

Woo

BRINGING SMILES TO THE BAY SINCE 2001

HIDING FROM YOUR DENTIST BE LIKE...

Luckily we send you reminders.



TOOTH FAIRY DENTAL

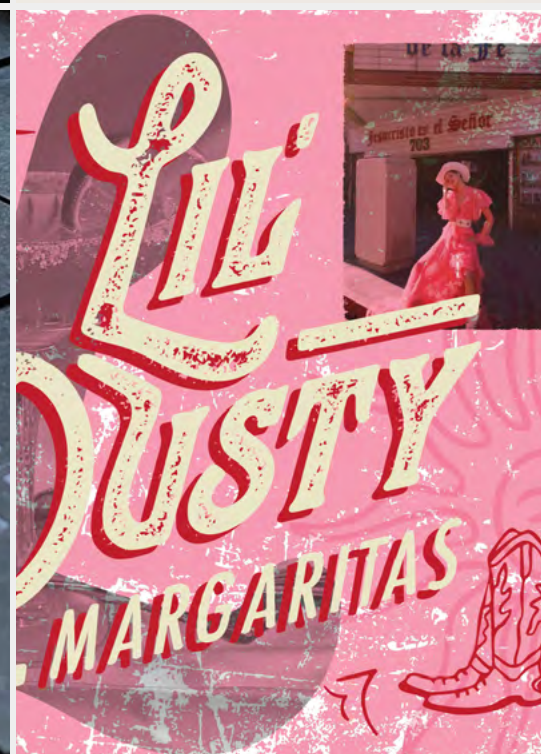
GRAPHIC DESIGN BRAND PACKAGING
CAMPAIGN DIGITAL COPY-WRITING CONSULTANCY



Brand

Brand is our bread and butter. Woo creates timeless, adaptable brands that elevate consumer experiences. Never 'just a logo' that's trendy in a not-cool-in-a-year way, but refined classics that evolve with your business.

From work-shopping archetypes, defining brand personalities and crafting single-minded propositions, to brand extensions using neon lights or giant inflatables – Woo can do it all.





Packaging

Complex die lines, multiple, varied components, max spot colour print runs and meticulously regulated labels that have to be exact-a-mundo.

Woo has over 5 years of experience in the complex world of packaging for numerous high profile and small business clients within the domestic and international market. From crackers to cosmetics, honey to homewares, show us your dielines and we'll show you our very best designs.





Campaign

Large format documents, complex catalogues, point of sale and brand collateral – whatever your brand needs to reach it's audience, Woo can achieve – you'll find our client's brand touch-points all over the world.

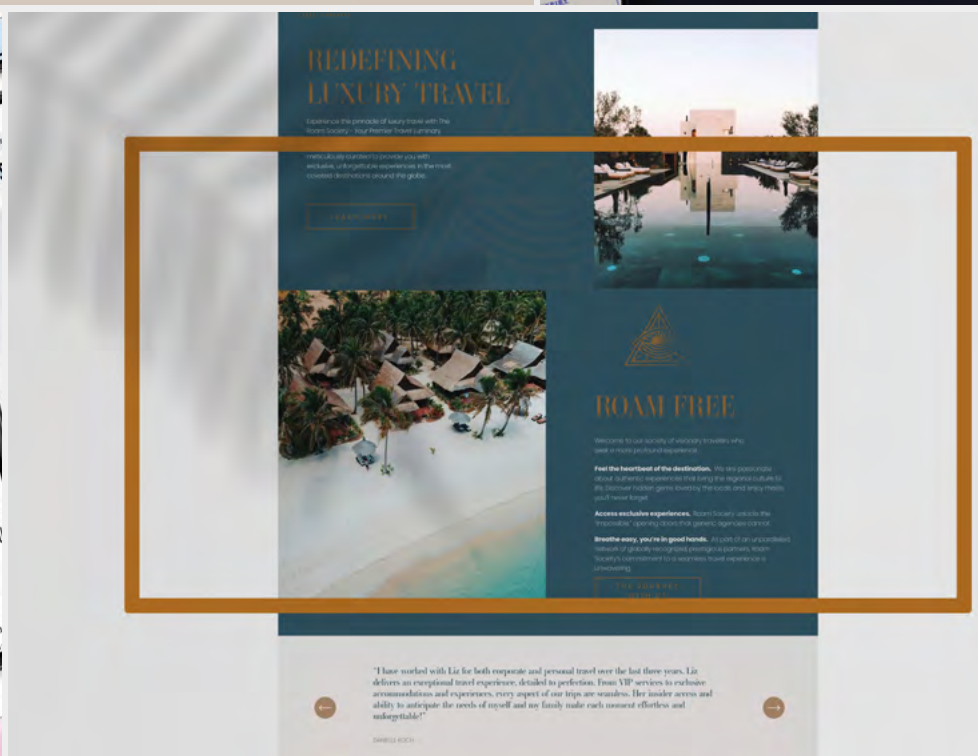
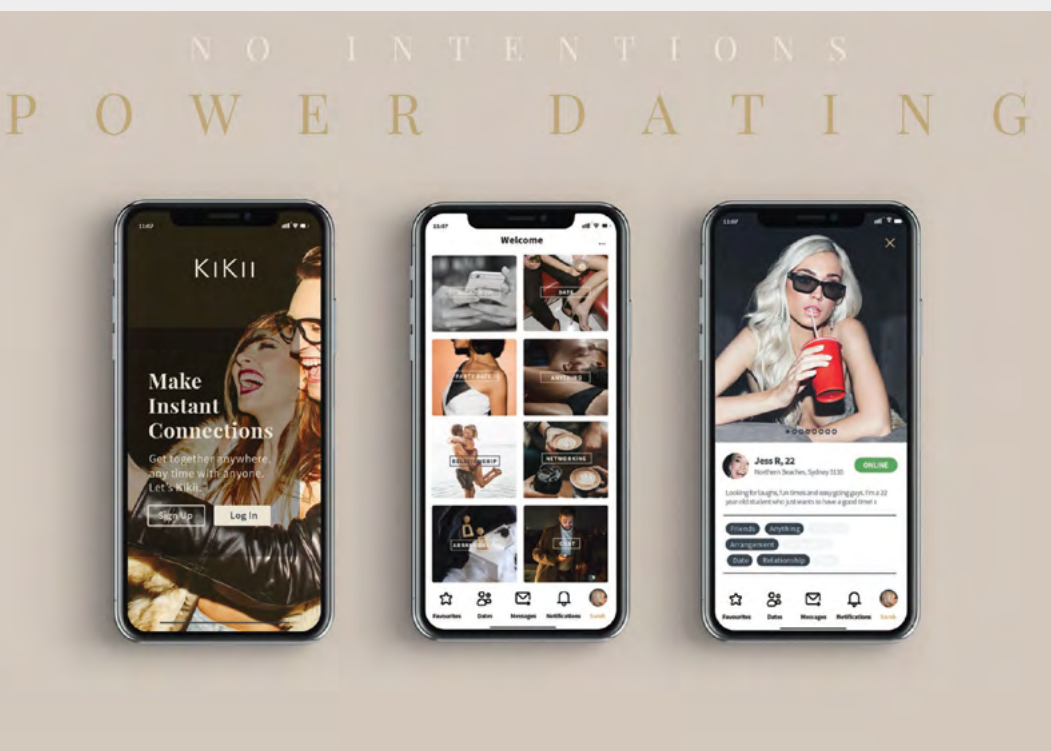
Showcase your products, personality and make that all important first impression count, with practical, thoughtful design that has purpose.





Digital

Websites, apps and digital marketing, Woo creates digital content that cleverly combines form and function to suit your audience. Analytical thinking that goes beyond the norm, we'll have your clients pushing buttons and engaging across whatever platforms you desire from click bait on Instagram to those teeny, finicky web banners that stalk you round the www to pretty apps that make life so much simpler.





Copy

Consciously crafted and carefully considered, Woo can make your brand come to life. Got the look but need the story? Woo can tell your tale in a tone that suits - from the single-minded propositions to copy that can be diplomatic, informative, passionate, quirky or just plain weird. Give your brand or product the prowess it deserves, with a story that sets you apart.

Let's talk.

Brand Voice



Campaign



Product



Story-telling





Creative

Conceptual creativity challenges convention, with colourful bold ideas. Inspired by experiences, interactions and plain objects, tales visually communicated to inform, relay ideas and make statements.

Unique, thought-provoking and fun.





Hello

About

Emily Parker is an award-winning designer with over a decade of experience working with brands from all factions of life; the great outdoors, food and beverage, skincare and cosmetic and retail, trades and services. This broad depth of experience provides a strong foundation of knowledge from which to create and direct brands and their marketing to engaged consumers and clients.

In a former life she was a professional skydiver, wine quaffer and world-wanderer. She's now fully domesticated. Go figure.

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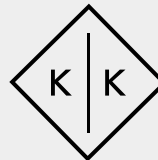
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