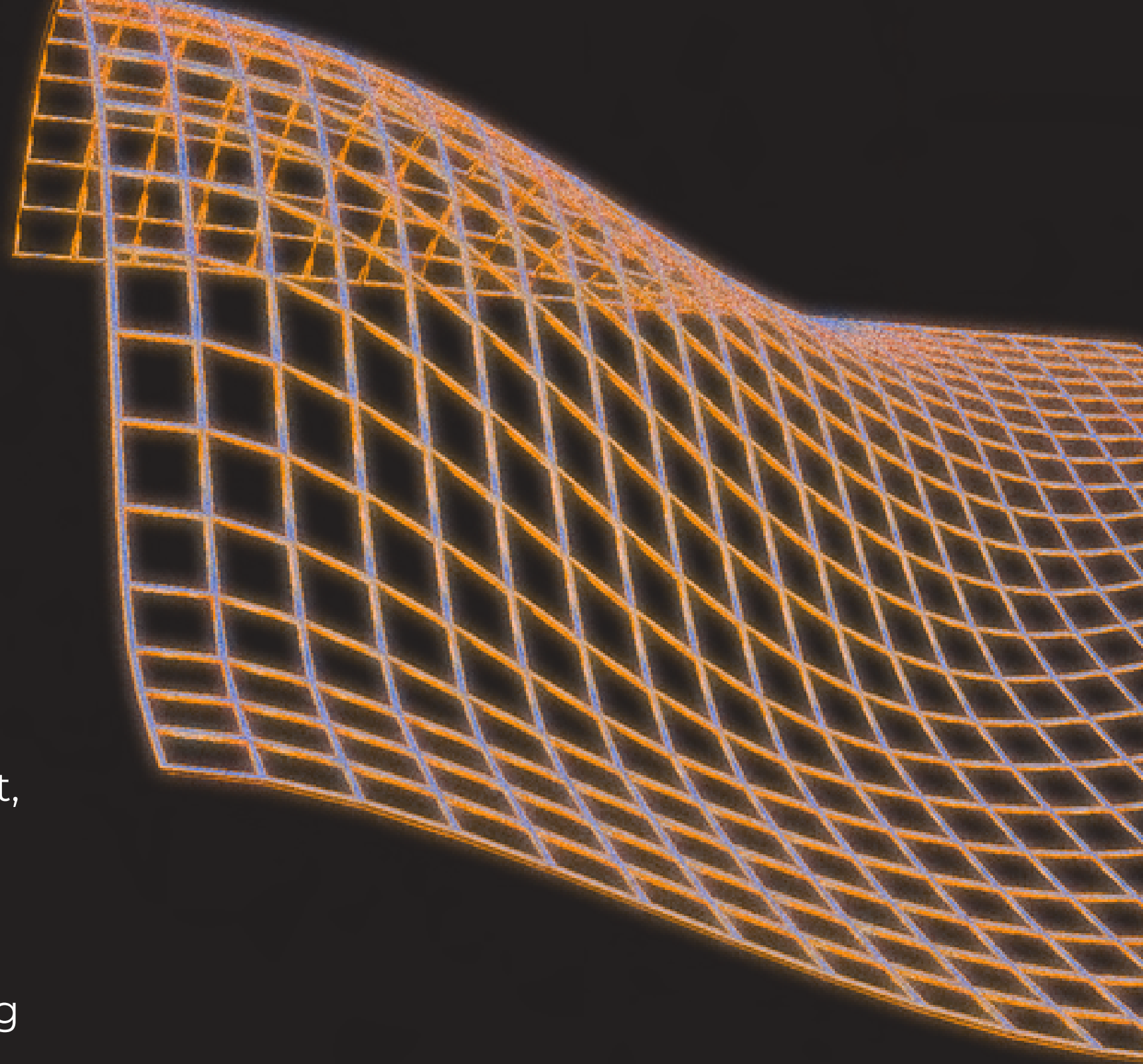
We challenge convention and craft work that stands apart, where strategy meets style and every idea has purpose.

COLLABORATION

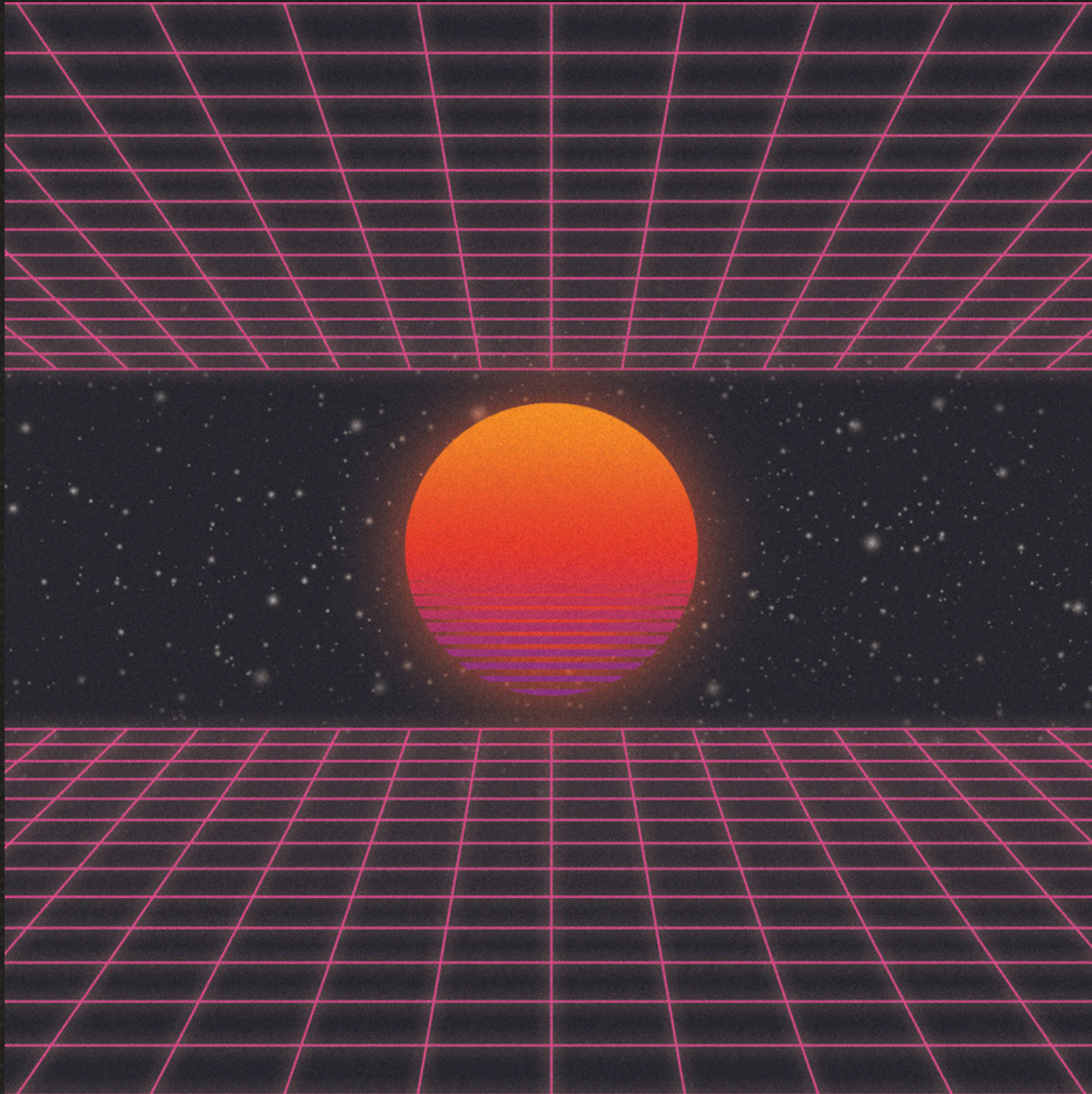
We work alongside our clients as true partners, combining perspectives, talent and trust to bring bold visions to life.

COMMITMENT

We're dedicated to doing things right. With care, integrity and a relentless drive to deliver work that has impact.



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THE CTRL DIFFERENCE

At CTRL, we don't just make brands look good, we make them **mean something**.

We bring together strategy, creativity, and collaboration to help brands show up differently with purpose. You'll get the impression of big agency thinking, with boutique-level care.

A team that listens, challenges, and creates with intent. From brand to campaign, every piece of work we deliver is crafted to connect, backed by insight and built to last.

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OFFERING



BRAND

Brand Strategy
Brand Identity
Brand Positioning
Brand Assets



MARKETING

Digital & Social Strategy
Paid Digital
Analytics
Collateral Design
Website Creation
Google My Business



CONTENT

Content Creation
Campaign Creative
Copy Writing
Social Videography
Social Photography



COMMUNICATIONS

Community Management
Storytelling
Presentations

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IN GOOD COMPANY

VOLVO



Foundation
Education

AIPT.

AUSTRALIAN INSTITUTE OF
PERSONAL TRAINERS

ODYSSEY
PROPERTY CONCIERGE

CTRL DIGITAL

CLIENT SUCCESS STORIES



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GO ALL IN.

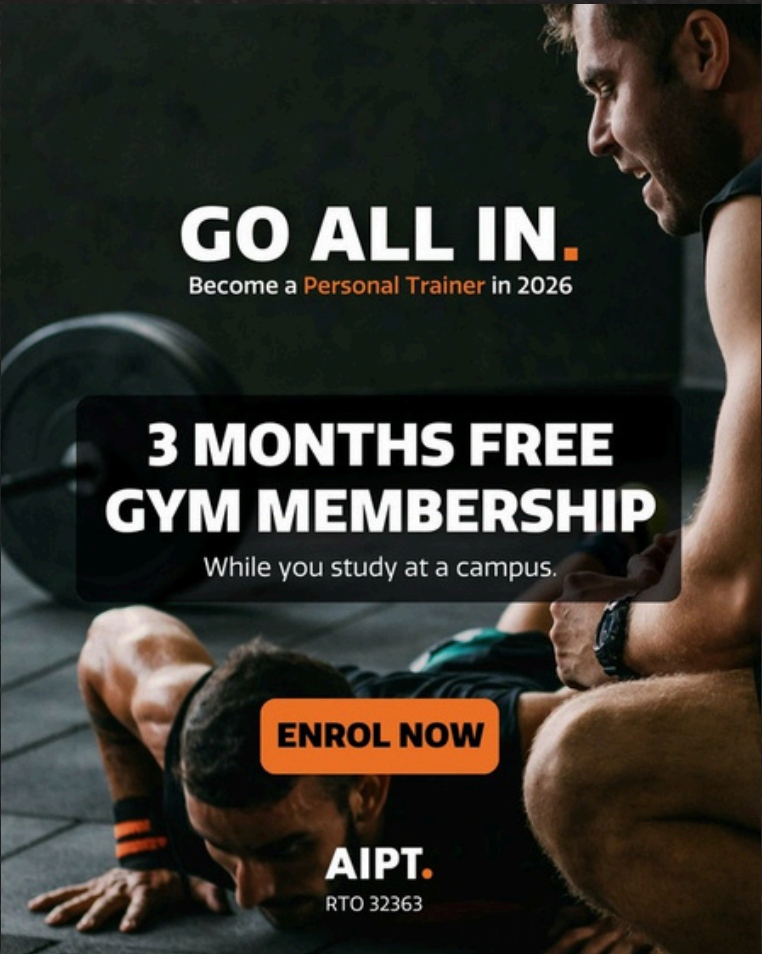
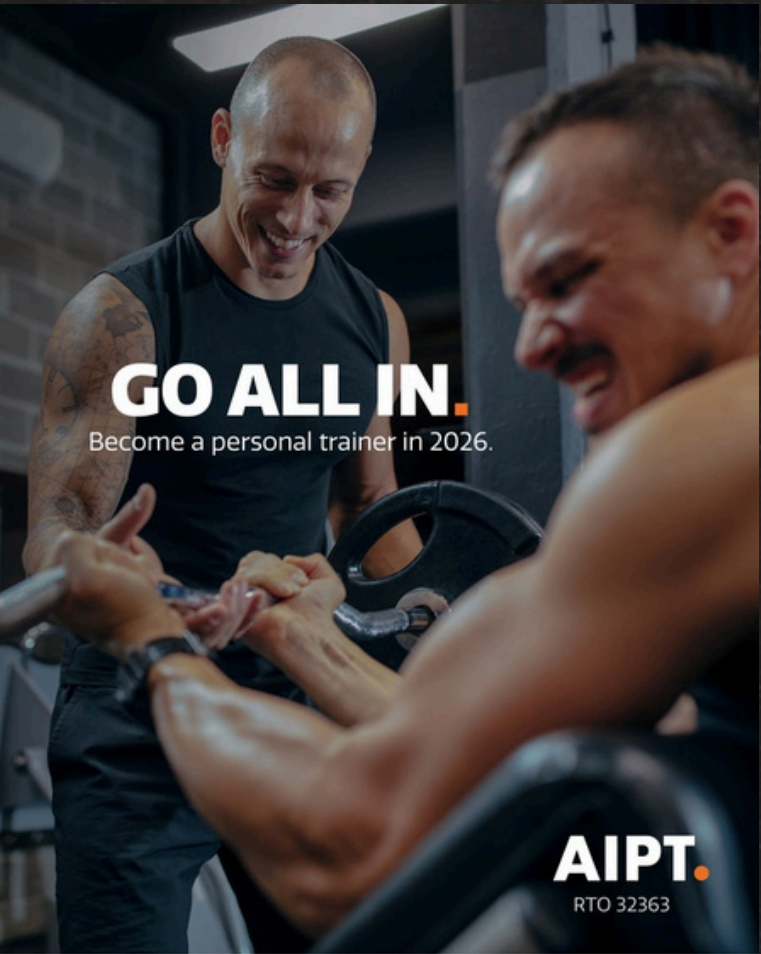
AUSTRALIAN INSTITUTE OF PERSONAL TRAINERS

Objective

To breathe life and innovation into the AIPT brand, using bold storytelling and typography while drawing on a highly aspirational message to increase leads and student intake numbers.

Deliverables

- Integrated Paid & Organic Digital Marketing Campaign
- Photo & Video Shoot
- Public relations event
- Printed and digital visual collateral for gyms around Australia



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YOUR MOVE.

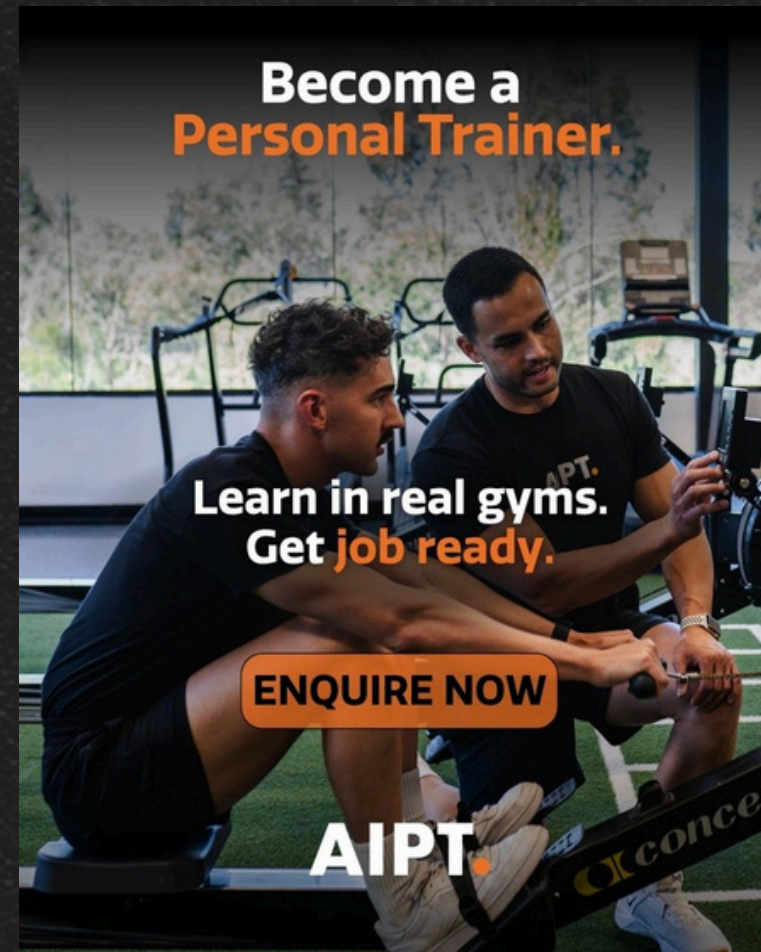
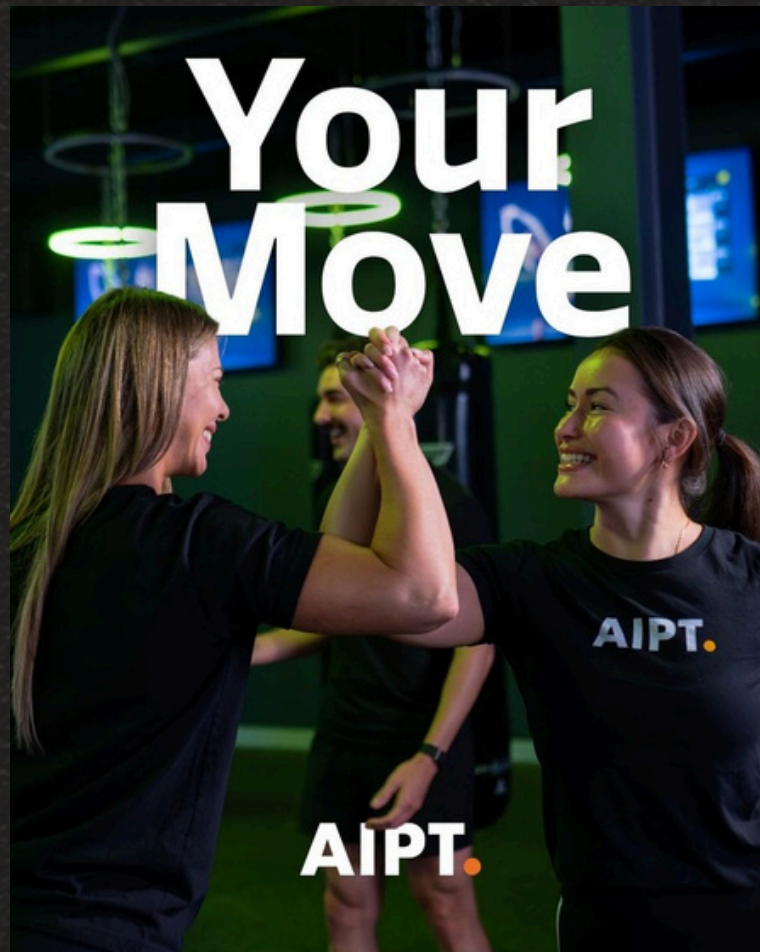
AUSTRALIAN INSTITUTE OF PERSONAL TRAINERS

Objective

To carry on the campaign from “Go All In” and leverage the mid-year slump, remarketing to audiences who consumed the new year campaign but haven’t successfully converted.

Deliverables

- Integrated Paid & Organic Digital Marketing Campaign
- Photo and video shoot
- Printed and digital visual collateral for gyms around Australia



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REBRAND

LIFTED BY SJ

Objective

To take an existing brand for a well-established personal trainer and educator in fitness and elevate to enable digital growth and transformation.

Deliverables

- Colour palette, logo and assets
- Photoshoot
- Website
- ECommerce
- Paid and organic social media
- Content creation



PREVIOUS BRANDING



UPDATED BRANDING

Lifted
by SJ

Lifted

Lifted

Lifted

Lifted

Lifted

Lifted

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DIGITAL GROWTH

ODYSSEY PROPERTY CONCIERGE

Objective

To successfully position Odyssey Property Management as Brisbane's leading 5-star boutique property management agency through increased brand awareness and client acquisition.

Deliverables

- Digital Brand Strategy creation & execution
- Paid and organic Social Media content campaigns
- Customer testimonial content
- Thought leadership content
- Property spotlight content

Results

- 15% social media following growth
- Record levels of brand campaign performance
- Positive Social Media sentiment

ODYSSEY
PROPERTY CONCIERGE

“From day one, Seth has gone above and beyond to make the whole process stress-free. We couldn't be happier with the experience and highly recommend him to anyone looking for a reliable and dedicated real estate agent.”

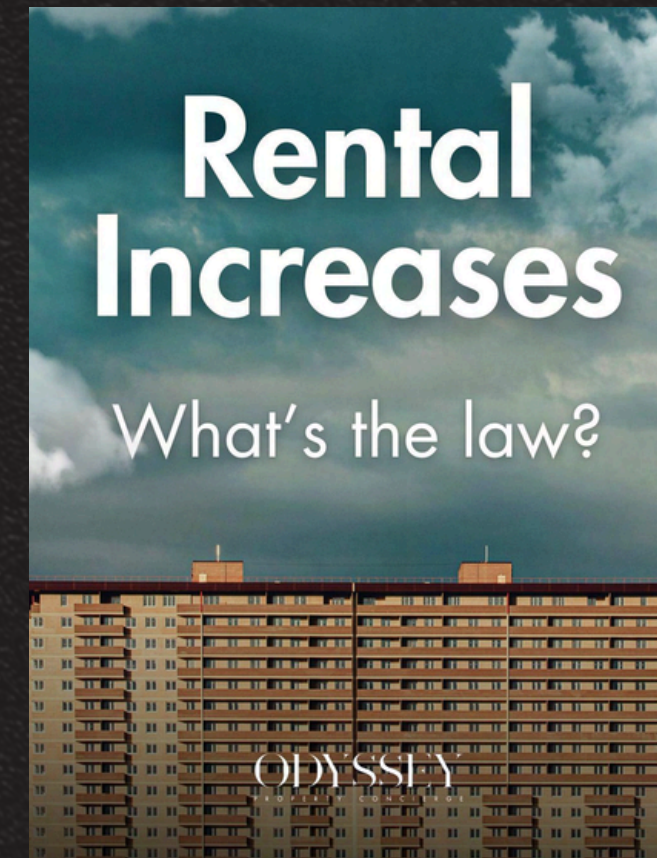


- Rachael Brown -

@odyssey_property_concierge



38/7 Boundary St, Brisbane City, QLD, 4000



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TESTIMONIALS.



KIERAN KANNAN
DIRECTOR ODYSSEY
PROPERTY GROUP

CTRL has stepped in and transformed the way we show up online consistently, professionally, and with a strategy that actually drives results.

Our content looks better and our engagement has grown. I finally feel confident that our digital growth is being handled by a team that genuinely understands our brand.



SARAH JANE WHITE
SJW FITNESS DIRECTOR

I've built my business over the last 10 years, but it wasn't until working with CTRL that my brand finally felt like 'me.'

CTRL has completely elevated my visual identity from colours and design to the overall feel.

They've brought a level of creativity and professionalism I've never had before.

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THE CTRL EXP_ERIENCE

OUR 4 STEP RECIPE FOR CLIENT SUCCESS

1

DISCOVER

Before we start designing, we listen.

This phase is all about understanding your business, your audience, and what makes your brand tick. We'll dig into what's working, what's not, and where the biggest opportunities lie.

2

DEFINE

Once we've uncovered the essentials, we'll translate them into a clear brand strategy and creative direction.

This is where we shape your story and how you'll show up differently.

3

DESIGN

Here's where the magic happens.

We take strategy and turn it into something tangible. Creative work that looks incredible, feels authentic, and works hard for your brand.

4

DELIVER

Once everything's approved, we'll get you ready to roll out with confidence.

From brand collateral to digital support, we make sure your brand is consistent, cohesive and built to last.

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READY TO SHOW UP DIFFERENTLY?



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