

The image features a close-up, low-angle shot of tall grasses or reeds. The plants are silhouetted against a bright, golden-orange sky, likely during a sunset or sunrise. The sun is positioned behind the grasses, creating a strong backlighting effect with visible lens flare and a warm, glowing atmosphere. The grasses have long, thin blades and some seed heads, which are dark against the bright background.

LINKING
THE BUSH
WITH THE
BIG SMOKE



KNOWLEDGE OF THE COUNTRY

The Guerin Group was founded in 2000 to offer Australian agribusiness a full marketing and communication service. For proprietor, Brendan Guerin, it was a way of capitalising on his deep knowledge of the country and unique insights into the farmer's way of life.

Brendan grew up on a grain and livestock property in Temora, New South Wales, learning the risks and rewards of farming from a young age. As a teenager, he discovered a passion for theatrical writing which eventually led to a career in commercial writing.

After five years working the land and the shearing sheds, he moved west to work for WA Agriculture as a crop and livestock technician on various research stations in the eastern wheat-belt.

Six years on, he was offered the job of scientific writer-editor in South Perth where he learnt the art of communicating science to the farming community. His technical writing has been widely published in regional media and leading farming publications such as GRDC's Groundcover and Australian Grain magazine.

Brendan also gained a bachelor of agribusiness at Curtin University before heading back east for the big smoke of Melbourne to take a job with rural communication agency, Comcall. There he honed his skills as a writer and account manager for six years before becoming communication manager for a newly-listed ASX company and then one of the nation's largest rural retailers.



ATTENTION TO DETAIL

Based in the head office of IAMA Limited in Collins Street, Melbourne, Brendan gained first-hand experience in the marketing of a one billion dollar sales company to its farmer customers, resellers, suppliers, investors and staff.

For six years, he managed a \$2million national communication plan - annual reports, newsletters, catalogues, television campaigns and corporate films – work which kindled a new appreciation of the film medium.

He also forged the friendships and connections with business leaders, media producers, designers and photographers that would prove invaluable when setting up The Guerin Group.

One such person was independent filmmaker, Matt Richards, who has worked on many film projects from lighting on features and commercials to teaching film-making skills in remote indigenous communities. He has been producing, directing and editing commercials, music videos, documentaries and dramas for 10 years. His creativity and attention to detail has helped The Guerin Group produce some excellent television advertisements and corporate films.

In the area of print design, corporate advertising and retail catalogues, Ted Chrystal has also contributed to our success. Ted honed his creativity on retail brands such as Myer, Retravisoin, Mitre 10 & Home Hardware, becoming a recipient of numerous Australian catalogue awards during his 30-year career. Having worked with FCB, CHE, Grey, DDB, Badjar Ogilvy & JWT agencies, Ted has extensive experience in retail advertising & direct marketing. He has been a freelance creative for The Guerin Group since 2005.



REAPING THE REWARDS

At the end of the day, our marketing, advertising and public relations must be rewarding for our clients.

To create changes in perceptions and behavior, communication must be accurately targeted, professionally executed and carefully monitored.

That's why we are committed to close relationships with our clients. Because the combination of our skills and experience - coupled with that of our clients - always exceeds the sum of the parts.

Results speak for themselves and our clients know that. They value our professionalism and understand the role it plays in their own success.

Some believe it's cheaper to resource communication in-house but there's always a hidden cost and the risk of failing to reach the target audience. Sure there are aspects of business that can't be outsourced but communication strategy and its creative execution is not one of them. It's a job for a specialist. Someone with fresh eyes and enough distance to still see the forest for the trees.

Outsourcing gives companies access to specialised knowledge and expertise while allowing their own people to focus on core business. That way, funds allocated to communication go to people who are developing campaign concepts, articulating benefits and honing their creative craft every working day. People like us!



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