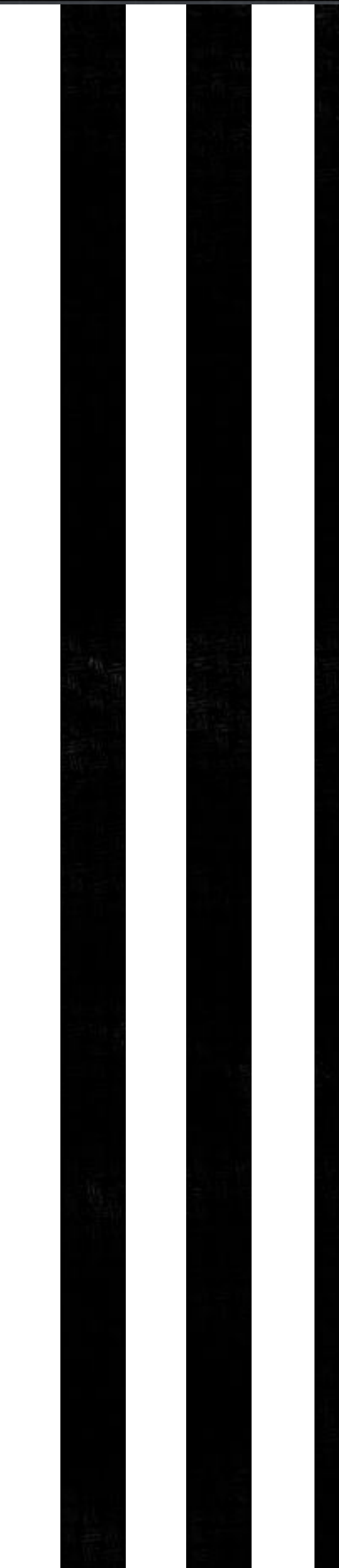


COLLINGWOOD CREATIVE



AGENDA

1 **INTRODUCTION**

2 **SERVICES**

3 **CASE STUDIES**

4 **CONTACT**





INTRODUCTION



BORN FROM THE BLACK-AND-WHITE DNA THAT BUILT ONE OF AUSTRALIA'S MOST ICONIC SPORTING CLUBS, COLLINGWOOD CREATIVE DELIVERS **PHOTOGRAPHY, VIDEO PRODUCTION, DESIGN AND FULL-SERVICE CREATIVE** WITH THE UNMISTAKABLE SPIRIT OF THE MAGPIES.

**FORGED IN A CLUB THAT ROSE
FROM MELBOURNE'S TOUGHEST
STREETS TO BECOME A NATIONAL
POWERHOUSE, COLLINGWOOD
CREATIVE BRINGS THAT SAME
HARD-WORKING, SIDE-BY-SIDE
ETHOS TO EVERY BRIEF**

**WE SHOW UP.
WE DELIVER.
WE HELP YOU CUT THROUGH.**

Backed by a brand that's been a national icon since 1892, we partner with leading organisations and global brands to elevate ideas and drive real results.

Reliable, responsive and proudly Collingwood – we create with purpose, passion and a little bit of grit.





OUR SERVICES

1

PHOTOGRAPHY

We bring your vision to life with end-to-end photography, in our in-house studio or on location

Sport & Entertainment
Corporate Events & Functions
Corporate Headshots
Pre-Production: Mood Boards & Shot Lists
Lifestyle & Product

2

GRAPHIC DESIGN

Creative design that elevates your brand

Website Assets
Social Media Content (All Platforms)
Social Media Templates
Corporate Event Collateral

3

VIDEO PRODUCTION & EDITING

Premium video content for every platform and purpose

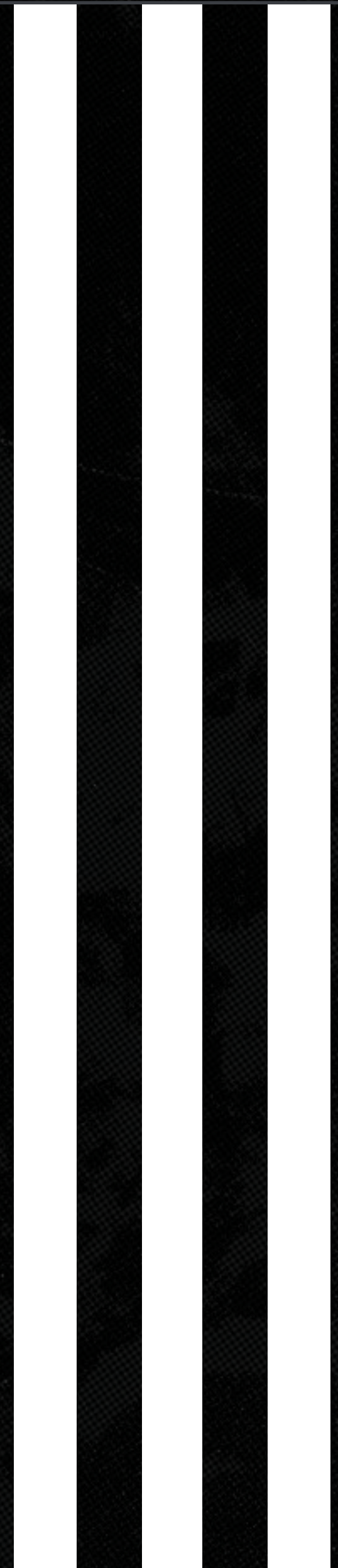
Social Media (All Platforms & Formats)
Testimonials & Case Studies
B-Roll, Drone Capture & Colour
Branded Content VNRs (Video News Releases)
Hype Reels
Feature-Length Interviews
LED Signage Content

4

PR, CONSULTANCY & CREATIVE

Strategic support to amplify your ideas

Idea Generation
Copywriting
PR & Promotion
Social Media Training
Workshops & Media Training



OUR PROCESS.

1

KICK-OFF MEETING & IDEATION

We start by understanding your goals and brainstorming creative concepts.

2

CREATIVE RESPONSE & QUOTE

You'll receive a tailored creative approach and transparent pricing.

3

CLIENT APPROVAL

Once you're happy, we will lock in the plan and move to production.

4

PRODUCTION

Our team brings your vision to life with precision and creativity.

5

DELIVERY

Final assets delivered on time, ready to make an impact.





CASE STUDIES

Emirates



EMIRATES X COLLINGWOOD

Partnered with Collingwood since 1999, Emirates operates 77 weekly services from Australia, connecting passengers with over 140 destinations, including its hub in Dubai.

The Brief

Present Emirates as a premium brand while showcasing Dubai as a destination of choice for Australian travellers, using Collingwood talent to create authentic, aspirational content.

The Idea

Bring Collingwood's audience on the Emirates journey. From checking in at Melbourne airport, embracing the in-flight experience, and jumping into everything Dubai has to offer, our Collingwood stars live the trip we're all dreaming of going on.

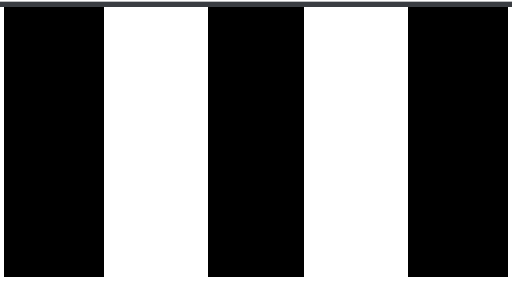
The Execution

- Short-form video: A Day in Dubai with Darcy Moore — exploring Dubai's food and culture
- Vertical video: Nick Daicos on the Dubai Marina Zipline — adrenaline meets luxury
- Long-form package: Isaac Quaynor's 14-hour Emirates A380 business class journey

The Outcome

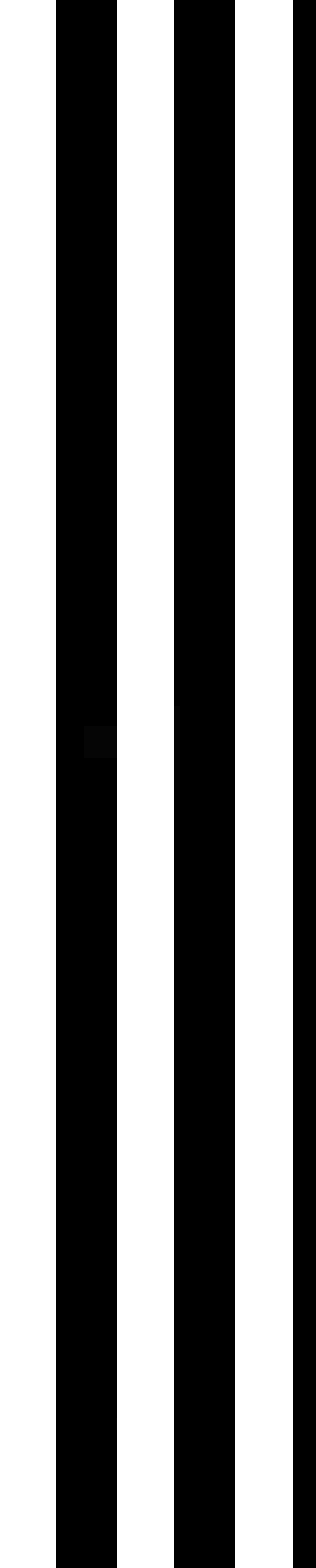
- Premium, talent-led content that blended lifestyle storytelling with brand integration
- Delivered strong engagement across social and owned channels
- Reinforced Emirates' positioning as a global leader in luxury travel







SONOS



SONOS X COLLINGWOOD PARTNER LAUNCH TVC

Turn it up. A partnership introduced
with power, polish and purpose.

The Brief

Introduce Sonos to Collingwood fans with a launch that feels big-league: premium, authentic and unmistakably black-and-white.

The Idea

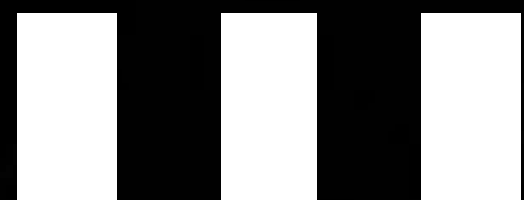
Let the sound tell the story. Inside the MCG's inner sanctum, Collingwood commentary blasts from a Sonos soundbar. As Captain Darcy Moore walks towards the arena, he switches seamlessly to Sonos headphones – taking the sound, and the feeling, with him.

The Execution

45-Second TVC filmed at the MCG with cinematic production values. Product story woven into performance: soundbar to headphones, showcasing Sonos' effortless wireless switch Collingwood DNA front & centre: commentary, corridors & the walk to the arena

The Outcome

- Premium brand introduction praised internally and across channels
- Owned and social rollout: website, LinkedIn, and YouTube delivered strong engagement
- Partnership positioned as elite and authentic – Sonos innovation meets
- Collingwood grit through a premium product, elevated experience and emotion driven by sound.







RayWhite[®]



RAY WHITE X COLLINGWOOD LUXURY PROPERTY SERIES

Established in 1902, Ray White sells more luxury property than any other real estate group across Australia and New Zealand.

The Brief

Showcase high-end properties while keeping Ray White's premium brand front-and-centre.

The Idea

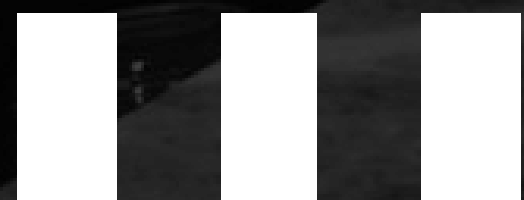
A four-part YouTube-led series featuring AFL stars, giving fans an exclusive look inside their luxury homes. Each episode blended lifestyle storytelling with authenticity, positioning Ray White as the trusted name in prestige property.

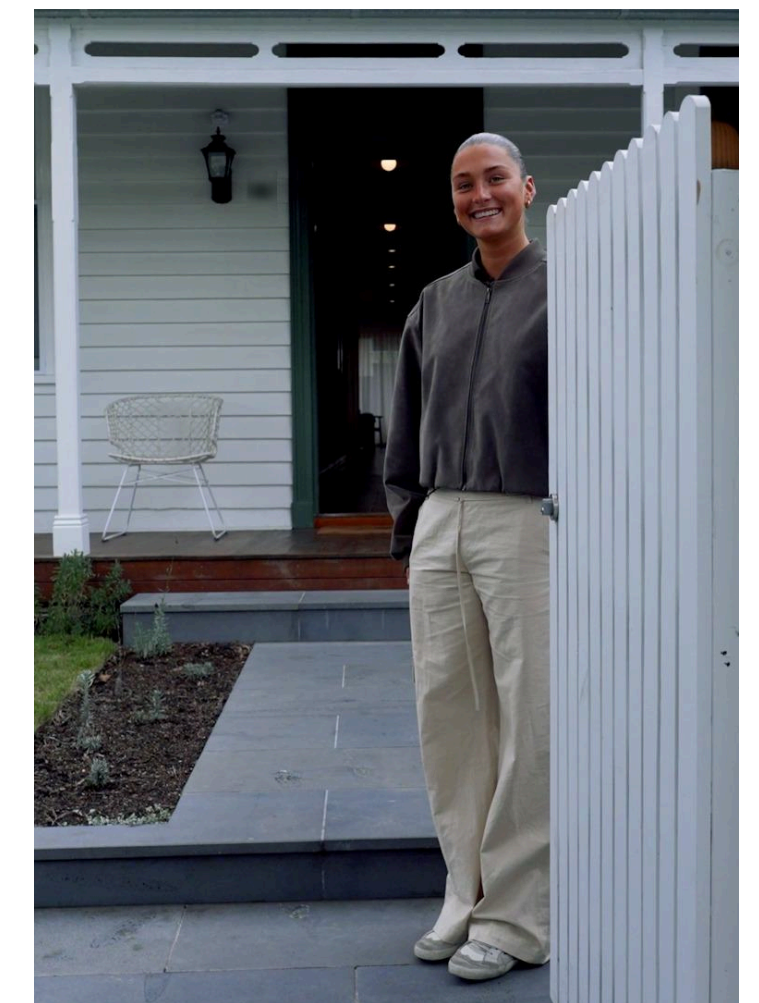
The Execution

- Filmed on location in stunning homes owned by AFL players
- Integrated Ray White branding throughout the content
- Optimised for YouTube and social platforms for maximum reach

The Outcome

- Delivered 2M+ impressions across digital channels
- Elevated Ray White's luxury positioning while engaging a passionate sports audience
- Created shareable, aspirational content that connected property and lifestyle





COLLINGWOOD

Collingwood Creative Credentials



NIKE PARTNERSHIP

Together, Nike and Collingwood Creative partnered to deliver a powerful First Nations storytelling project that harnessed the power of Nike's unique ability to tell a story through a single image.

In line with Collingwood's Barrarn strategy and the Club's ongoing relationship with the Barkly Region, Tennant Creek based artists were commissioned to design bespoke artwork for Collingwood athletes as part of the annual Sir Doug Nicholls Rounds.

The Brief

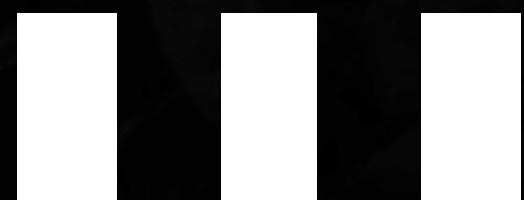
Simple but ambitious: tell the stories behind the artwork - and position Nike at the forefront of that narrative.

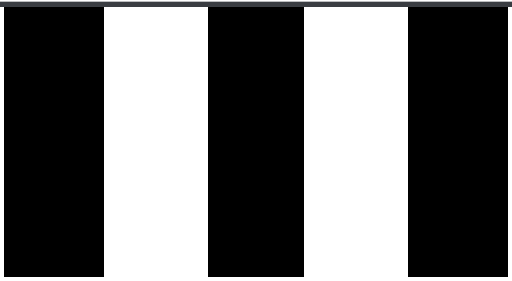
The Idea

From the land that inspired the designs, we brought the story to life on Warumungu Country through a multimedia campaign headlined by striking, purposeful imagery - uniting Nike boots, the artists, and the cultural landscape in one cohesive visual narrative.

The Outcome

- Reinforced Nike's leadership in sports storytelling
- Demonstrated Collingwood and Nike's genuine commitment to the Barkly Region
- A project built on trust, collaboration and respect - and delivered through creative that made impact both on and off the field.







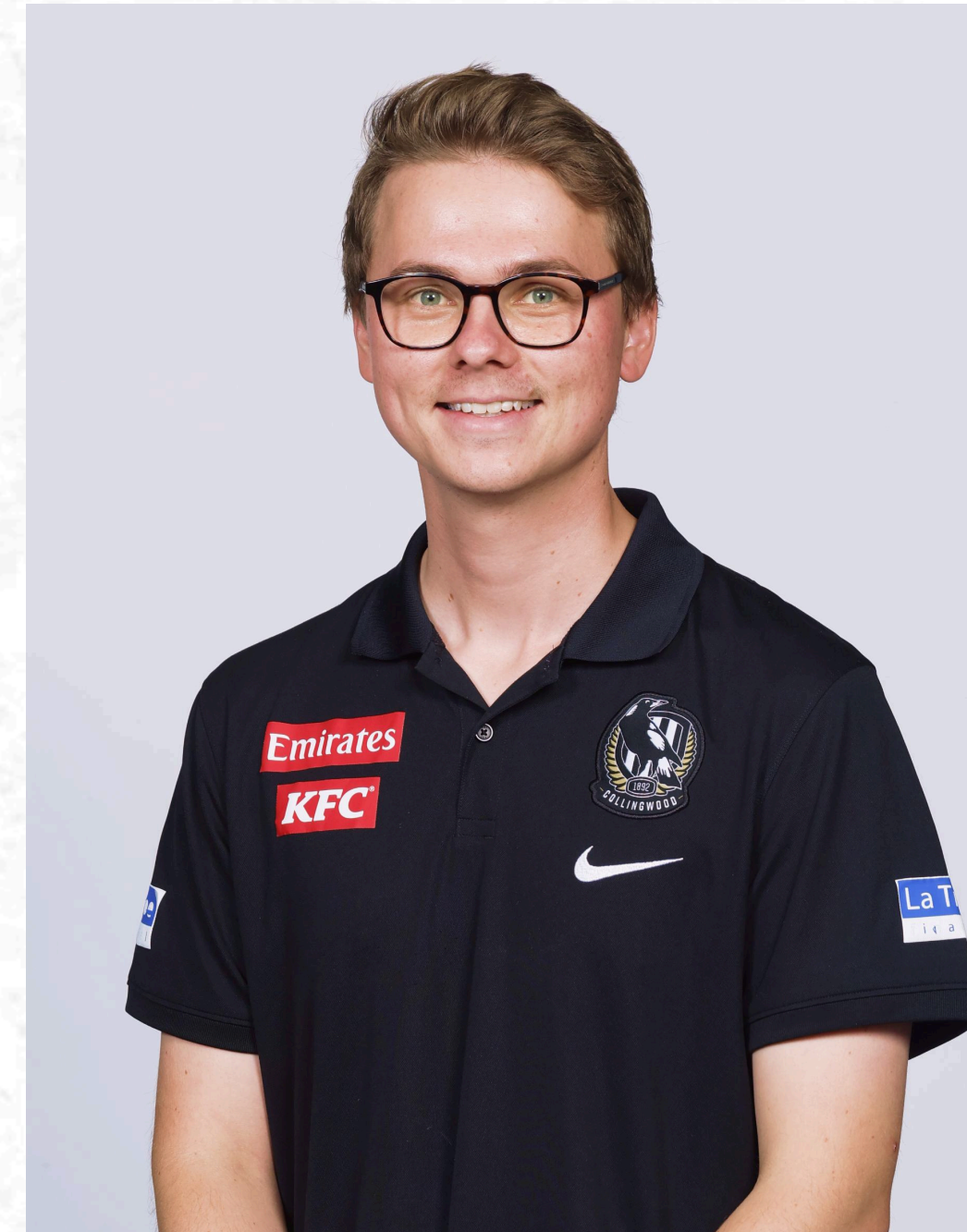
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THANK YOU