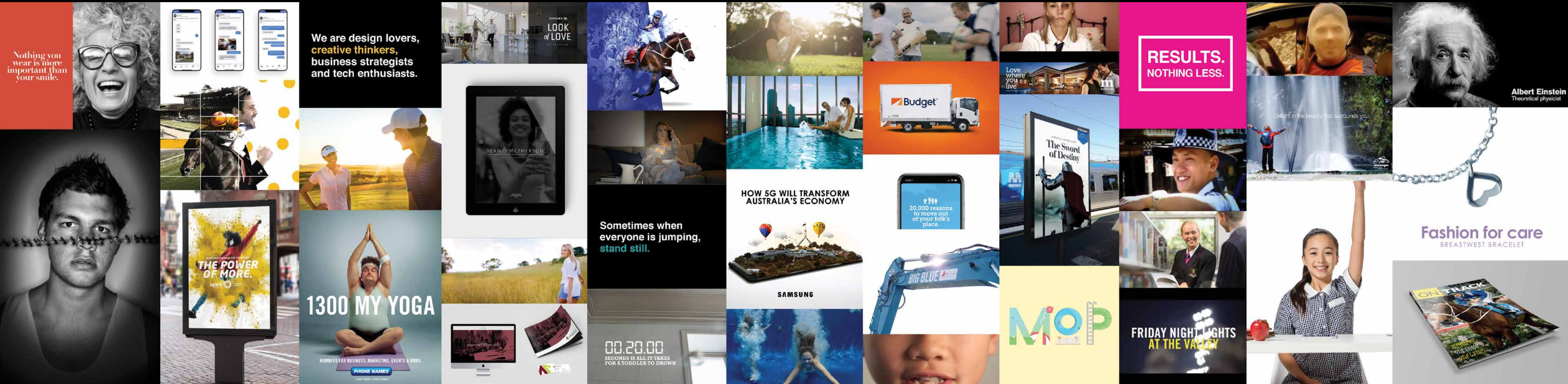


MAGNUM OPUS PARTNERS

THE WORK



RESULTS. NOTHING LESS.®

MOP

MOONEE VALLEY RACING CLUB REBRAND

BRIEF

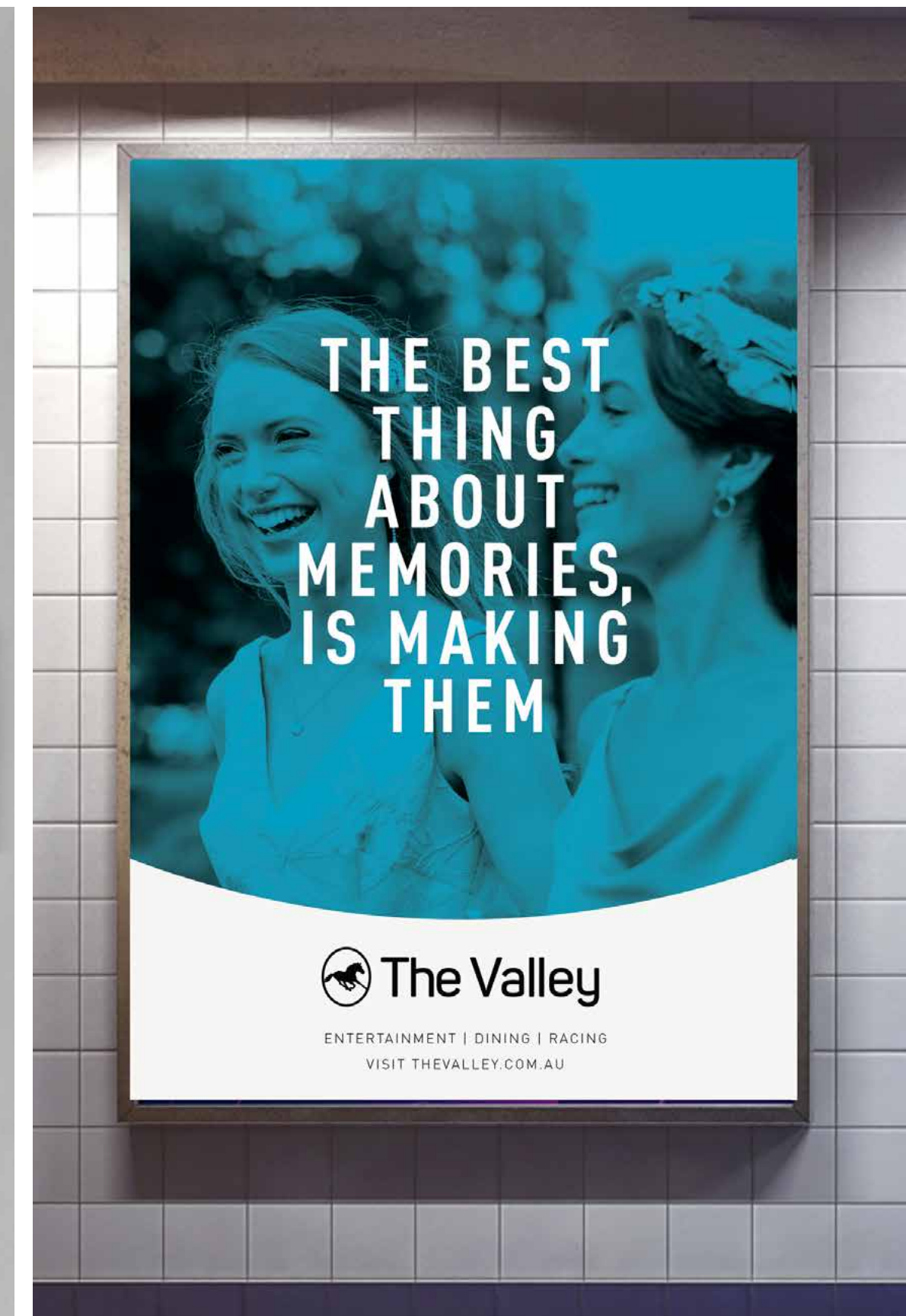
The Valley had an identity problem, with multiple logos and brand inconsistencies. Moving towards the re-development of the racecourse, they wanted a modern look that suited them today and set them up for years to come.

STRATEGY/CREATIVE

Using The Valley as the consumer facing brand and Moonee Valley Racing Club as the holding company, MOP created a mix of a house of brands and a branded house.

RESULTS

We have created an allied brand that takes The Valley into the future. With a consistent look and feel, strong branding and easy to recognise. It's currently being rolled out over the Night Racing season.



HOMESOLUTION BY METRICON INTERGATED CAMPAIGN

THE CHALLENGE

The client wanted to target customers (mainly young adults) for whom home ownership seemed an impossibility, usually because of a lack of a large enough home deposit. The core task was to encourage this audience to apply anyway, as a finance solution was devised which allowed them to overcome their deposit deficiency. We named this the Metricon "Home Ownership Initiative".

STRATEGY

Changes in market conditions have led to this offer being nuanced over time, and it is now expressed as "Just 5k gets you started". The goal is always also to ensure Metricon is perceived as market leaders in the segment, and to generate substantial ongoing numbers of leads per week. Radio/Spotify, Youtube, social, in-store and online/google ad words were used to reach the younger first home buyers.

RESULTS

The new media channel mix since the start of July 2019 has resulted in an approximately 30% increase in leads compared to June and previous months, and at slightly lower cost to the client.

30% INCREASE IN LEADS

MASSIVE SOCIAL ENGAGEMENT



DEAN & McPHERSON BRAND DEVELOPMENT

THE CHALLENGE

Moonee Valley Racing Club wanted to expand their well-respected catering offering to a wider market and focus on big off-course events in need of world-class support for their entertaining.

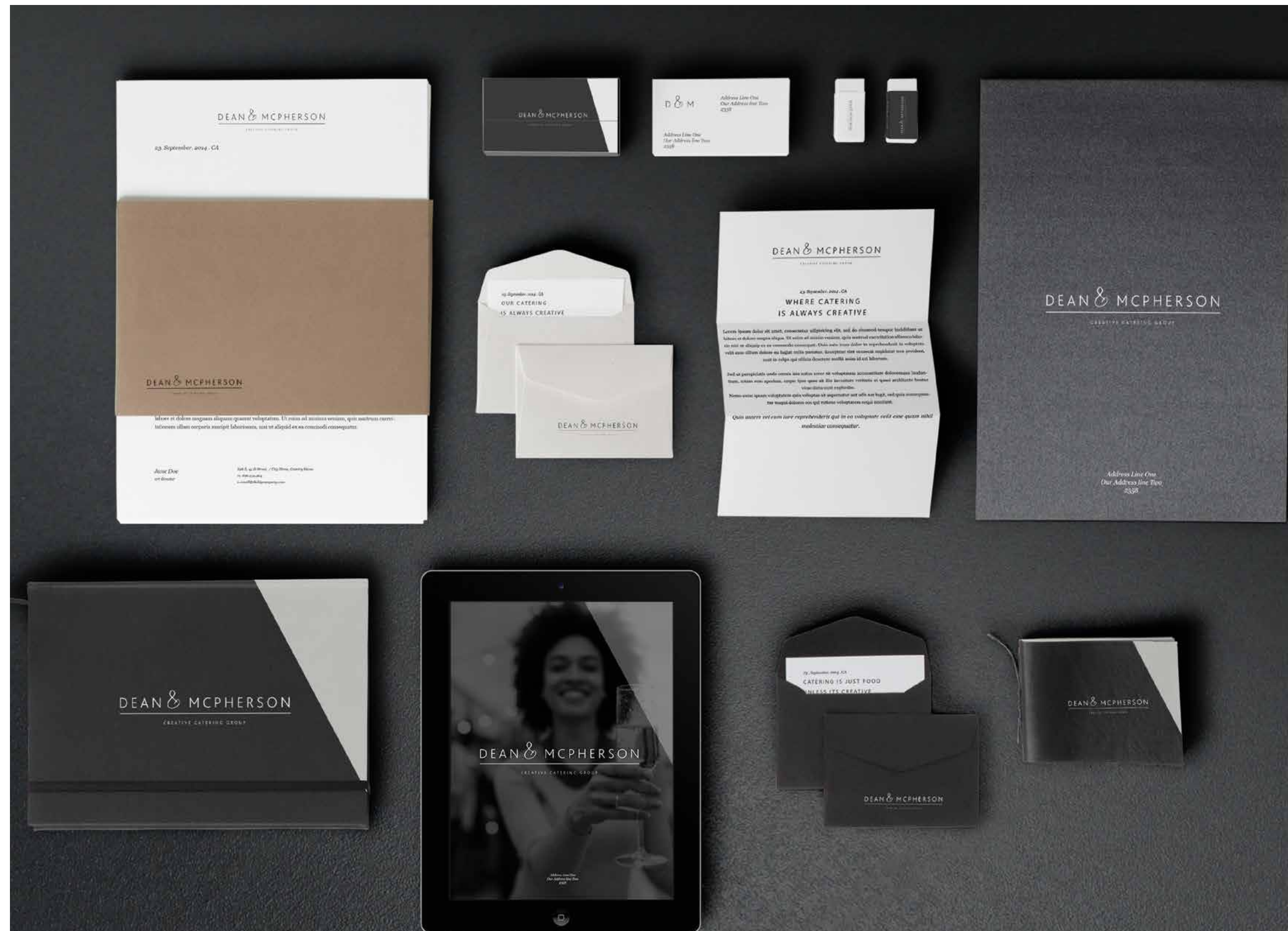
STRATEGY

Based on a strongly strategic approach developed using MOP's bespoke brand methodology, the goal was to create a completely new name and business for the catering service that said "leading edge quality for discerning people". Dean & McPherson, named after the intersecting streets where Moonee Valley Racing Club is geographically located, thus has a strongly "upmarket" tone and look that was greeted enthusiastically by staff and clients alike.

RESULTS

After a very successful launch catering for the at the World Cup of Golf, Dean & McPherson is now set to be a big player in the catering industry, focused on major corporate entertaining where there is an absolute need for style, professionalism and imagination.

**SUCCESSFULLY LAUNCH
WORLD CUP OF GOLF**



MUSEUMS VICTORIA

THE CHALLENGE

To create a consistent look and feel for Museums Victoria across all their locations to effectively promote “what’s on” to the public, at the same time boosting and enhancing the parent MV brand.

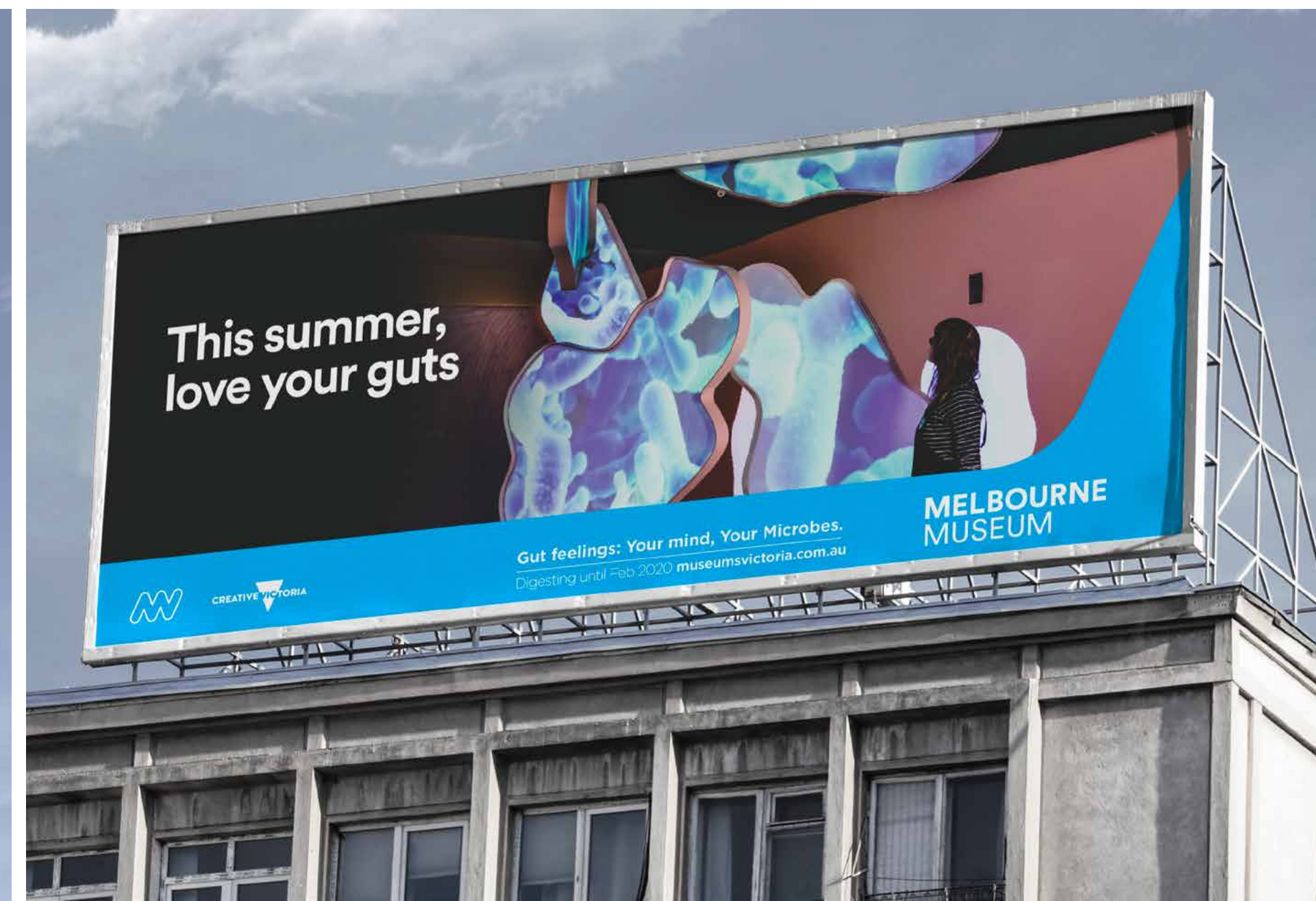
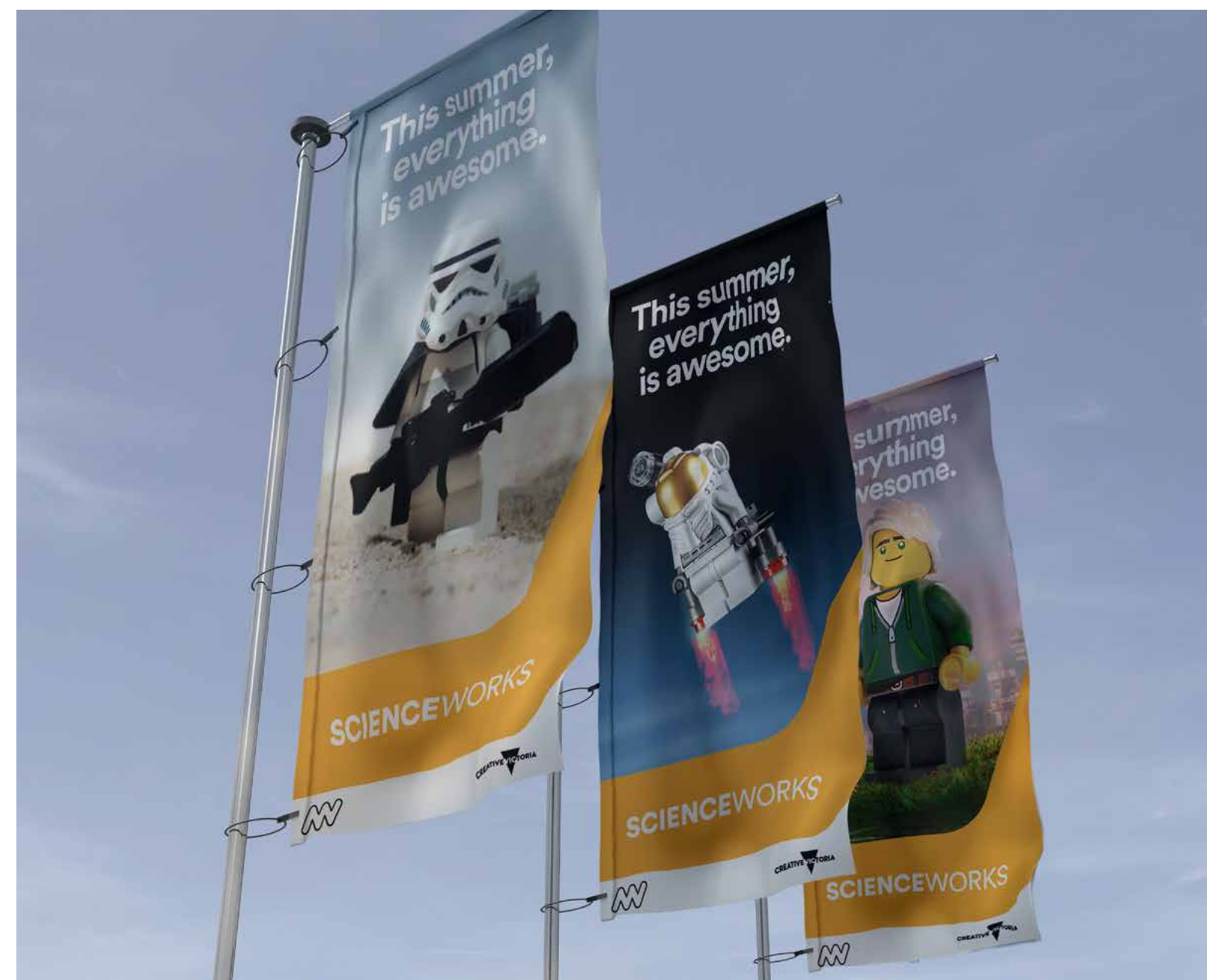
STRATEGY

Using MOP’s bespoke brand methodology, we created a consistent linking graphic look and feel for the promotion of the various Museums. This leverages the parent MV landmark in a new and interesting way as a core design element, and thus effectively boosts the parent brand but simultaneously communicates the detail of what is happening at each location.

And by beginning each headline with “This summer” we boost both the topicality of the exhibitions as well as creating a more general public understanding that exhibitions at the venues change regularly.

RESULTS

Campaign is current, has been well received by stakeholders, and is being rolled out over summer.



COX PLATE CARNIVAL INTERGATED CAMPAIGN

THE CHALLENGE

Most racing clubs throughout the Spring Carnival solely focus on the fashion and the social side of racing. It can become a very cluttered and hard for brands and messaging to stand out from the crowd. The unique 2-day Cox Plate Carnival is all about the racing - close to the action, standout races, and world-famous contestants like Winx.

STRATEGY

Focus on the core of Spring Carnival is really about: the racing! The Cox Plate Carnival is known as one of the most prestigious racing events in the world, not just with the Cox Plate but also Manikato Stakes night. With one of the best horses in the world competing, MOP put all our money on Winx with our 'Legendary' campaign, celebrating great past and present horses executed via an integrated media buy across TV, radio, outdoor, social, online and more.

RESULTS

The campaign delivered huge results, selling out on Cox Plate Day a week before the event, with a record attendance. Showing that the campaign's success was more than just "the Winx effect", Manikato Stakes the night before also achieved record crowds. A Cox Plate Carnival record of 44,422 attendees was achieved.

RECORD CROWD - 44,422


SOLD OUT COX PLATE DAY



RELEVANT CLIENTS MAGNUM OPUS PARTNERS HAVE WORKED WITH

Amongst our clients - many specific to the tourism, leisure and events industry - MOP has undertaken brand, advertising, campaigns, creative, design, digital, online and strategic marketing activity, master planning and business analysis for the following organisations.

MUSEUMS
VICTORIA


The Valley

RACV

SEALIFE
Melbourne

COX PLATE
CARNIVAL


Parks
VICTORIA

MCG

STKILDA

Tourism Victoria


You'll love every piece of Victoria



Great Southern Touring Route
AUSTRALIA

vtic
VICTORIA TOURISM INDUSTRY COUNCIL

eureka
skydeck
MELBOURNE
AUSTRALIA

m
metricon


Kilvington
Grammar School

SAMSUNG

KRYAL
CASTLE
A LAND OF MEDIEVAL ADVENTURE

THANK YOU