

DEEP VISION Case Studies:

The Deep Vision 'bona fide Brand' toolbox was used for the execution of these case studies:

Case 1: McGrath Foundation Charity Event on 16th October 2008, held in Westin Hotel Sydney.

Mission: Pay it forward in the community with the tagline: Be, Give, Share, Empower.

Deep Vision model was used to organize and stage (within three months) a community event and to point to a different way of thinking about sustainability in terms of the "whole community environment" and acting accordingly. Deep Vision approached the McGrath Foundation and Deep Vision donated its time and effort free of charge.

Encompassing: Collaboration, sponsorship, entertainment, event logistics, staging and donation.

'POD' (point of difference) experience: Every lady attending the evening was given a pink rose in the honour and memory of Jane McGrath.

Achievement: The event was a great success, considering it was staged in the middle of the GFC; the event had an overwhelming response from sponsors, the business community and the public. Please peruse the Deep Vision website – Newsreel section.

Case 2: Prestige Fine Fashion Trade Fair. For the first time, Australian Fashion & Accessories were invited to exhibit at the 3rd edition Prestige Fine Fashion Trade Fair in September 2005, held in Dubai WTC.

Mission: Launch Australian Fashion at Prestige and introduce "made in Australia" merchandise

Encompassing: Dubai based DHL sponsorship for fashion logistic & promotion. Conducted market and targeted audience analysis on cultural and buying behaviour. Alliances have been formed with Australian press and local regions press & media. Run Branding campaign in the Middle East & Gulf Regions; organized and staged the event.

'POD' (point of difference) experience: Buyers attending the Trade Fair and private showings received a limited edition of Sydney photo- etched pictures, as gifts, and these were "made in Australia" and produced by Deep Vision.

Achievement: Deep Vision's stand at Prestige stirred up interest from Dubai radio, press and TV. Hana Guenzl successfully negotiated interviews with, amongst others, "One Dubai" TV channel, the Russian Emirates magazine (circulation in Dubai & Moscow), and also TV filming of the Austrade-presented, Australian Fashion Showcase in Dubai, which included Deep Vision Prestige-exhibited designer, Jayson Brunson.

Hana Guenzl has received a personal letter of commendation from Her Excellency the NSW Governor Professor Marie R. Bashir AC, who applauded Ms Guenzl's efforts in the regions. And she stated: ..."it seems that you have made an initial positive impact, and I appreciate your comment about the importance of 'showing a seriousness of creating long-standing business relationships with potential buyers'. I applaud the efforts underway, and believe Australian women's fashion, across the various age groups, should find great acceptability in the region"...