

Company Profile



"your Partner"

Our Profile

We are a creative Marketing firm with a smart mix of talent, professionalism and marketing know-how. We'll craft your marketing vision from start to finish, from thought to masterpiece, minus the typical agency hassle.

We have a significant impact in the market place and enjoy a successful reputation in the areas of Marketing, Corporate Sales, Media Management, Event Management, Signage/Display production and installation at both Corporate and Industry levels.

An organisation's greatest asset is its brand and we understand that at Media Partners. Our track record is next to none because of our service focused approach.

Our Services

Creatives

At Media Partners we strive to produce innovative work for our clients. The creatives that are developed are specifically tailored to clients' products. Our creatives are built around a solid communications strategy. If you have a particular objective to achieve with realistic timing, our Media Partners team including high quality graphic artists and production personnel, will combine to achieve your goal. Our track record demonstrates that our creatives are the best in the market place, and invariably better than our international counterparts. We are proud of this cornerstone and would be pleased to provide examples of the fantastic work that we produce.

Our expertise includes:

- Indoor / outdoor advertising design and production
- Advertising campaigns (television, radio & print)
- Copywriting
- Corporate & brand identities
- Event and promotion design
- Conferences & seminars
- POSM design
- Web design

Brand Strategies

When Media Partners is commissioned to undertake a campaign, we ensure that we have the right strategies in place. Great campaigns are the result of attaining an insight into the driving forces of target consumers.

We determine what needs to be achieved with every campaign. We establish what the objectives are, define the specific priorities, and recommend the activities required to achieve the desired outcome.

Our brand strategies are founded upon the understanding of a client's business.

Our hallmark is building brands - we are not just an advertising agency. We offer all of the services of a fully operational marketing department. We do more than develop communication strategies. We assist in devising marketing strategies which will achieve the maximum results, with a minimum advertising spend, and will deliver positive results for the bottom line.

It is this approach that sets us apart, and has made us one of the most sought after teams in Papua New Guinea.

Marketing Services

Success in today's economic environment requires an additional edge to stand out from competitors. Media Partners creates that additional edge by ensuring that you shine with concepts that are well thought through, are unique, and get results.

Media Partners understands that sustained competitive advantage depends on a successful balance between meeting consumer and shareholder expectations. Media Partners will implement a marketing plan to achieve the objectives for both audiences.

We will research and understand the demographics of your brand, and specifically target your audience. We will also establish the role of your brand in the market place in order to create a unique selling proposition.

Our marketing services include:

- Devising marketing and advertising strategies
- Providing creative input
- Developing tactical marketing campaigns
- Developing brand positioning and copy strategy
- Providing strategic media management
- Providing market knowledge
- Recommending sales growth ideas

Promotions

Promotions are a valuable tool in the marketing mix and are used in the overall communications strategy to support brand and business objectives.

Developing and implementing successful promotions is an exciting challenge, and one that we embrace with passion.

Using a promotion to communicate the brand to consumers requires everyone involved to work toward the same objective and plan. Media Partners ensures that this happens by co-ordinating the process from start (concept) to finish (implementation).

Our record stands solidly upon the production of successful promotions for organisations of varying sizes in Papua New Guinea and internationally over many years.

Advertising

Let's face it; advertising is all about being noticed. At Media Partners we are not about conformity and obscurity. If you want presence in the market place, Media Partners will make your presence be seen, heard, and felt.

Media Partners devises eye catching advertising concepts and presentations, and effectively manages the dynamics of structure and content, to ensure that every advertising presentation supports the clients' objectives.

Our graphic artists are experienced and talented individuals that employ styles ranging from the best of modern, contemporary, and traditional, and utilise the latest technologies including state-of-the-art special effects software.

Our Production personnel are experienced in design, fabrication and installation procedures and ensure that quality advertising products result for each and every project.

Media Planning and Placement

Media Partners has full media accreditation which enables us to undertake media placements on behalf of our clientele. We have excellent relationships with all media houses and can negotiate better rates and/or prime locations at all times, as well as receiving early opportunities with media specials.

The team at Media Partners ensures a sound knowledge of a client's consumer base. We will critique and recommend a media schedule that takes demographics and the watching, reading and listening habits of consumers into consideration.

Our media scheduling is driven by the appropriateness of the style of placement to the relevant listening and/or viewing audience.

That's what makes Media Partners a success story - we tailor media planning to your business.

Television & Radio Production

Our conceptual development and pre-production expertise is utilised in order to ensure that the use of air time is consistent with campaign strategy, and that client needs will be achieved.

Local and/or International production specialists are engaged according to the complexity and budget parameters of each campaign.

Public Relations

Media Partners utilises media relationships in unison with an integrated campaign to ensure that the share of voice in the market place is amplified.

Communication is about building relationships, as well as timing. Our rapport with leading journalists in the media enables us to cut through the red tape and create good press coverage.

Our public relations services include:

- Media press releases
- Special feature articles, supplements and editorial inserts
- News conferences
- Brochures & booklets
- Annual reports
- Newsletters
- Seminars
- Conferences and conventions
- Tours & visits
- Trade shows
- Liaison with government agencies
- Social media posting

Production

Our production unit has earned a reputation for producing signage and branding products which are beyond the norm.

All products are customised and made to order, with alternative ideas being provided as a part of each project. The possibilities are only limited by imagination.

Media Partners utilises its own Roland Soljet Pro XC540 Digital Printer for the production of all printed product elements, with only the best inks and materials being used in our print process.

Any form of signage or branded construction that is sought can be designed, fabricated and installed with an absolute minimum of fuss.

Event Management

No event is too large or too small for Media Partners. We are one of the leading event management companies in Papua New Guinea. We manage events that have not previously been staged in Papua New Guinea. We possess the expertise, including a pool of specialists, to make your event a success.

Our specialist service providers include:

- Lighting experts
- Sound engineers
- Creative directors
- Set designers
- Stylists
- Music directors
- Trade booth & conference managers
- Budget tracking and management personnel

We can create a wide range of events to reach your target audience. We devise great creative concepts, and establish sound planning routines – the key to event success. There is no event of any nature that cannot be successfully produced.

Packaging and Point Of Sale Merchandising

Media Partners objective is to ensure that effective communication about your brand or service is achieved in the market place, and utilises the services of Papua New Guinea and International manufacturing and distribution companies, who are committed to sourcing the highest quality range of materials at the lowest possible prices.

Still Photography / Art Direction

Most forms and purposes of photographic work can be produced in-house, particularly for personal identification products, graphics for television commercials and/or press advertising, as well as printed materials from brochures to reports, banners and billboards.

In all cases where professional photographic skills are warranted, Media Partners utilises the best photographers in Papua New Guinea, with many years of experience.

With the benefit of our expertise in art direction, we are able to develop all products from conceptual stage to finished art. Our work is innovative, modern, and of the highest standard.

Our Work

Our clients range from the largest businesses in Papua New Guinea, to newly established, and medium sized business houses, in some cases extending to American, Australian, Fijian, and Solomon Islands interests.

Clients can avail themselves of the full range of our capabilities including marketing tools, products and services, media placement and scheduling, branding activities and products, and promotions including production and event management, or engage us for specifically tailored requirements to address specific needs or projects.

Our client base is extensive and is representative of the following Industries:-

automotive, construction, donor projects, entertainment, finance, hospitality, human resources, manufacturing, merchandising, real estate, resource, retail, security, sport, and wholesale.

Our Approach

There is a difference in the way we work that is almost impossible to describe unless you experience it yourself – but we'll try anyway.

WE LISTEN...

We take the time to learn about your company, your products, your competition and your ideas. We are small enough to provide each client with individual attention, and to crank out a ton of work. We are accessible – *PERIOD!*

WE SWEAT...

Up close and personal with each and every project, we are fully accountable and lead the way. We manage every project and you can be sure that every detail and deadline is given top priority.

WE GET IT...

We understand budget constraints. No complex contracts, no ambiguous policies - just *GREAT WORK!*

If you are interested in making us *“your Partner”*, then please contact us via:

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Company Background

The Company was founded in September 2003 by Keryn Lapthorne. Media Partners Limited offers 360 degree marketing solutions to the Papua New Guinea and International business communities. Our services are categorised under the broader banners of artwork, branding, events, marketing, media, print, video, and signage products. Our services are particularly known for breadth, delivery of quality outputs, customer service and performance compliance.

We currently provide services to a large Papua New Guinea and International client base, and employ in excess of 20 full time personnel in our Waigani Office/Warehouse.

Mission Statement:

The company's mission is to *pursue excellence in the delivery of quality marketing solutions utilising resources available in Papua New Guinea.*

Service Extensions:

- creative concepts and art management, brand strategies and branding services, marketing and consulting services, promotions planning and performance, advertising services, media planning and placement, television and radio production, public relations, event management, packaging and point of sale merchandising, in-house print management, signage and display fabrication and installation, still photography and art direction.

Office Location:

- Building 14, Unit 2 (Section 38 Allotment 33) Steamships Compound, Waigani, National Capital District.

Accreditation:

- Media Council of Papua New Guinea
- IBBM Enterprise Centre International Business Assessment Star Rating 2

Awards:

- 2008 PNG Media Council Best Advertising Campaign
- 2008 PNG Media Council Most Successful Event Managed
- 2009 PNG Media Council Most Successful Campaign
- 2009 PNG Media Council Best Television Commercial
- 2009 Queensland Media Industry Best Overseas Television Commercial

Competitive Advantages

The following resource and operational advantages differentiate Media Partners from other agencies:

- **Expertise**

Media Partners Limited boasts a highly knowledgeable workforce and relies on a quality rather than quantity combination of skills and experience. We have also developed strong alliances with local and international companies where sub-contract relationships add value to the conduct of events, film production direction and editing, and promotional merchandise sourcing and procurement.

Our team boasts the following collective advantages:

- 20 years experience in marketing in Papua New Guinea
- International media sales, scheduling, and monitoring
- 20 years experience in production management
- Young, vibrant, and up to date marketing ideas and expertise
- 35 years experience in financial, project and compliance management, including advisory services on donor funded projects
- Experienced and talented graphic artists employing styles ranging from the best of modern, contemporary, and traditional
- Support staff with many years experience in media co-ordination, production management and logistics

- **Technology**

Media Partners utilises the latest technology in the production of artwork presentations and strives to keep abreast of international products and standards in order to maintain that advantage.

Our entire office uses Windows 7 and the current version of the Microsoft Office suite of products. Our graphic presentations are generated using the latest Apple technology and software products including Creative Cloud.

- **History of success**

Media Partners has consistently grown since the commencement of business operations in 2003. This growth has been notable as having been achieved during a relatively prolonged period of variable economic stability in Papua New Guinea. Further opportunities for growth in the short and longer term are anticipated with confidence.