

The background of the entire page is a composite image. It features a large, realistic human brain in the center, appearing to be suspended or moved by several people. One person in a blue suit and yellow hard hat stands on a steel beam on the left, touching the brain. Below the brain, four other people in business attire are pulling on ropes attached to its base. On the right, another person in a white shirt and yellow hard hat is also pulling. The scene is set against a cloudy sky. The image is framed by green geometric shapes: a triangle at the top right and a large trapezoid at the bottom left.

**KITE  
MEDIA**

[www.kitemedia.nz](http://www.kitemedia.nz)

# We Do Big Things **With Big Ideas**

**Kite media is a team of creatives based in New Zealand**

We work on a wide range of projects, from logo design and corporate branding to mobile apps and sophisticated CMS/Ecommerce Websites.

A black and white photograph of a man with short, dark hair, wearing a dark jacket over a light-colored shirt. He is holding a black microphone in his right hand and has his mouth wide open as if shouting or speaking passionately. The background is a plain, light color.

# Marketing That speaks

A photograph of a group of people, mostly women, smiling and giving thumbs up. They are dressed in business casual attire. The image is partially covered by a large yellow diagonal overlay.

# Welcome To Kite Media

Developing a strong culture for success is the backbone of our culture. We engage like minded individuals who have large industry experience with the passion for success. We are all business owners, we know what is required to make money in the competitive world we live in. If you need help in cutting through the noise so your message can be heard, the Kite Media team are ready and excited to be able to help. Can we help? The proof is in the fact you are ready this page! If you are reading our profile you are connecting with our message, If we have got you connecting to the message it means we have cut through the noise. We don't have clients we have friends, we don't have staff, we are friends. What's this mean for you? Lots... Read On...

## Who We Are

A fun happy team of self motivated individuals that love success. We have a Co-Shared office space in Christchurch, New Zealand for brainstorming, networking and creating. We also all have our own work spaces in our own homes. We also enjoy getting out amongst it, that is why you will often see a Kite Media guru working from your local cafe. We are a group of freelancers with a co ordinated approach. Based in New Zealand servicing the world.

### All the benefits of a Creative Agency without the cost.

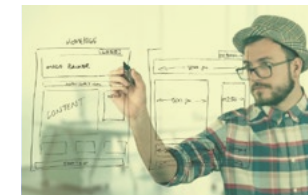
We know you want your marketing to work, we know you have a budget, we also know that you want maximum ROI from that budget.

This is one of the core values of engaging Kite Medias services. We get business. As a team of business owners that are working together for your success. If you have a budget of \$2000 dollars or \$500,000 we have the capacity to service your requirements and bring you maximum ROI. With marketing the more you spend the more you should get.



## We Do Big Things With Marketing

Producing quality successful marketing is our thing. What? Everything! Yip... only stuff we don't do is the expensive, useless, goodfornothing brand damaging work, but lets face it no one wants that these days, do they? May they do? Just because you got it for nothing, doesn't mean its good for your brand.



### DIGITAL

Apps, websites, emails, SMS campaigns. You get the idea aye?



### PRINT

Business cards, flyers, catalogues, profiles. The stuff that lies around.



### SOCIAL MEDIA

Reputation Management, viral campaigns, lead generation etc...



### Want Success?

Talk to us, we can't help if we don't know

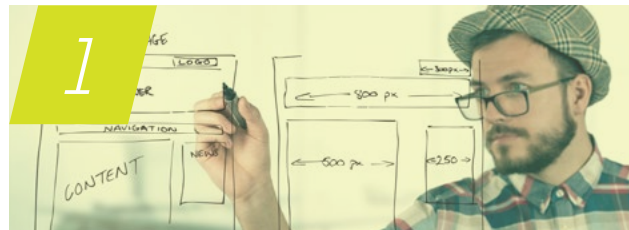




# Services That We Nail Regularly

## WEB DEVELOPMENT

From small informational sites through to large integrated E commerce sites we have you covered with our team of experts.



## MOBILE APP DEVELOPMENT

Is there something missing you badly need in an App? Yip, we know the feeling. Let us develop it for you.



## ONLINE MARKETING & SEO

From Google Ad-words to Social Media campaigns to 1st Page organic rankings, we can get the right people looking at your marketing at the right time.



## GRAPHIC DESIGN

Consistent and engaging design always gets results. Hows your brand image "look" does it portray your brand correctly or is there inconsistency?

**We Are  
Creating  
Your Dream**



# Our Timeline

2011

**April, 2011**

Kite Media was founded by Caleb Isaacs and experienced fast growth through its premium customer service approach

2011

**February, 22<sup>nd</sup>**

The big earthquake that hit the City so hard it was changed forever. We came together, we got busy and we supported one another.

2012

**October 2012**

Kite Media purchased ICM Design to add further "friends" to our fold

2013

**January 2014**

Merged with Oncall Websites to gain further market share and lift our stake in this awesome city of Christchurch

2014

**July 2014**

Launched Globally once it was pointed out by our "friends" on the other side of the world that our weaker currency provided a discount for nothing!

2015

9

Developing through the challenges of life have given us a full understanding of the game of business. We have grown a business around some of the most challenging obstacles that could ever be thrown at a City. By working with our "friends" it gave us a creative mindset that is like a pearl developed under pressure.





**Why  
do we love  
promoting success?**

# Success

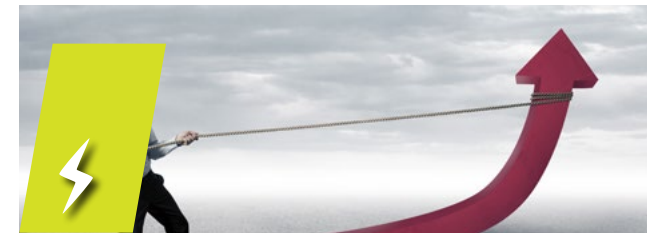
## Why its necessary!

In life we all enjoy success, agreed? That is why have this agency so that we can share in your success. At the end of the day our success is subject to your success. We love helping others, so for us to help you succeed we then get rewarded both personally and financially.



### Business Growth

Developing a plan that is based on business growth is a key step in your success with us.



### Increased Profit

Working with you to ensuring we are pushing the right products/brands to gain best profitability.



### Corporate Styling

Brand trust and identity is critical to any successful enterprise. Just remember it matters.



### MAPPING SUCCESS

Research, Plan,  
Implement =  
SUCCESS



# Our Market

In the current world we live in we are lucky that is a very small place. With the power of the internet we have good friends we assist world wide.

## Global offering

One of the first questions people often ask when they learn we have clients located all over the world is, Why don't they use a local agency? This is a good question we also wanted to know the answer, so we asked. The response was that

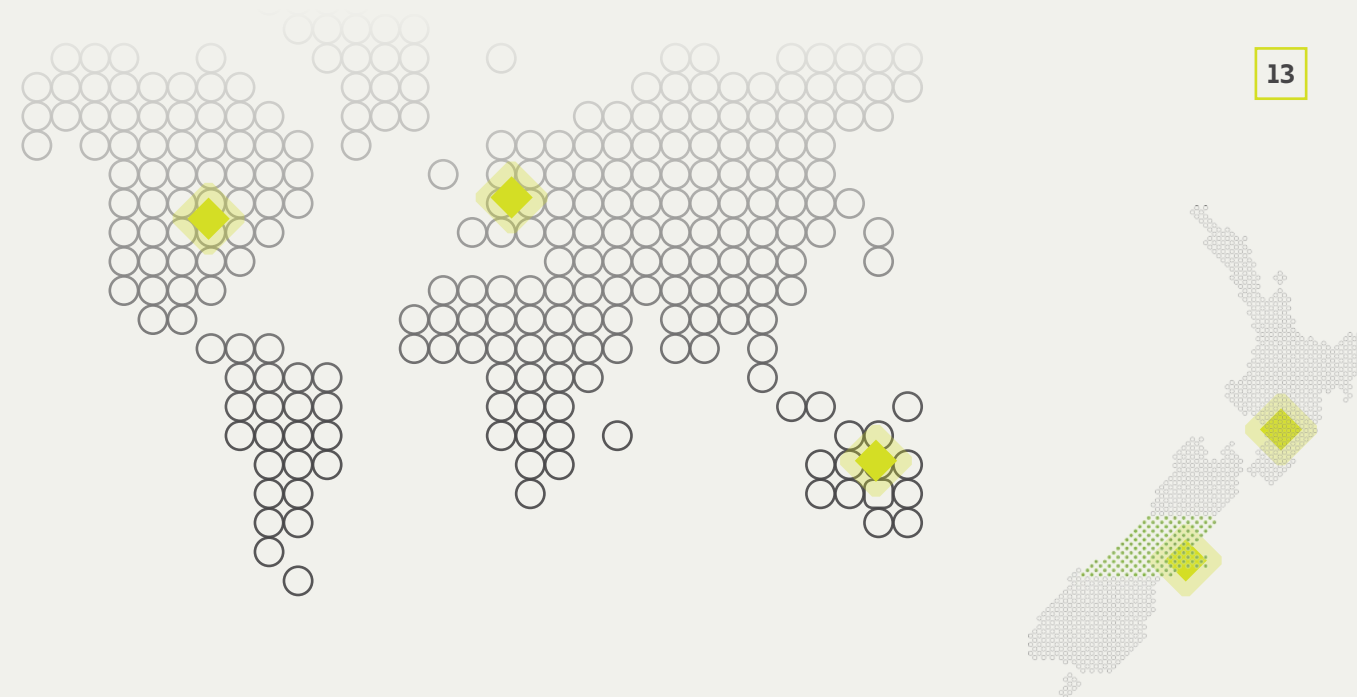
1.The currency differences represented a significant saving depending on the location of the client anywhere between 20% - 50%

2. New Zealanders are used to surviving in a very small and competitive market so we think outside the square.

**NEED**  
growth



**LETS**  
talk



**USA** 323,577,026

People that can get a 23% saving for nothing! The currency difference between USD and NZD normally sits around the 0.67 mark

**NZ** 4.6 Million

At basically half London's population we get good at having to be innovative to get head. We can help you New Zealand. We love it.

**UK** 65,019,858

People that can get a 52% saving for nothing! The currency difference between GBP and NZD normally sits around the 0.48 mark

**CAN** 562,900

Canterbury we care about you a lot as our head office is based here. At 562,900 population we are tiny but we deliver up there with the best - Go Canterbury

**AU** 23,783,500

People that can get a 10% saving for nothing! The currency difference between AUD and NZD normally sits around the 0.90 mark

**CHC** 381,800


Christchurch, we have been through the tough times together and survived. We know what it takes. Success through endurance equals satisfaction.



# Our Culture

## About Our Culture

Kite Medias culture is critical to our success, by having people the are joined in one purpose and that is to achieve their goals. It creates a powerful force for success. We take time to make sure our working “friends” and customer “friends” fit our culture that is why during he first meeting with Kite Media either face to face or via Video Conference we take the time to learn about your business, its goals, your culture and the way you view success. You can’t put a square peg in a round hole and we don’t even bother trying. Are you happy with that?



We believe  
in making  
dreams come  
true.

## Why do you refer to friends all the time?

It is very simple at Kite Media we don’t have clients or staff. We have friends, and friends care and look after each other. Friends help each other succeed.

Do we take anyone as a friend? No we don’t, we need to make sure your values fit ours.



## Awesome Business Team

I have worked to build a strong team with awesome experience. Yes, we are all freelancers, we could all just be working for ourselves. Why do we choose to work together? Everyone has strengths and weaknesses. That is why if you are serious about your business you won't just outsource your marketing to anyone. Most of us agree, we wouldn't select our local butcher if we needed brain surgery! - Tim Marshall



**Tim Marshall**

Managing Director

I am personally contactable at any stage and I network regularly with our "friends". I'm here manage your success which in turn guarantees ours.

### Contact Details

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"Coming together is a beginning; keeping together is progress; working together is success." - Henry Ford

## Focus Point



Delivering results is a key focus point of Kite Medias not just any results but the right ones. In working with us we take the time to get an in-depth knowledge of your business, that way we can make suggestions and create campaigns that are going to work.

### Cash-flow Management

We are probably one of the only creative agencies that talk about cash-flow management, however, we feel it plays a critical role in the success of your marketing and ultimately your business. Cash is king and without it businesses cannot survive it is the life blood of the business. If you are cash strapped before starting your marketing campaign you will be potentially worse off after it.

### Be honest with us.

We appreciate honesty, there is no point us investing time into creating a marketing campaign that costs \$10000 when you can afford \$2000 or potentially worse if you can afford \$10000 and we propose \$2000 it will only take longer for you to achieve your goal. It's important that you can not only fund the campaign but also the growth that it is going to produce.



### Why don't we splash our "friends" work around?.

Everyone has different needs and what works for one won't work for another.

## Respect Our Friends



### Why don't you display your work?

Good question, We respect our "friends" privacy. The work we create for them to promote their businesses is their own in our eyes. A friend is happy to just protect and when success comes say "Well Done"

### Why are you so strong on confidentiality?

Business is a game, to win games you need strategy and sometimes that strategy is best keep hidden from opposing teams until the last minute. Agreed?



### Why do you turn down some business?

We are big on integrity if we feel that by taking on a new friend it is going to compromise a current one we politely say "Not for us, Sorry"



## Contact Information

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**KITE  
MEDIA**

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