



Fuse Creative

Fuse Creative is an Auckland, New Zealand based creative agency established in 1986. Originally a partnership between current directors Leigh Cockerill and Jeff Evans, the company is now made up of a talented team of 9 designers, print production and media specialists.

Fuse Creative has built a reputation for creating outstanding solutions for large and small clients alike. Among these clients are several travel and tourism companies, including Tourism New Zealand, Tourism Auckland and Los Angeles based Springboard Vacations. With this unique expertise, Fuse represents a compelling opportunity for US organisations doing business in and with New Zealand and the South Pacific.

With capabilities ranging from brand design, through advertising, direct response and collateral production, Fuse injects a fresh approach and achieves an affordable, effective solution. Brochures and maps produced for Tourism New Zealand are translated into 12 languages and distributed all over the world; and for the last two years, since its inception, Springboard Vacations has won Best Brochure Awards for US operators to the South Pacific.

Among the advantages of dealing with a New Zealand based creative agency are the ease of access to accurate market knowledge and quality imagery; the benefits of the comparative values of the NZ and US dollar; and quite literally, the time difference means that projects can be completed 'overnight' with creative waiting in your Inbox the next morning! The biggest advantage however, is the potential to benefit from excellent creative to showcase and promote your business. Visit our website to see more work from Fuse Creative.

www.fusecreative.co.nz

Leigh Cockerill - Director and designer

20 years of experience in design and project management, a brand development and collateral design specialist. An ex New Zealand representative indoor and beach volleyball player, Leigh now competes in multisport and adventure racing.

leigh@fusecreative.co.nz

Fuse Creative Limited

4 Nikau Street, Eden Terrace, Auckland, New Zealand
PO Box 8306, Symonds St, Auckland 1150, New Zealand

T 64 9 379 9800 **F** 64 9 379 9801

E info@fusecreative.co.nz www.fusecreative.co.nz

Client: Tourism New Zealand

International Motivator Collateral

A range of brochures and maps prepared and distributed worldwide in 12 languages to promote tourism in New Zealand. All design, production, translation and international distribution is managed by Fuse Creative, including offshore printing.



Client: Springboard Vacations

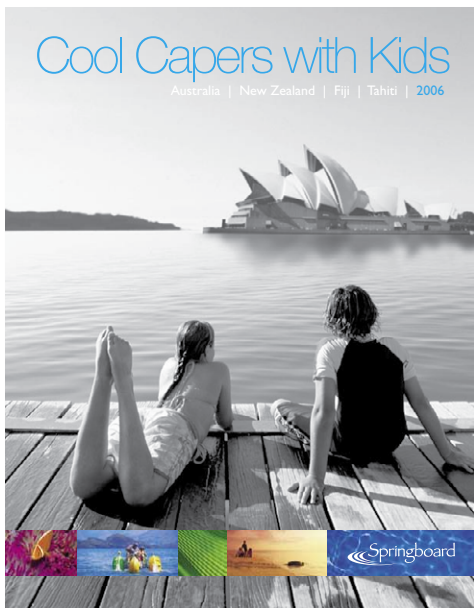
International Travel Collateral

Springboard Vacations' brochures have set a new standard for travel operators to the South Pacific and won multiple awards over the last two years:

OzTalk USA 2006 - 2 awards

Tourism New Zealand - 2005 & 2006 Best Brochure Award

Downunder Travel Bulletin - 2006 Best Brochure Award



Whitsunday Islands

In the heart of the Great Barrier Reef, ascending from out of the rich blue tropical waters lies an archipelago of green islands and sandy atolls where you can fulfill all your holiday dreams.

Daydream Island Resort & Spa A A
Finding Nemo? - Here he is!

Hamilton Island A
Whitsunday Island Family Fun
More like an island village than just a resort.

Hayman A
Luxurious Hayman is the perfect family escape. Hayman has loads of fun and exciting children's activities happening at Heron's Hideaway, an exquisite cottage nestled in the gardens near the marina. The special place is home to the Kids Club that welcomes young visitors to the age of 12 years. Enjoy the adventure playground, water sports, arts & crafts as well as exquisite afternoon where you learn the secrets to free diving - scuba, department, behavior skills and correct use of culley and snorkel. Best of all you get to try your new skills at a special dinner!

Fantasia Cruises A
Your family alone on the reef for a night!
The entire family can enjoy an adventure packed day at Fantasia - come face to face with schools of tropical reef fish, be amazed at the spectacular coral formations, explore easy to follow snorkeling trails or simply relax on the sands and enjoy the amazing 360° view of the Great Barrier Reef. The free Club Fantasia is the first child care service offered on the reef. Staffed by experienced and qualified care givers, the club caters for kids 6 months to 14 years which allows peace of mind for parents and fun for kids. Ask about Fantasia where you can actually overnight on the porticon on the reef.
Cruise from \$82 for grown ups
\$27 for kids (age 6-14 years)

Room from **\$72** for 2 interconnecting rooms
Kids under 13 FREE

New Zealand

New Zealand is diverse, sophisticated & multicultural, and the honesty, friendliness & openness of Kiwis will impress you. The great advantage of New Zealand is that it is all so close.

New Zealand Essential Experiences:
12 Days / 11 Nights - including

- 3 nights accommodation in Auckland
- Airport transfers
- Bay of Islands Adventure
- Prize of Auckland dinner cruise
- Ultimate Auckland tour
- 2 nights accommodation in Rotana
- Ta Puna - Maori arts & crafts
- Doubtful Sound cruise
- Shower jet boat ride
- Tamaki Tours hang & feast
- Rotorua Waianderi tour
- Rental car for 3 days
- 2 nights accommodation in Christchurch
- Airport transfers
- TransAlpine rail journey

4 star per person from **\$1,750**
5 star per person from **\$1,467**
8 & 8+ per person from **\$5,037**
Lodge per person from **\$6,405**

North Island Extraordinary Encounters:
13 Days / 12 Nights - including

- 2 nights accommodation in Auckland
- Airport transfers
- Bay of Islands Adventure
- Prize of Auckland dinner cruise
- Ultimate Auckland tour
- Rental car for 10 days
- 2 nights accommodation in the Coromandel

South Island Extraordinary Encounters:
12 Days / 11 Nights - including

- 2 nights accommodation in Christchurch
- Airport transfers
- TransAlpine rail journey
- Wildlife and dolphin cruise
- Rental car for 10 days
- 1 night accommodation at Kaikoura
- Wings over Whales tour
- 2 nights accommodation in Marlborough
- Winery tour
- Abel Tasman National park walk

8 & 8+ per person from **\$4,410**

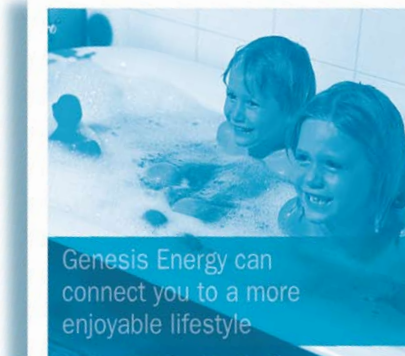
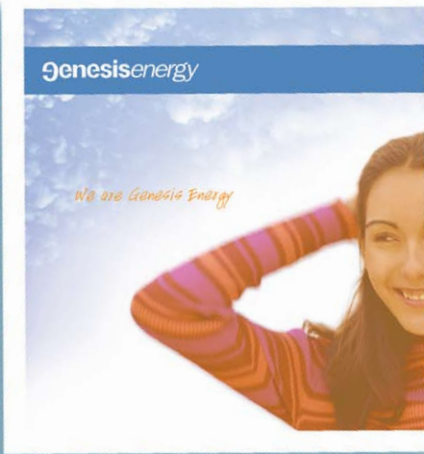
- 1 night accommodation in Punakaiki
- 1 night accommodation in Franz Josef
- Glacier guides tour
- 3 nights accommodation in Queenstown
- Airport transfers
- Queenstown Escape tour
- Doubtful Sound cruise
- Shower jet boat ride

5 star per person from **\$2,248**
8 & 8+ per person from **\$4,080**

Client: Genesis Energy

Welcome Brochures

A suite of brochures designed to be mailed out to new gas and electricity customers informing them of the services and capabilities of Genesis Energy.



"Even with teenagers in my home, gas means I don't have to worry about running out of hot water!"

In just a few years, Genesis Energy has grown to become one of New Zealand's largest electricity and gas suppliers. Some of our customers use us for electricity, some use us for natural gas. And many like the simplicity and lifestyle benefits of having Genesis Energy supply both natural gas and electricity in their homes.

Genesis Energy is also known as an innovator in the area of customer services. We offer our customers a choice of pricing plans, general payment discounts and seven ways to pay. It all helps to make busy lives a little easier.

The benefits of gas:

- Instant and reliable - gas is ready when you are, 24 hours a day.
- Easy to control - it's on with the flick of a switch or press of a button, and responds instantly when you turn it up or down.
- Clean and environmentally-friendly - gas creates the least amount of greenhouse gas emissions and contributes to the improvement of New Zealand's energy efficiency.
- Safe - when burnt, gas becomes water vapour and carbon dioxide, which is exactly what we exhale as we breathe.
- An asset for your home - having gas in your home increases the home's resale value.



"I feel confident Genesis is taking care of all my energy needs"

From small beginnings, Genesis Energy has grown to become one of New Zealand's largest energy suppliers. As a customer of Genesis Energy you will benefit from our size and from our ability to reliably supply both electricity and natural gas to homes and businesses. We give our customers a choice of pricing plans and have a dedicated and friendly Customer Care Team which is here to assist you. It all helps to make your busy life a little easier.

Innovative electricity generation technologies, like those used at the new Hui Wind Farm and our cogeneration plants, are examples of how Genesis is helping the evolution of energy in New Zealand.

Genesis Energy is proud to be New Zealand owned and is committed to efficiently providing energy.

"I like the fact that with Genesis Energy I can get my electricity and gas from one company"

Client: Southern Cross Travel Insurance

Advertising

Fuse Creative is responsible for the creation and production of all SCTI advertising, including animated TVCs, billboards and media advertisements. This small display shows the 'Starman' character developed for the campaign which has resulted in a spectacular increase in market share and profitability for Southern Cross Travel Insurance.



Wait a minute!
Knocked over
by the **cost** of
travel insurance?

For a great deal
simply call us **direct**
or buy on line

 Southern Cross
Travel Ins
0800 100 222
www.scti.co.nz



**In a bind
in Egypt?**

If you have a mishap on holiday,
you'll thank goodness for
Southern Cross Travel Insurance.

Call us direct
0800 100 222
www.scti.co.nz

Southern Cross
Travel Insurance



**Wrong theory
in Darwin?**

If you have a mishap on holiday,
you'll thank goodness for
Southern Cross Travel Insurance.

Call us direct
0800 100 222
www.scti.co.nz

Southern Cross
Travel Insurance



**Feeling frail
on the Vietnam trail?**

If you have a mishap on holiday,
you'll thank goodness for
Southern Cross Travel Insurance.

Call us direct
0800 100 222
www.scti.co.nz

Southern
Travel In



**Fever pitch
in Rio?**

If you have a mishap on holiday,
you'll thank goodness for
Southern Cross Travel Insurance.

Call us direct
0800 100 222
www.scti.co.nz

Southern Cross
Travel Insurance