

DEEP VISION Profile Package

you have the vision we have the skills to unlock the depth of your extraordinary value



Profile

Deep Vision is a Business Image development Agency which provides skills, expertise and creative ideas for individuals and companies which want to raise Brand awareness and value amongst their target audiences. The Agency provides business image services to effectively position clients in their market space by communicating and reinforcing their key messages on a national and global level. These services target required audience, thus creating links and enhancing networks, which are useful in key markets.

Mission & Aim

Our Mission is to develop a link between the Individual and Business Success. Our Aim is to educate both individuals and organizations with the ability to create, design and market their Brand through unique programmes, which will provide impetus and substance as well as direction.

The Value Of Branding

The growth of the Internet has made the world smaller. It has not only empowered consumers to share their opinions and influenced behaviour, but has also reset the Branding rules. That is why a Bona Fide Brand concept came to light. This model, developed by Deep Vision, is the Agency's ethos and is used as the strategic tool and vehicle for Brand imaging.

Creating Positive Mind-Share

Deep Vision builds positive mind-share for your organization. Gaining positive mind-share means getting favourable recognition and recall from your target audience. We do this by creating or reinforcing your company's Brand value in the market. The Value of your Brand is our Goal.

Proactive Approach and Services

Striving to take a proactive, creative approach to all client activities, Deep Vision is committed to providing a high level of service and personal attention. We aim to delight, and work best when we become immersed in your strategic direction and company's image and Brand culture.

- ✓ Branding & Marketing Toolbox
- ✓ Personal Development Curriculum

- ✓ Business Forums & Speaking Engagements
- ✓ Development of Overseas Business Link

The Agency

Deep Vision was established in February 1991. Ms Guenzl, the director, and team have over 20 years broad experience on national and global levels in project and business management, business development, corporate training, Branding, PR, advertising, marketing and events management. These have been gained both in the corporate and private business environment in a variety of industries.

The Director

Prior to this engagement, Ms Guenzl held various positions as a national and international project manager, business consultant, trainer, and business & marketing analyst for Digital Equipment Corporation P/L in Australia, New Zealand, USA, Canada, Europe and Asia (Japan, Hong Kong, Singapore).

Clients

Deep Vision has provided services to companies in both the consumer and business-to-business markets on a national and global level.

We offer the ultimate vehicle for New, Innovative and Sustainable Solutions on your total communication investment. Services are tailored to clients' requirements.

A bona fide Brand is the way of the Future and Business Growth!

Unlock Your Potential – Discover Business Treasures

©

DEEP VISION
BUSINESS IMAGE CONSULTANTS

Be a Leader in Brand Management and Lifestyle | Be Inspired Motivated Informed

PO Box 1959 Neutral Bay NSW 2089 Sydney Australia **M** +61 (0) 4 1953 2627 **T/F** +61 (0) 2 9953 2627
Skype deepvisionhana **Dubai UAE** +971 508 439 773 **Prague CZ** +420 728 481 383
W www.deepvision.com.au **E** info@deepvision.com.au

DEEP VISION Profile Package



Hana Guenzl is the Director of Deep Vision, a Sydney based Business Image Agency, specialising in a unique form of Business Image "bona fide Brand" development and management which is based on a deep understanding of how consumers and Brands connect, on Business Image strategies and organizational development. Hana has developed Forums which serve as a practical hands-on guide to Business Image Branding illuminating the untapped potential within an innovation process.

Hana Guenzl has been working at the Agency since its inception (1991) and became the owner and Director in 1997. She has over 20 years broad experience in project and business management, business development, corporate training, Branding, PR, advertising, marketing and events management. These have been gained both in the corporate and private business environment in a broad range of industries.

The Agency has provided services to companies in both the consumer and B2B markets on national and global levels. Please peruse the Deep Vision website.

The uniqueness of her creative approach is in adopting the role of the strategic advocate and to immerse in a client's business culture by becoming part of their environment. Hana is known to work hands-on in a wide range of industries by attuning to targeted audiences, consumer behaviour and Brand experiences in the market space.

Alliance roles have been: fashion stylist, sales in fashion, beauty, jewellery, antiques, homewares & furniture and telephony, private tour guiding in Australia for a Canadian Travel Agent - as well as consultant in law and conveyancing firms, Executive RE leasing, wellness centres, tourism & hospitality. Also, Hana has launched emerging artists, sent indigenous artists abroad to festivals, staged events and represented companies at Trade Fairs.

She has delivered training, inspirational and motivational speeches at a variety of business seminars on national and global levels.

Prior to Deep Vision, Hana Guenzl held various positions as a national and international project manager, business consultant, corporate trainer, and business & marketing analyst for Digital Equipment Corporation P/L (DEC) in Australia, New Zealand, USA, Canada, Europe and Asia (Japan, Hong Kong, Singapore). These services were delivered in-house and to DEC clients within a wide platform of industries such as banking & ASX, health, travel & tourism, education and TV to name a few.

She gained extensive experience in training of corporate culture & methodology and project & personal development, business & software development and implementation projects to product launches throughout her corporate career at DEC.

The Deep Vision Business Image '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.

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.

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

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 Brunsdon.

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.

For both case studies, please peruse the Deep Vision website.

DEEP VISION Profile Package

DiiU™

Discover



We guide you to align business strategy with your Brand strategy and discover opportunities using the "4C's" innovation process (collect-create-collaborate-commercialise). We help you to thrive in the consumer-centric innovation landscape.

illuminate



Nobody knows your business environment better than you. We co-create your vision by building on your knowledge. Through a practical hands-on Branding Forum and group thinking we find the right answers to the right questions together, illuminating an untapped, compelling belief, and define "Your Brand".

initiate



Having a great vision is not sufficient - execution counts. We help you to engage people and processes with respect to your organizational culture and values. We differentiate your Brand value proposition with the "4B's" (be-become-belong-bond).

Unite



When you stop learning, you stop growing with your audience. We collaborate with other experts to transfer the best 'information toolbox' (methods, tools and techniques) into your organization to maximize your business potential.

We help you to unite your differentiation and Brand value in the market space

you have the vision we have the skills to unlock the depth of your extraordinary value



©

Business Image Consultants (national and global)

T/F +61 (0)2 9953 2627

M +61 (0)4 1953 2627

E info@deepvision.com.au

W www.deepvision.com.au

Dubai UAE +971 508 439 773

Prague CZ +420 728 481 383

Be

a Leader in Brand Management and Lifestyle
Inspired
Motivated
Informed