issue #5

chocolate, catalogues and things you never thought would happen...

fresh release

Davo's update

Can you believe that we are already 3 months into 2010? Easter celebrations are here and we are of course indulging, once again, in eating far too many Easter eggs. We had a little bit of fun on Tuesday with an Easter hunt. I have to say, some very interesting personality traits came to the surface with the competitive nature of some (not to mention any names Jade) becoming quite evident. For the Freshpictmedia team, it has been a whirlwind of activity as we gear ourselves for our biggest year yet. New people, Mick and Sara (pronounced Sarah) have joined the team; Mick with skills in finished art, Web design and HTML e-marketing and Sara who pretty much looks after anything that I send her way, but predominantly trafficking work through the studio, liaising with clients and chasing, chasing, chasing. Before Christmas we were invited to present to Pulse Pharmacy Management Group who were reviewing their marketing requirements with the aim of consolidating their various advertising service providers into one. After an exhaustive process (well a couple of chats and a cuppa or 2) we are delighted to say that we have become "the one" that Pulse has turned to in order to deliver creative for them across their various brands including Pulse Pharmacies, VitaminMe, Medi-Trim and Roy Young Chemist.

We have been busy working with The Perfume Connection creating strong retail campaigns, developing their Connection Club customer loyalty program, and also working with their suppliers to create strong in-store POS campaigns to support the launch of new fragrance brands.

We are so happy for Vishal and Monique who are to marry on Easter Sunday. We wish them all the very best for a long and happy life together.

Don't forget to enter our competition to win the MASSIVE Easter rabbit which we will get to you on Thursday if you win. Finally, have a wonderful break for Easter, stay safe and we will see you back again soon.

WIN ME!

My name is Flur the **GIANT** 45cm (H) freshpict bunny... I will be here for you when you're lonely and watching a romantic comedy or when you just don't know what to have for dinner or when you can't stop thinking about how amazing that catalogue is that freshpictmedia produced for you.

Find out how to win me below...

freshpictmedia

JADE'S OFFICE SCOOP

SCOOP 1

Brooke has been caught fondling male manicans in the photography room

SCOOP 3

Mick's quote of the day "What's the rules here... can I bring toys to work?

SCOOP 4

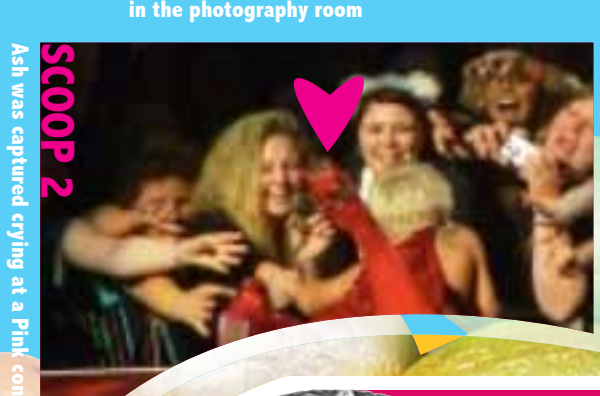
It is rumoured David offers pay rises to employees that say he is the BEST boss ever! I'm still waiting?

SCOOP 5

Sara's mum still packs her lunch for work

SCOOP 6

Jade is the new face of Bundaberg. LEGIT



SCOOP 2

Ash was captured crying at a Pink concert

SPOT-THE EGGS

Join us in our Freshpict Easter Hunt!!! Spot how many eggs are in the picture above for your chance to win Flur the freshpict bunny. The first correct entry sent to enquiries@freshpictmedia.com.au will **WIN**! Quick, get counting... We're waiting!

FRESH AUTUMN LOOKS

During the cooler Autumn months, it can be hard to keep that healthy glow! Try these simple tips to keep your makeup fresh...

It is always a good idea to check the shade of your foundation from Summer to Winter. If your tan has started to fade, think about buying your foundation a shade lighter than you would normally wear during Summer. Your foundation should blend into your skin and should be used to even out skintone rather than hide imperfections or darken your skin. If you have a bit more to cover, invest in a good concealer!

A bronzer or a peachy/pink blush will add a beautiful glow to your cheeks and is a more natural way to darken your complexion. Remember to contour bronzer along your cheekbones, temple and jaw-line wherever necessary. Cream blush is also a great idea to give you a more luminous flush of colour.

Autumn is a great time to play around with liquid eyeliner and strong eye colours such as burgundy, navy and chocolate. A smoky eye adds a dramatic look to any outfit!

Red and Berry lips are so in this season! However if you decide to go all out with your lipcolour, remember to keep your eye makeup more neutral.

SARAS PIC OF THE SEASON

Becca Crème Blush in Turkish Rose

Sara xoxo

BROOKE GET'S OLD & OUTTA OZ...

Auf wiedersehen, Tschüs... FARWELL!!! Off I go on a journey around the world (well maybe just Europe) but I'm super, duper excited! Dad and I have been running the business now for 3 years straight and I have loved every minute. It appears the time has come now to use some annual leave and check out what Europe has to offer. My journey starts in London to catch some big red double decker buses, to Scotland to see my ancestors castle, down to Amsterdam to find a windmill, over to Munich, Prague celebrating my 23rd birthday in an 8 level club, Venice, Rome, Greek Islands, Barcelona, South of France, Paris, Ireland, London again and home... All in all 6 weeks of amazing sights to see ahead of me :) I will be back in the office for the 17th May with many stories to tell! If you are just missing me way too much (which I know some of you will haha) hit me up on facebook. Abby will be replacing me for the 6 weeks so please don't hesitate to contact her on abby@freshpictmedia.com.au or Sara on sara@freshpictmedia.com.au for any future jobs. Much love and many kisses, keep the catalogues flowing whilst I'm away and very excited to see the work produced when I get back. x

RECENT CAMPAIGNS

The Perfume connection tried something a little different this easter, with up to 65% OFF instore along with the tagline 'Easter Teasers'. Welcome Pulse to the folio! We went with some gorgeous imagery of a little boy in a bunny suit for their most recent 'Hop in for a Bargain' campaign. More and more international fragrance campaigns are coming through our doors these include, D&G Rose The One, Armani Code, Christina Aguilera by Night, Marc Jacobs Lola, Burberry Sport and many many more... Keep them coming guys! So we have been busy little bees, churning through the workload and delivering the best results.

MICK THE WEB GURU

Everyone say 'hello' to Mick! The n
to the team here at Freshpictmedia
do you bring to the team Mick...?
"I Bring the nerd to the Freshpict Te
The internet is my play ground specialising in Web Design and Web Development, HTML and CMS. In between the web stuff I get images ready for use in catalogues, lately I have been working on international fragrance POS campaigns, I am looking forward to getting stuck into more web related work soon."

Check out our most recent website created for Phalanx Consulting Group... www.phalanxgroup.com.au

ASH REPORTS ON IMOGEN HEAP

For Brooke's birthday, I got her tickets to see Imogen Heap- a UK singer/song writer at the Billboard Venue in Melbourne.

The stage lit up with fairy lights that weaved through a cut out tree standing above her piano and sound board that held multiple instruments, gadgets, symbols, chimes and objects which created all her electronic/folk driven music.

Once opening the show introducing herself and her band, every song consisted of Imogen Heap capturing the most unique sounds through two mini microphones attached to her wrists. Allowing her to constantly move from one instrument to another, she sampled and recorded each sound and vibration that looped, repeated and developed into her music. While editing the mix of sounds live on the spot, she gradually layered her vocals over the top to create each and every song from scratch.... start to finish.

Throughout the 15 or so songs she played she wrapped up her 2 hour show, finishing with 3 of my favourite songs. Coming back out for the encore for her most well known song 'Hide and Seek' and included the audience to sing the harmonies in her last song while she belted out the vocals. It gave me goosebumps!

We left speechless. She was simply A-MAAAAAAZING! Have a listen.. http://www.youtube.com/watch?v=nC6TnQBqg1Y&feature=related

SHARK BAIT

DAVO TURNS 50!

It seems that me turning 50 is a subject of much delight for those around me as those younger than me can now gain great satisfaction from taunting me over my old age and those older than me can now delight in welcoming me to the old persons club. Not too sure how I feel about that, but I do know that the resultant celebrations have provided me with great memories (while I still have my memory that is). One such memory was a morning swimming with the dolphins and seals here in Port Philip Bay, a birthday gift from a dear friend. We headed out from Sorrento pier about 7am on a Friday and were delighted to see dolphins swimming close by very soon after departing. "We're in for a good session", I could hear the tour guides muttering whilst showing more than a little excitement about the days prospects. As it turned out, that was about as much as we saw of them for the day, but we did go across to the seals located on a platform somewhere out in the middle of the bay and had a wonderful time swimming with them. Often they would swim within a couple of metres of us as we swam around the platform complete with snorkels, goggles and flippers. I think it is great that we can see something like this so close to our doorstep. I recommend it as a day out for anyone, if someone could just ask the dolphins to be a little more cooperative.

MICK BRINGS	SARA BRINGS	JADE BRINGS	BROOKE BRINGS	ASH BRINGS	DAVO BRINGS
Website creation	Traffic's work through the studio	Creative ideas to the table	Independent thinking	A little ray of sunshine every morning she walks in the door	A friendly face to clients
Html/CMS... internet lingo	Puts lots & lots of spreadsheets & timelines together	A hunger for perfection	Pepsi max & coffee cravings	Speedy & accurate finished art	Old man with 30 years print/advertising experience
Finished art	Chases & chases deadlines	A great appetite	A passion for getting the best	Master of photography	Delegation & delegation