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Brandspanking 

If logo is a word, then brand is a conversation.

Your brand should be an ongoing dialogue with anyone that comes within earshot -

A very important dialogue, so it helps to know what you want to say, and how you want to say it.

Putting words in your mouth is what AMG is good at, so the following work speaks for itself.

We have proven experience in helping our clients find their voice. When it is time to talk to your market, or if you need to change your tune, talk with AMG first. Whatever you have to say, we'll help you say it with conviction.

The AMG logo is a white serif font 'AMG' centered within a solid blue circle. The background of the entire advertisement is a repeating pattern of this blue circle containing the white 'AMG' logo.

AMG



OUTERSPACE LANDSCAPES

Complete brand development implemented across a range of promotional collateral material including signage, website, company profile and advertising campaign.

Presence: Regional

Target consumer: Mass market / Upper socio economic

CLIENT:

OuterSpace Landscapes. Christchurch

CREATIVE DIRECTOR:

Andrew Gilmore

ACCOUNT DIRECTOR:

Tim Thomas



HOTEL COSA

Complete brand development articulated via corporate identity and print media, right through to environmental, merchandising and urban.

Presence: Regional

Target consumer: National, international and business travelers

CLIENT:

Hotel Cosa. Christchurch

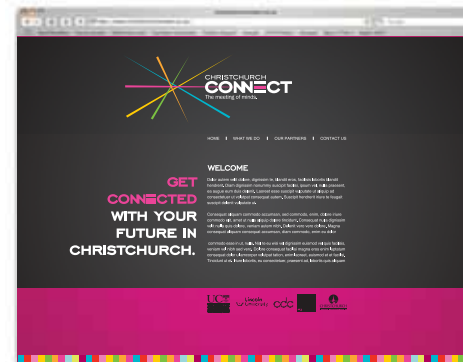
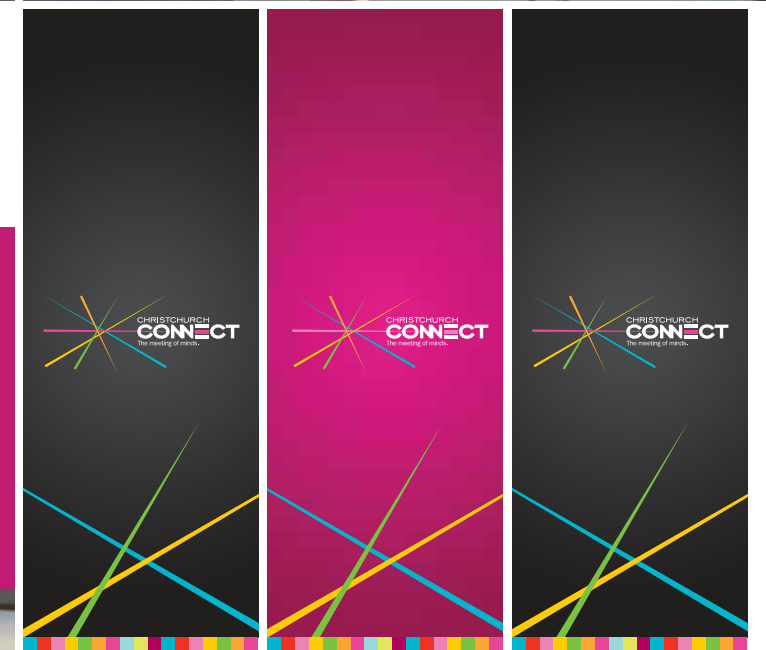
CREATIVE DIRECTOR:

Andrew Gilmore

ACCOUNT DIRECTOR:

Tim Thomas





CHRISTCHURCH CONNECT

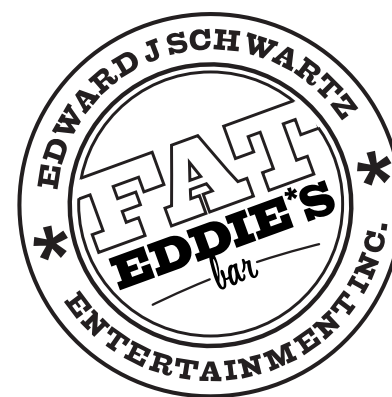
Primary logo and identity development with creative concept extrapolated into various media such as exterior and installation signage, digital and urban.

Presence: National
Target consumer: 18-25 potential education consumers.

CLIENT:
Christchurch Connect. Christchurch

CREATIVE DIRECTOR:
Andrew Gilmore

ACCOUNT DIRECTOR:
Tim Thomas



FAT EDDIE'S

A logo and signage project which was then extended to merchandising, urban, packaging and advertising media.

Presence: Regional
Target consumer: Mass market

CLIENT:
Fat Eddie's. Christchurch

CREATIVE DIRECTOR:
Andy Gilmore

ACCOUNT DIRECTOR:
Tim Thomas



MAINPOWER

Development and implementation of a wordmark logo form to be used across all corporate material. Complete brand specification for all internal and external communication media, signage, urban, advertising and print.

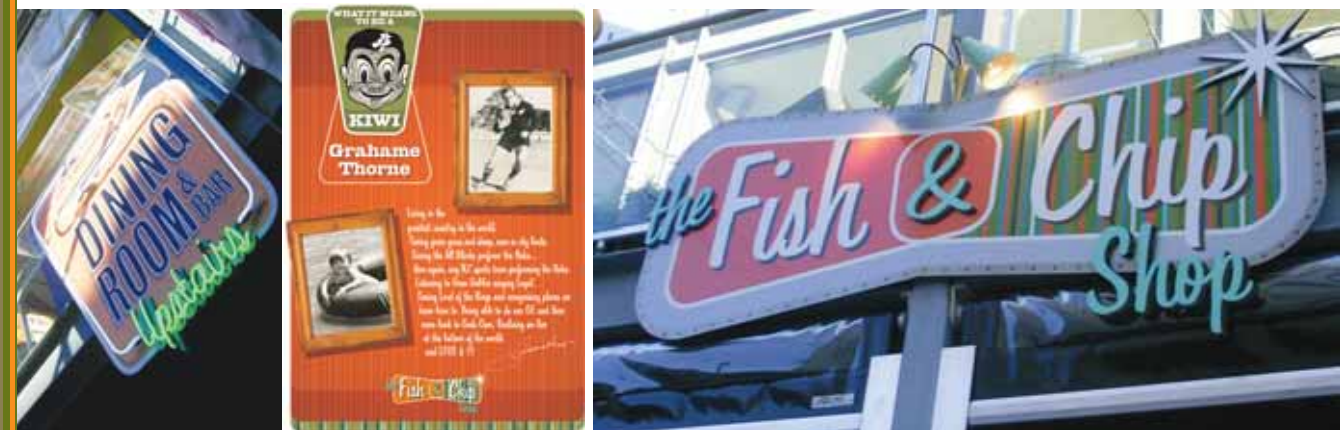
Presence: Regional
Target consumer: Mass market

CLIENT:
MainPower, Christchurch (In partnership with Chambers PR)

CREATIVE DIRECTOR:
Gail Anderson

ACCOUNT DIRECTOR:
Tim Thomas

the Fish & Chip Shop



FISH & CHIP SHOP

A logo and signage project which was then extended to merchandising, urban, packaging and advertising media.

Presence: Regional
Target consumer: Mass market

CLIENT:
Fish & Chip Shop, Christchurch

CREATIVE DIRECTOR:
Andrew Gilmore

ACCOUNT DIRECTOR:
Tim Thomas



HYPASCREEN

Brand development and articulation across a range of packaging, point of sale and external communications including advertising, profile and digital.

Presence: National / International
Target consumer: Mass market

CLIENT:
Arvus Group, Christchurch

CREATIVE DIRECTOR:
Andrew Gilmore

ACCOUNT DIRECTOR:
Tim Thomas



TRANSQUIP

Complete brand development including: name, positioning statement, logo icon, signage, packaging and advertising campaign.

Presence: National

Target consumer: Industry specific - business to business

CLIENT:

TransQuip. Christchurch

CREATIVE DIRECTOR:

Andrew Gilmore

ACCOUNT DIRECTOR:

Tim Thomas



CHRIS HERBERT PROPERTY SERVICES

Brand development and implementation through logo form. Application to corporate identity collateral for an established organisation including revitalisation of brand positioning.

Presence: National

Target consumer: Niche - sector specific

CLIENT:

Chris Herbert Property Services. Christchurch

CREATIVE DIRECTOR:

Andrew Gilmore

ACCOUNT DIRECTOR:

Tim Thomas



MTC TRACTOR CO.

Creation of a new brand including logo form and positioning line. Implementation into all collateral material, signage, billboard and advertising campaigns.

Presence: Regional
Target consumer: Niche

CLIENT:
MTC Tractor Co. Christchurch

CREATIVE DIRECTOR:
Andrew Gilmore

ACCOUNT DIRECTOR:
Tim Thomas



DISTINCTION HEIRLOOMS

Repositioning and revitalisation of an established brand including: name, positioning line, corporate ID, packaging, point of sale and national advertising campaign.

Presence: National

Target consumer: Mass market

CLIENT:

Distinction Heirlooms. Christchurch

CREATIVE DIRECTOR:

Andrew Gilmore

ACCOUNT DIRECTOR:

Tim Thomas



Lyttelton Harbour
Festival
OF
Lights 07



AMG

