

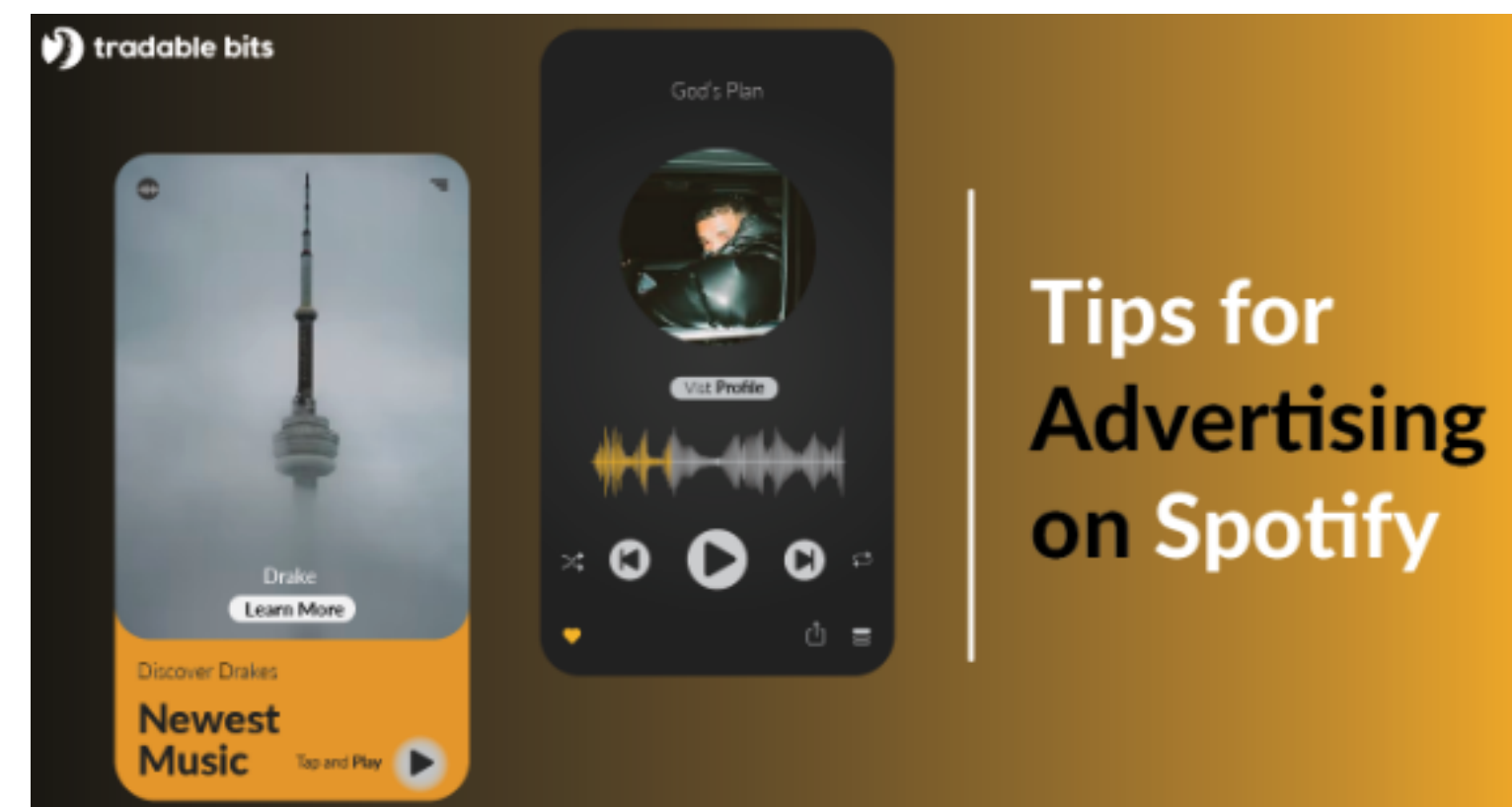
Brand Work

Newsletter | Blog | Socials

2023-2025

Before

Scattered, Busy, Unclear



Today

Clean, Authoritative, Replicable



Before

Playful, Outdated



Liam
Deighton

Today

 Clear, Playful, Authoritative

WHAT'S KRAKEN?

MONTHLY MUSINGS ON ALL THINGS FAN ENGAGEMENT

Powered by tradable bits

MATCH THE TOUR STADIUMS AND WIN!

BEAT THE TIMER FOR THE CHANCE TO WIN YOUR CHOICE OF EITHER A \$1000 VOUCHER AT WALLABY SHOP OR \$500 CREDIT AT LIONS STORE*

*TICKETS AND 2020 TOURS ONLY

Memory Match

WALLABIES VS THE BRITISH & IRISH LIONS

PREDICT THE OUTCOMES FOR THE CHANCES TO WIN!

Vote

THIS OR THAT

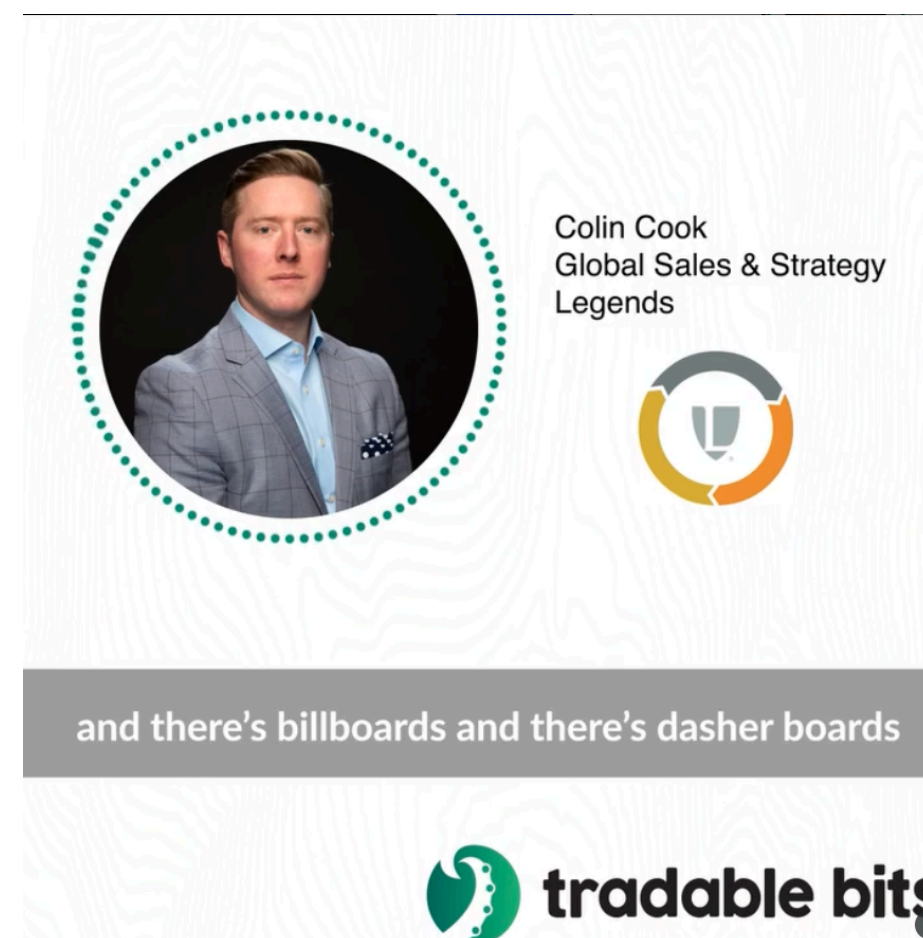
PICK YOUR FAVOURITE AUSTRALIAN OR UK AND IRISH CLASSICS FOR THE CHANCE TO WIN YOUR CHOICE OF EITHER A \$1000 VOUCHER AT WALLABY SHOP OR \$500 CREDIT AT LIONS STORE.

Quiz



Before

Scattered, Busy, Adolescent



Today

Clean, Nostalgic, Authoritative



Liam
Deighton

Before

The HR team was creating ad-hoc materials to share internally, ultimately creating a scattered impact. While internal marketing requires less attention, it is still an opportunity to build your brand.



Today

A selection of templated layouts have not only streamlined the HR team's workflow, but also kept our internal marketing feeling consistent, while still keeping the branding more flexible than external use-cases.



**Liam
Deighton**