



moonsail

CAPABILITIES STATEMENT



WHO IS
moonsail

The story behind the name

The Moonsail (also known as a Moonraker, Hope-in-Heaven, or Hopesail) was an innovation introduced in the 1850s to help trade ships move faster between continents.

The word 'Moon' is used as the sail is affixed at the very highest point of the ship's mast, and helps the ship succeed in global ventures even in the lightest of winds.

This simple yet effective change to shipping helped spark the early stages of the global business trade revolution as we know it today.





**We help
globally-minded
brands grow**



WHAT DO WE MEAN BY

Globally minded?

Let's be clear, globally-minded isn't just global domination (although some of our clients are on track for that!).

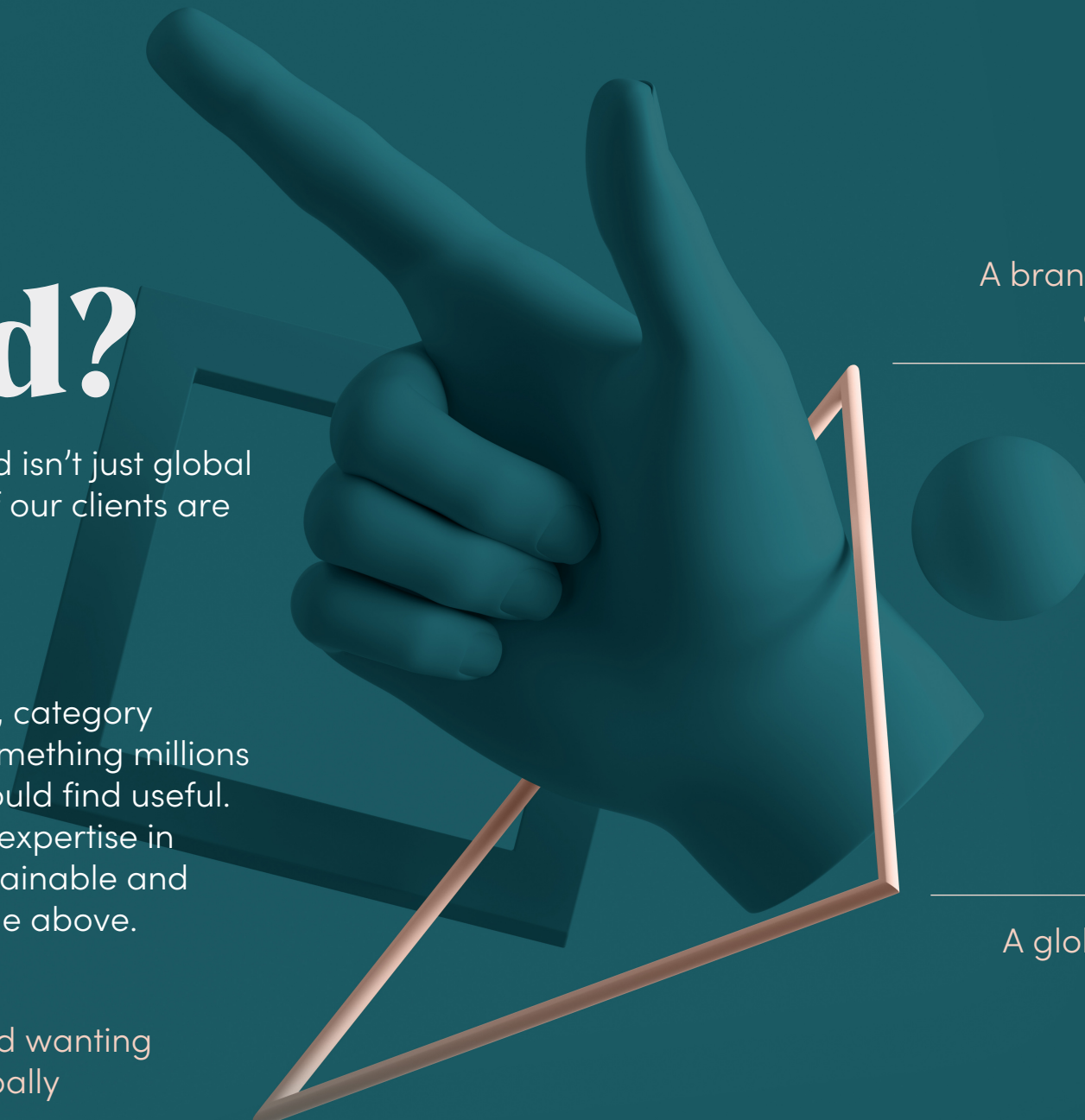
Globally-minded is a mindset.

It's you creating a world-class, category leading product or service. Something millions of people around the world could find useful. Or global-level practices and expertise in your operations. Or being sustainable and helping the planet. Or, all of the above.

A local brand wanting
to scale globally

A brand is world-class and
deserves to succeed

A global brand entering the
Australian market



Our specialties



OUR SPECIALTIES

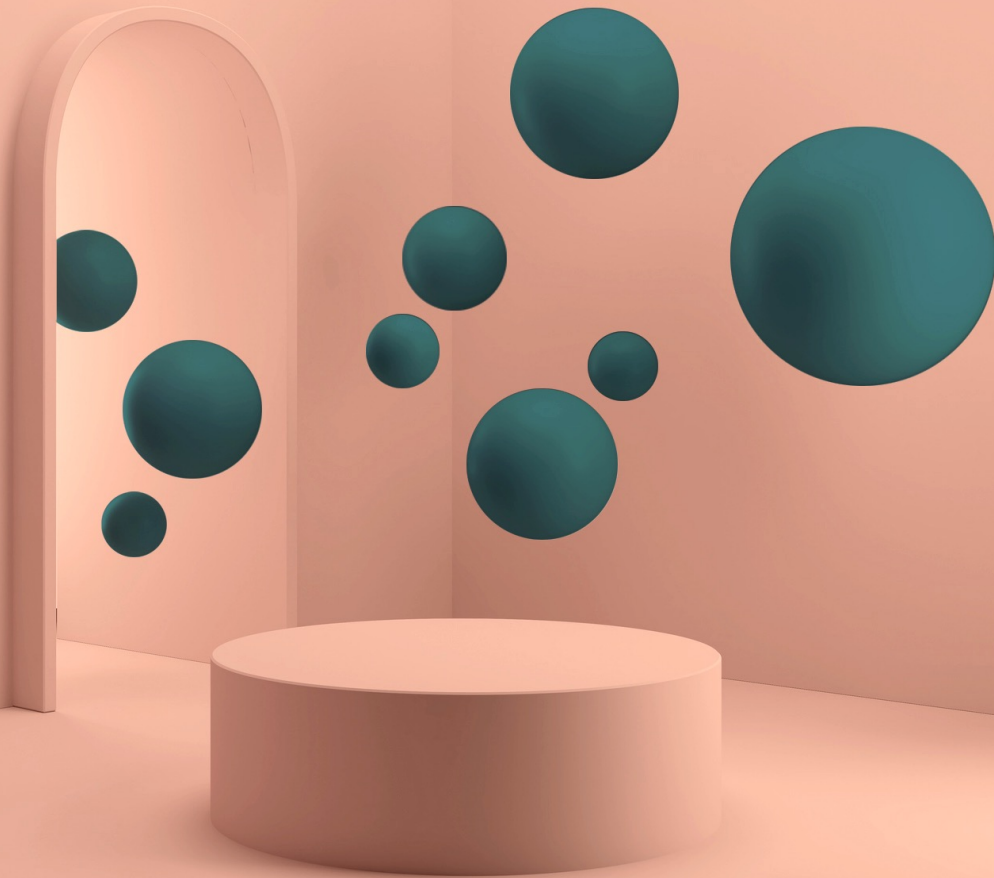
Advertising

Business to Consumer campaign ideas and executions in all omnichannel outputs

Digital, social content, TV, Radio, Outdoor, Print, Ambient media, new media, activations, events, experiences

Business to Business campaigning

Digital, content, print, collateral



OUR SPECIALTIES

Brand communications

External and internal communications – digital & analog

Experience design

Event ideation and design

Corporate stakeholder comms



OUR SPECIALTIES

Brand strategy

Online and offline brand audits

Audience research (Qual & Quant)

Category research

SWOT analysis

Brand archetypes

Communications strategy

Brand Compass & North star



OUR SPECIALTIES

Brand Platform Creation

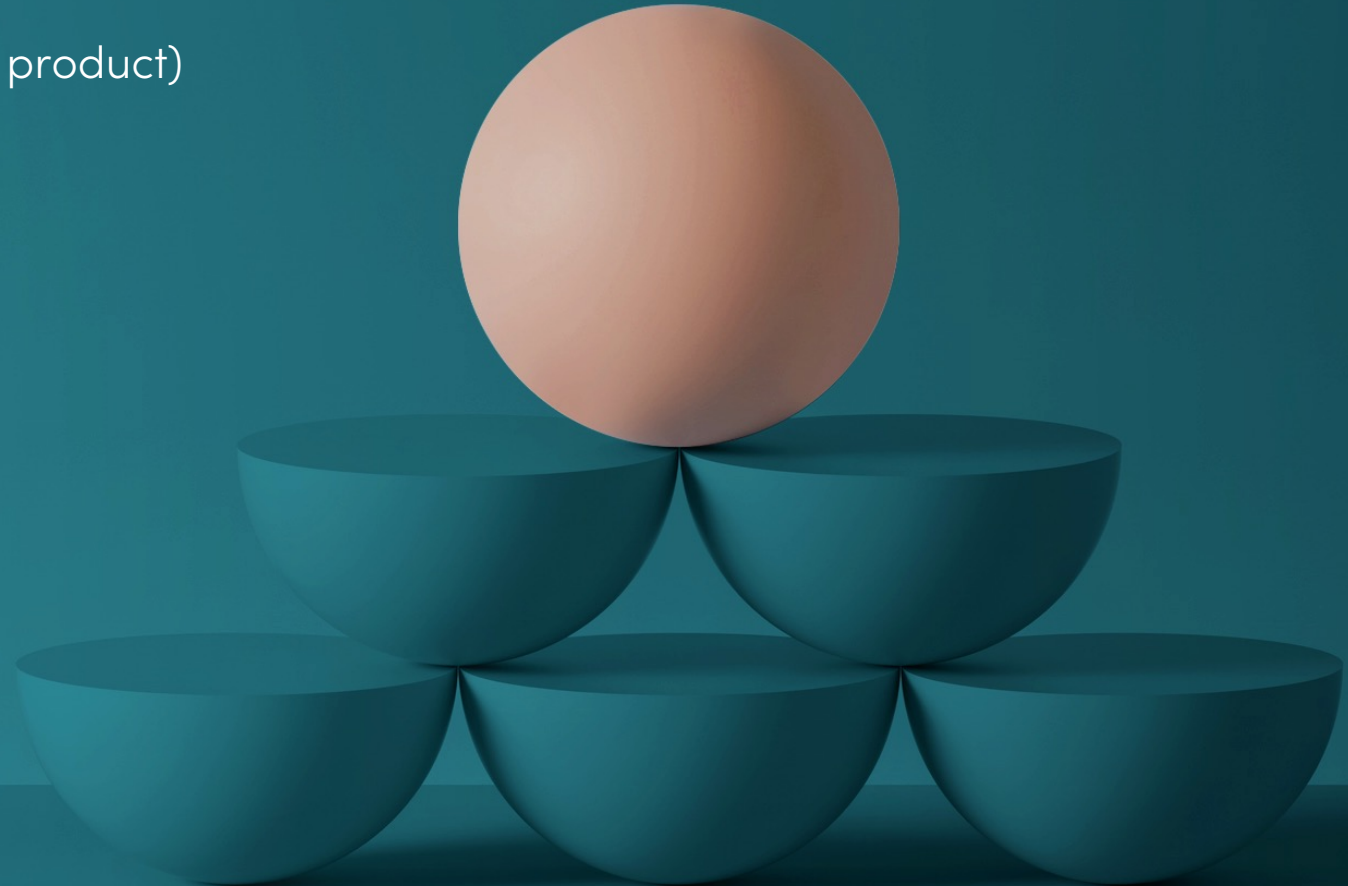
Organising brand platform ideas

Brand consolidation (corporate & product)

Brand voice development

Brand style guides

Brand lines



OUR SPECIALTIES

Brand design and writing

Logos and brand development

Packaging design

Brand livery

Brand stories

Internal/external collateral



You're probably thinking

**“Great, but how is that
any different from
every other marketing
agency in Australia?”**



It is our unique combination of international experience and expertise (without the complexities & scary price tags of massive ad agencies) mixed with our deep understanding and track record in the local market that give our clients the best chance at success, locally and globally.



Our leadership team



Paul Coghlan
Creative Partner



Matt Nankivell
Creative Partner

Some of the many global & local brands we have worked with



BRITISH AIRWAYS



vodafone

AIRBUS
NOKIA



SAMSUNG



Mercedes-Benz

RioTinto

BILL &
MELINDA
GATES
foundation



Coca-Cola



LYNX



aramco



iinet
connect better

lotterywest



Tourism
WESTERN AUSTRALIA

Murdoch
UNIVERSITY

Brownes
dairy



hbf



MRA



Department of
Transport

Dulux



WATCHES of SWITZERLAND

Paul Coghlan, Creative Partner

Creative | Copywriting | Strategy



RECENT EXPERIENCE

Chief Creative Officer

Marketforce – a member of the Clemenger BBDO Network

Key responsibilities:

- Providing direction and leadership of the agency
- Driving creative excellence
- Working closely with C-Suite leaders of businesses

CLIENTS

Johnson & Johnson, ABN Group, Mercedes-Benz, Asaleo Care, Dulux, Toyota, Mars, Pedigree, Suntory, IKEA, Frucor, Sealord, Treasury Wine Estates, Steadyrack, Watches of Switzerland Harvest Road, Harvey Beef, Brownes Dairy, Rocky Ridge Brewery, Synergy, Origin Energy, Alinta Energy, Western Power, WALGA, Lotterywest, REIWA, Tourism WA, Woodside, DFES, Murdoch University, ECU, Department of Transport, Parkinson's NSW, RAC, Business Events Perth, Destination Perth, CTF, HBF, iiNet, P&N Bank, Spark NZ, +more.

RECOGNITION

- Silver – Clio Health
- Bronzes – London International Awards – Health
- Bronze – Cannes Lions
- Silver – APAC Effies
- In Book – D&AD
- Best of Show – PADC 2013, 2016
- Golds – PADC 2006, 2010, 2013, 2014, 2015, 2016, 2017
- Silver – Sirens Radio Campaign of the year
- 3 x Austereo Radio Writer of the Year winner
- Head of AWARD School WA 2017, 2018
- Communications Council lecturer on creativity
- Ad Person of the Year finalist – Campaign Brief Awards 2018



Matt Nankivell, Creative Partner

Creative | Art Direction | Design | Strategy



RECENT EXPERIENCE

Global Head of Art (Dove) | Global Creative Director (Unilever)
Ogilvy, London

Key responsibilities:

- Providing creative direction leadership of key global accounts & agency creative staff
- Working closely with C-Suite leaders of global businesses
- Ensuring work maintains creative excellence and visual quality & consistency across over 80 countries

CLIENTS

Dove, Hellmann's, Comfort, Lynx, Coca Cola, Formula 1, Samsung, British Airways, Vodafone, Nokia, Bill & Melinda Gates Foundation, NASA, Google, Facebook, Domino's Pizza, Airbus, Mercedes-Benz, Amazon Prime, Steadyrack, Watches of Switzerland, Synergy, Western Power, Lotterywest, REIWA, MRA, Murdoch University, CBH Grain, Brownes Dairy, Rocky Ridge Brewery, Rio Tinto, HIF, HBF, Department of Transport + more.

RECOGNITION

- Multiple Grand Prix, Gold, silver & bronze at Cannes Lions 2021
- One Show, The Andy's, Clios, Epica Awards and D&AD
- Global & Australian Effie Awards
- Finalist Judge – Unilever International Advertising Awards
- Multiple gold at Campaign Brief Awards
- Gold, silver and bronze at Perth Advertising & Design Awards
- Silver – FAB International Awards (London)
- Supernova Award – Young Advertising and Media Person of the Year
- Paul Harris Fellow Award – Rotary International
- Speaker – 1st International United Nations Power Users Symposium, Costa Rica



A seamless, agile structure

As both creative and strategy hybrids, Paul & Matt work from a project's infancy in brand strategy, right through to final output across the creative process. This means no amount of strategic thinking is lost in translation or wasted, but informs the creative process at every stage, in the most potent way possible.

Whilst our leadership team remains consistent across all projects and at every stage of the creative process, we build specialist teams per project that are best suited to delivering amazing results in their chosen disciplines.



Accelerating in-house creative teams

Creative leadership of organisation in-house teams –

which includes the likes of designers, content creators, social media writers, copywriters, animators and more.

- Ensuring creative outputs always link back to strategy
- Putting creative processes in place for optimum outcomes
- Idea generation – creating ideas that are then executed by in-house teams with our guidance.
- QA – ensuring a level of quality is met by all.
- Educating – teaching ways to come up with compelling ideas through workshops and concepting sessions

Cadence – monthly, weekly, daily, project by project – all case by case based on your individual business needs.

Our creative leadership team



Your in-house team

**We'd love to
hear about you**

Let's chat



Paul Coghlan

Creative Partner | Perth
paul@moonsail.co



Matt Nankivell

Creative Partner | London
matt@moonsail.co

