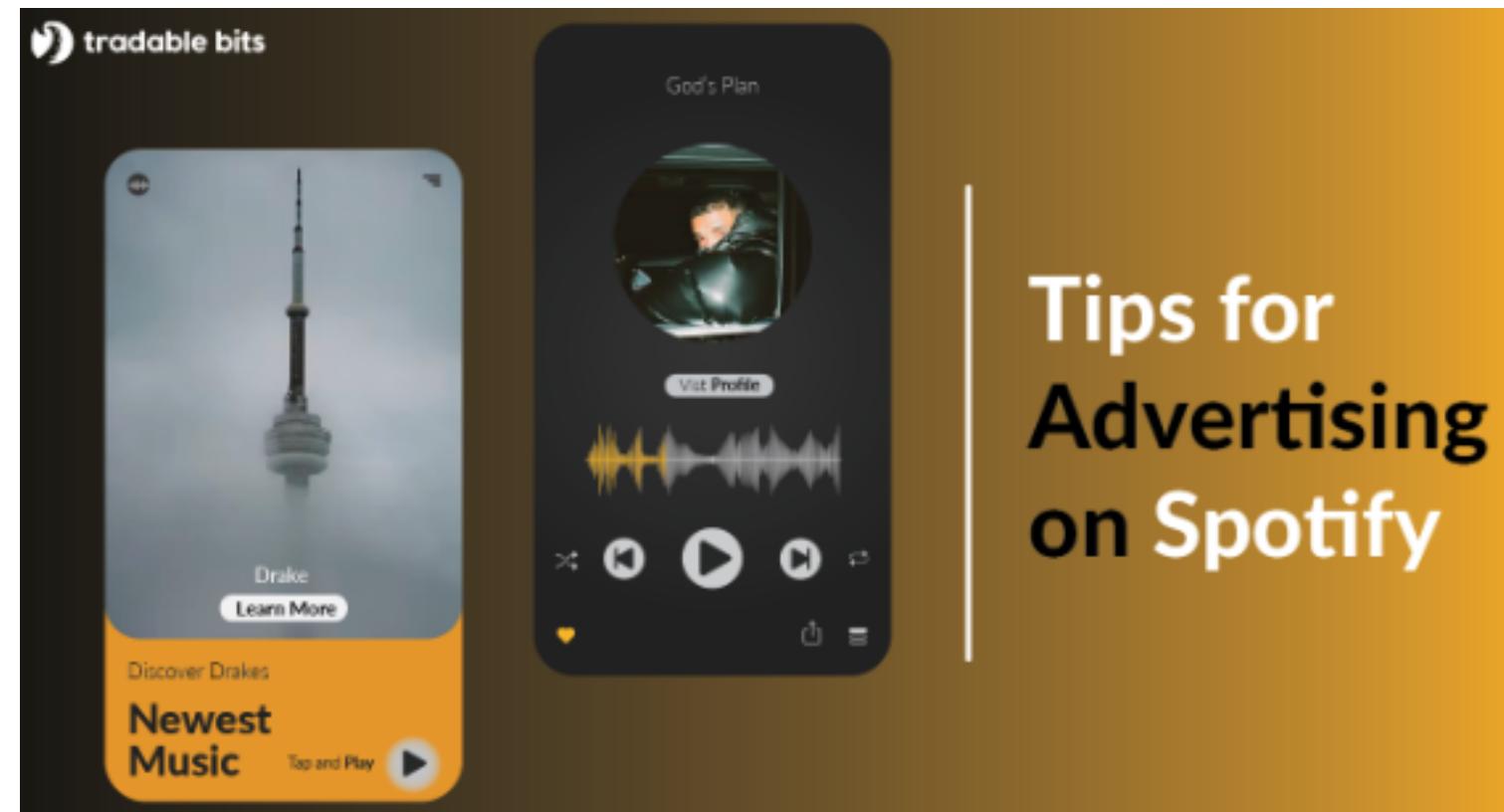


Brand Work

Newsletter | Blog | Socials

Before

Scattered, Busy, Unclear



Liam
Deighton

Today

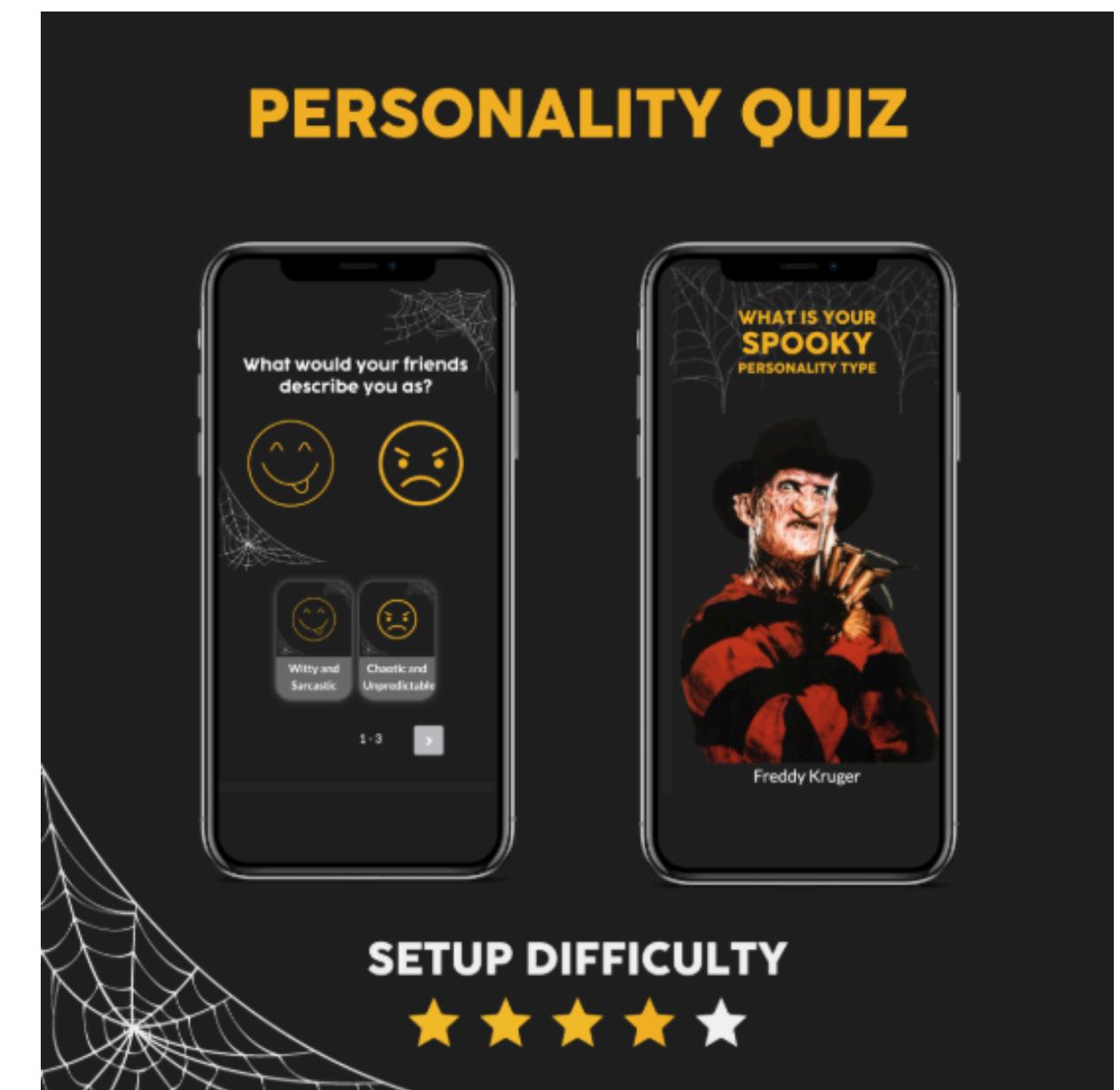
Clean, Authoritative, Replicable



Liam
Deighton

Before

Playful, Outdated



Liam
Deighton

Today

Clear, Playful, Authoritative

WHAT'S KRAKEN?

Powered by  tradable bits



Memory Match
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*
*T&Cs apply

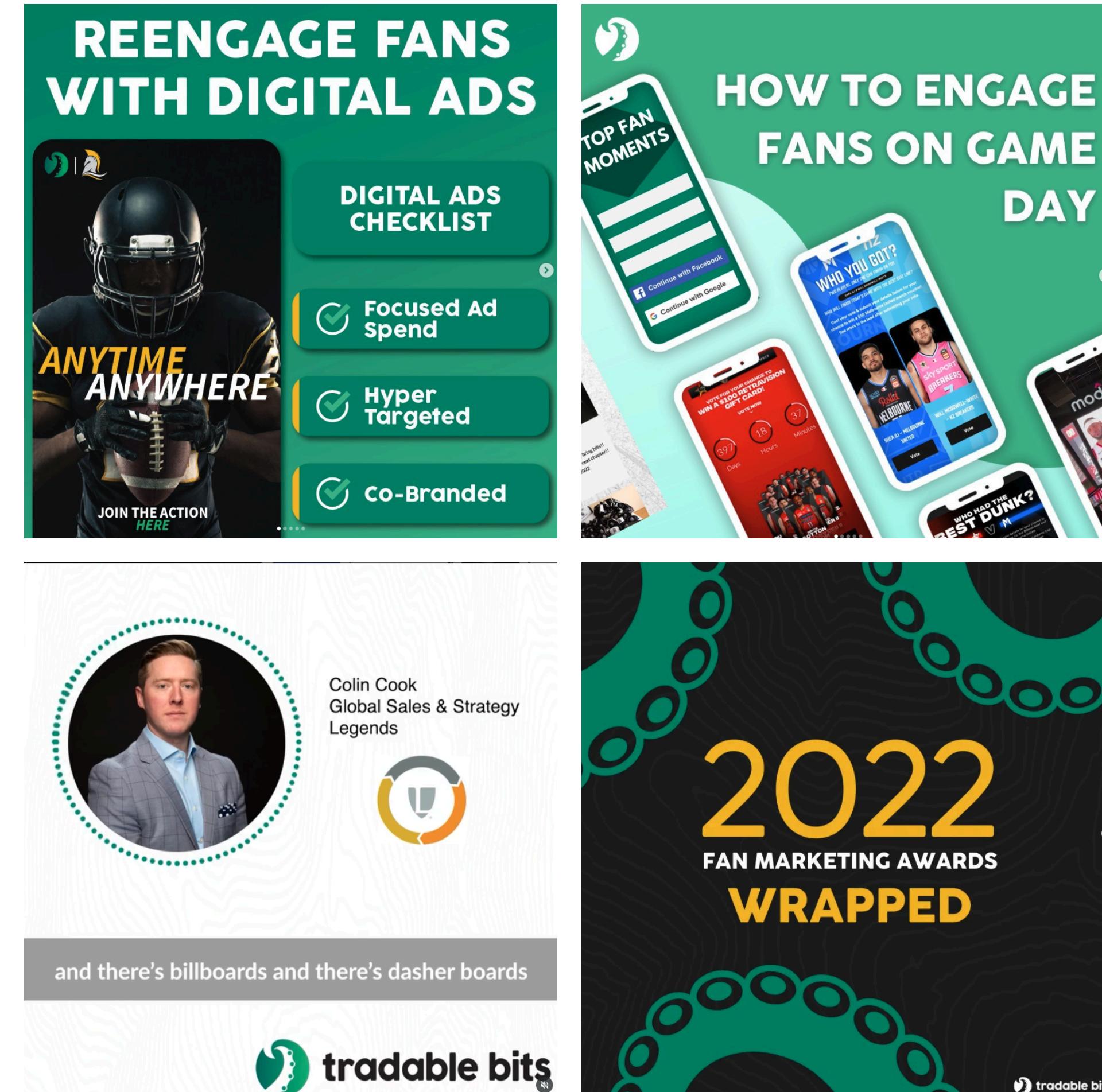
WALLABIES VS THE BRITISH & IRISH LIONS
Predict the outcomes for the chance to win!

Quiz
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

Liam
Deighton

Before

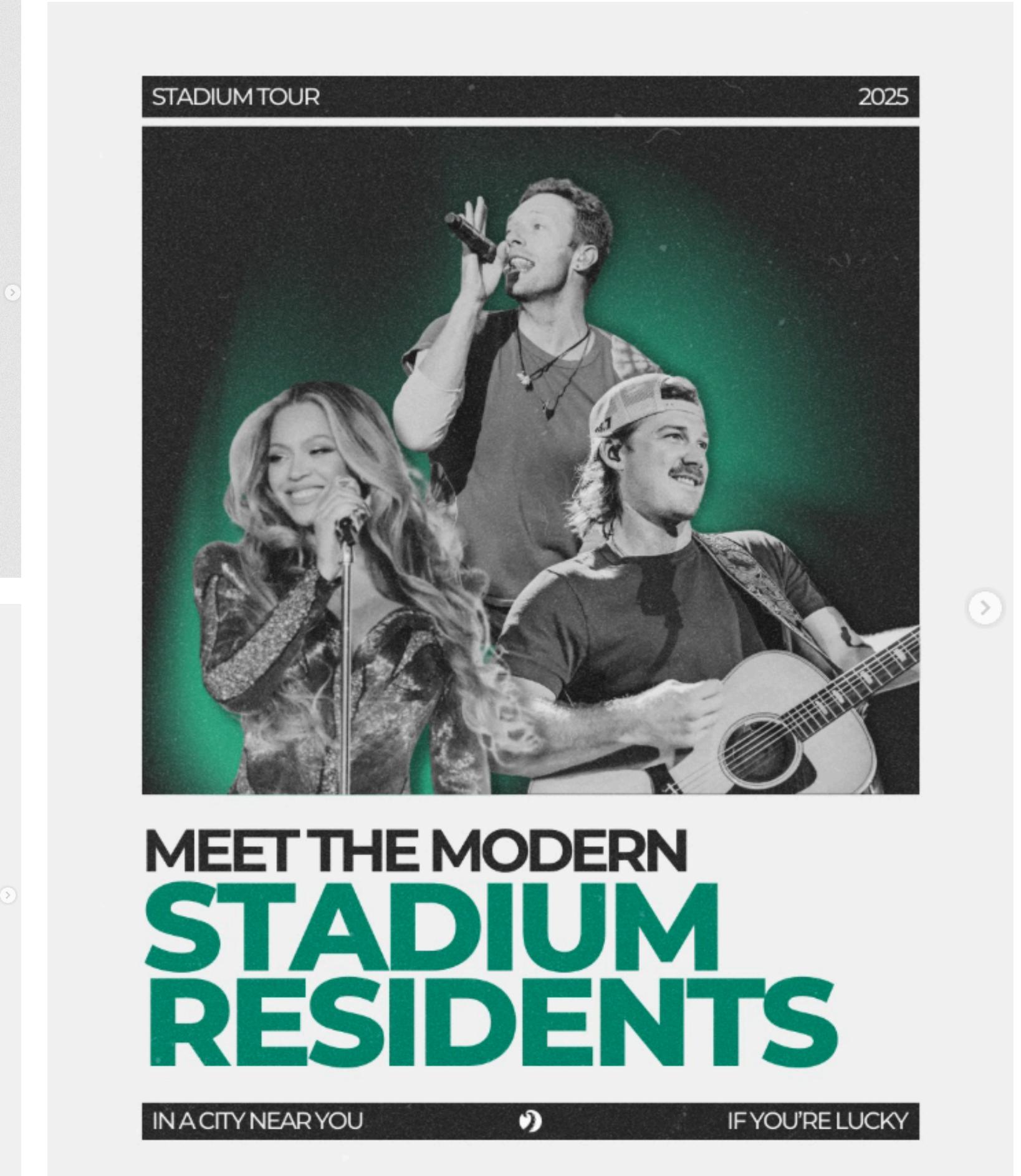
Scattered, Busy, Adolescent



**Liam
Deighton**

Today

Clean, Nostalgic, Authoritative



**Liam
Deighton**

Before

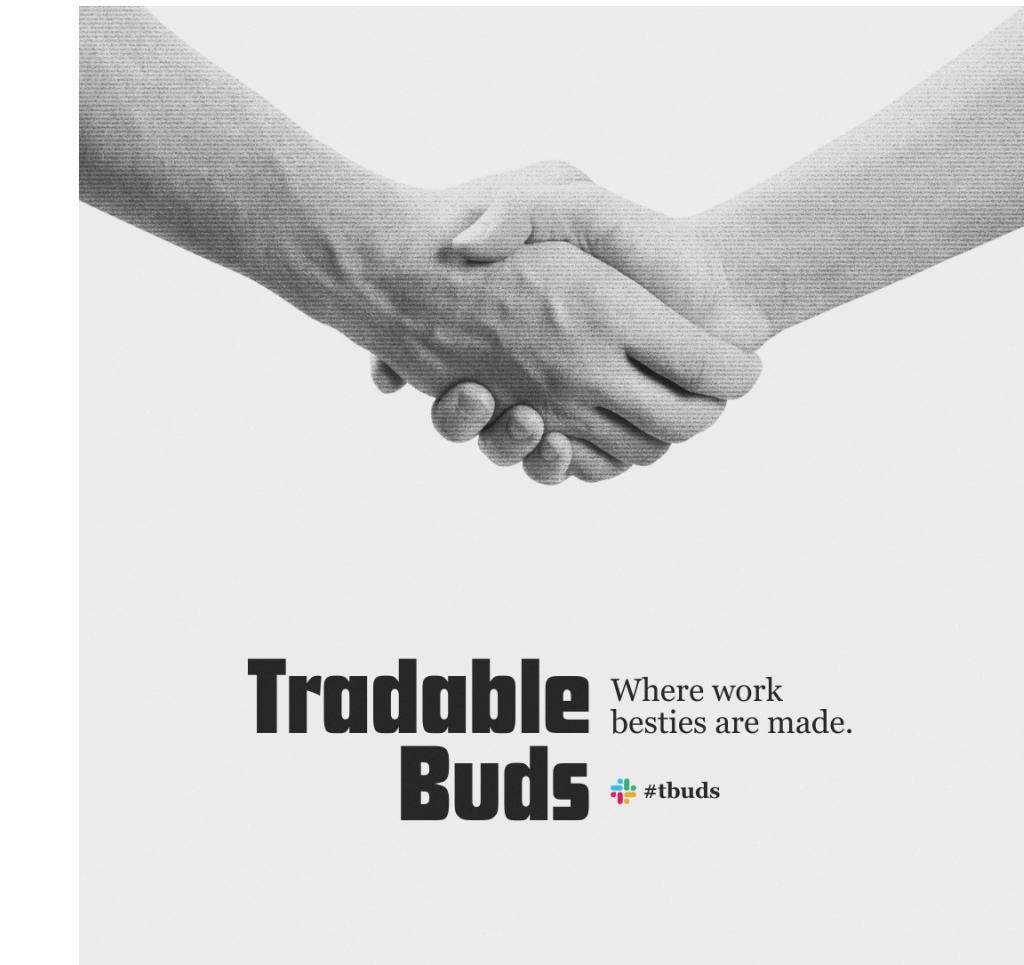
The HR team was creating ad-hoc materials to share internally, ultimately creating a scattered impact. While internal marketing requires less attention, it is still an opportunity to build your brand.



Liam
Deighton

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