

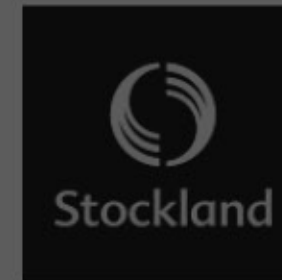


Hello.

We are ScienceFiction

We're **channel agnostic** and
use an **evidence-based**
approach to marketing.





We're also a **nimble,**
 responsive team with
big agency experience.



So...


What's with the name?

Marketing science
and creativity both
play important parts
in **growing a brand.**



**Each makes the other
more effective.**

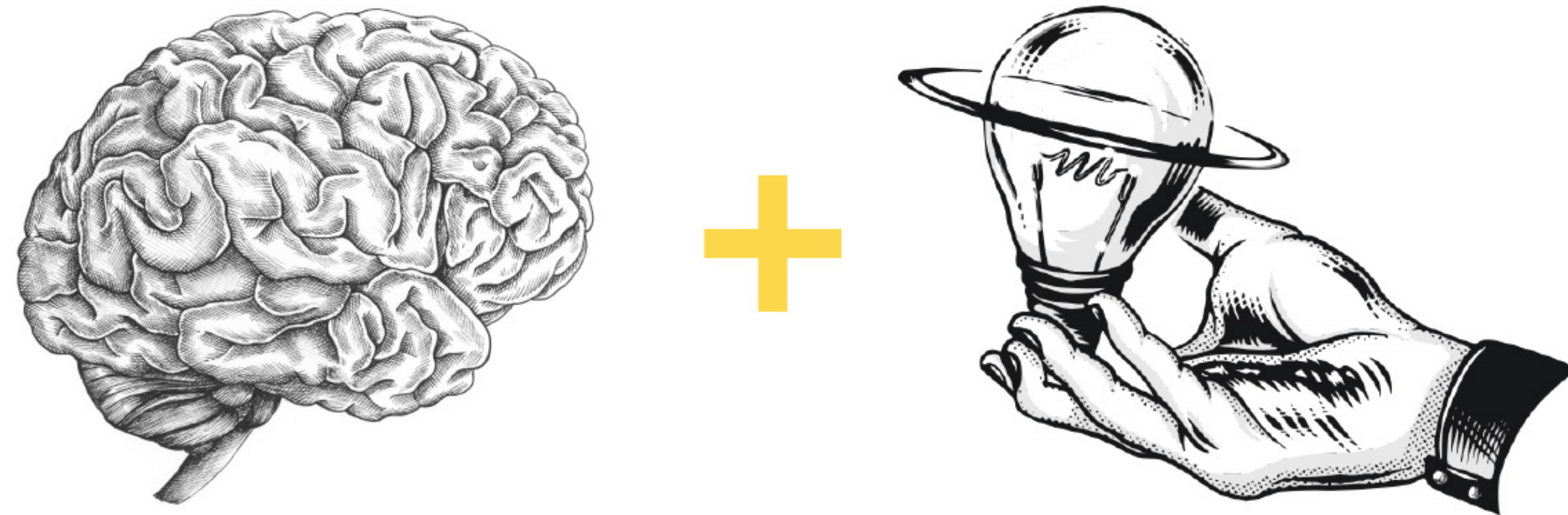




**It's not
Art vs
Science**

**It's not
Art vs
Science**

**It's
Science
and
Fiction**



The **science** tells us that
memories make the sales.

So we need the **fiction** to
create those memories.

The Science

Brands

=

Memories



The Mental Availability Model:

Using Category Entry Points and Distinctive Brand Assets to make it easier for more people to think of the brand at the right moments.

The Fiction



To make a memorable brand
you need:

Powerful insights and
neuro-rich ideas that surprise,
get noticed by and connect
with a broad audience.

**Creating
memories
that sell.**

Now...

Let us tell you a bit about us.

Key Staff

We'll be your dedicated team and direct point of contact throughout the project.



Matt Arbon
Creative Partner

Matt is a creative director whose work over the last 10-years has included successful campaigns for both local and global brands across a diverse range of categories. His ability to create long ideas that are platform-agnostic has seen an eclectic body of memorable work. Whilst Matt created the world's first rain-sensitive billboard it's his dedication to time-sensitive and client-sensitive service that really sets him apart.



Alex Davidson
Creative Partner

Alex's career as a creative director has been built upon her love for strategy, great brands and insightful ideas. This has been supported by a diverse skillset and an uncanny ability to bring her ideas to life in unique and refreshing ways. Whether it's a TVC or an Instagram post, Alex gives brands an unfair advantage in what has become an increasingly noisy landscape.



Steffi Arbon
Client Services Director

Steffi is a client services director with over 10-years experience. She's passionate about developing sound strategic insights into fresh, creative ideas. Steffi has extensive experience across all major disciplines, including ATL, BTL, digital and gained new knowledge and experience in direct consumer promotions and retailer activations. She contributes to the strategic and creative development for all of her clients.



Eeon Pritchard
Planning Director

Eeon is an acknowledged strategy leader with over 20 years of experience in creative, digital and media agencies, including multi award winning spells at Weapon7 in London and ClemengerBBDO in Melbourne. He writes and speaks regularly on the challenges facing marketing and communications through the lens of applied behavioural sciences and is regarded as an industry authority on consumer psychology. He is also the author of two popular books; 'Where Did It All Go Wrong?' and 'Shot By Both Sides'.



Harry Antonakos
Head of Studio

Harry is a highly versatile designer and studio manager with 20-years experience working both agency and client-side. His unique skills are tailored to campaigns, activations and branding where he is able follow projects through from conception to production. This experience enables him to seamlessly manage the design and artwork stages as well as his additional skillset of high-end retouching.

Our Capabilities

A full-service agency offering through a network of partnerships, integrating our core creative and strategy competencies to create platform-agnostic ideas without fragmentation.

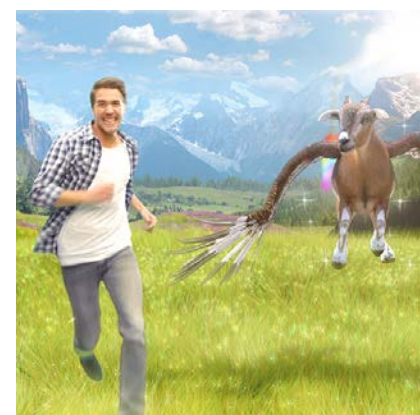


Our Experience



Our Results

Here are some of our memorable pieces of work:



Choice

Flying Goat

REDUCED CPA BY 2/3

View the video at <https://vimeo.com/79752018>



Harris Farm Markets

The Crop Social Campaign

42 PIECES OF PR COVERAGE

View the video at <https://vimeo.com/97111877>



Harris Farm Markets

Imperfect Picks

INCREASED ENGAGEMENT BY OVER 15,000%

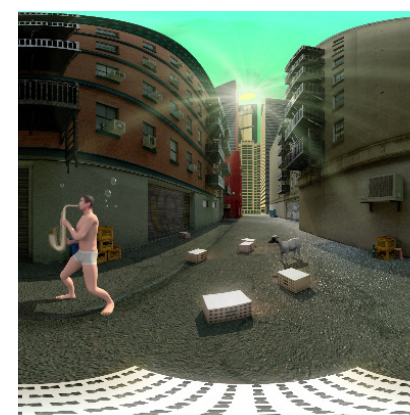
View the video at www.youtube.com/watch?v=_xP1luIM-v8



Minchinbury

Relaunch campaign

1331% SALES INCREASE



Sprite

360° Video

A COCA-COLA FIRST

View the video at <http://bit.ly/2s6tjY9>



Lipton Ice Tea

Product Launch Campaign

RE-BLOGGED OVER 78,000 TIMES ON TUMBLR

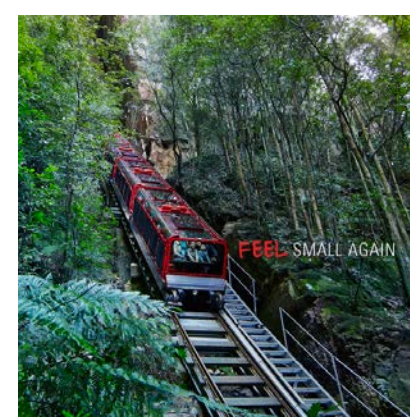


Healthdirect

Pregnancy, Birth & Baby
'Questions' TVC

INCREASED AWARENESS BY 80%

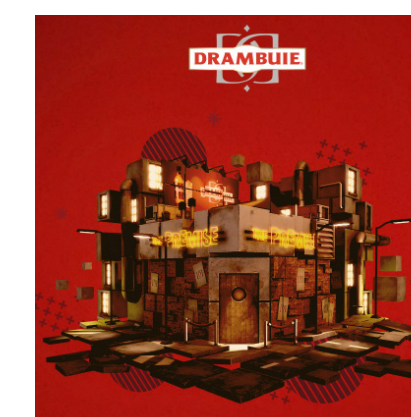
View the video at <https://vimeo.com/85784040>



Scenic World

Brand Campaign

INCREASED VISITATION BY 9.7%



DRAMBUIE

Pop-up Bar Promotion

**6,000 EVENT ATTENDEES,
3,000 NEW TRIALS**

View the video at <https://vimeo.com/21962305>

Thank You



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MELBOURNE

BERLIN

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