

BLACK DIAMOND AGENCY WEB DESIGN BRIEF

FYI - The design needs to be very mobile compatible however our ideas below are based on a PC screen. We understand the mobile site may be slightly different. These are also just fundamental ideas – we would appreciate your creative input while sticking to the brief.

***Layout** – We would like all the text/images on each page to be viewable with little, if any, scrolling required.

***Pages** – 5 in total: Home/About Us/Testimonials/Join/Get Social/Contact

***Colours** – Primarily – White/ Secondary – Black & Gold, like our logo.

***Must be:**

Very mobile friendly

Minimalist & classy

Easy to navigate

***All pages to have:**

Large header at the top – “Black Diamond Agency” or even just the logo in large format.

Footer – With icons to all social media pages (4 total) + “info@blackdiamondagency” + “0411 089 022”

***Photos** - We have not included any photos with this design however may like to add a few high quality ones to the finished product. At this stage we don’t want them incorporated into the design process.

Home/Landing Page

We would like our Instagram feed as the landing page to our site. Similar to www.sweattybettpr.com as a reference.

About Us

Black Diamond Agency founded in February 2010, is a national event staffing & talent agency specialising in experiential activations and below-the-line marketing. We can provide promotional staff and brand ambassadors for:

Product sampling

Product launches

Trade shows/expos

Store-openings

Pub/club promotions

Alcohol promotions

Sporting events/golf days

Music concerts/festivals

Corporate hostesses

Street teams

PR stunts

Flyer distribution

Supermarket promotions

Boxing/MMA fights

Grid girl car events

For experiential activations we can manage everything from logistics of kits/uniforms, management of national storage facilities, council permits, to feedback reporting and social media marketing assistance as well as onsite event management.

We are based between Sydney and Newcastle however we can staff events, no matter how big or small in all main areas of Australia, as well as many regional areas. We are happy to book last minute events where possible and are contactable 7 days.

Our staff are vetted prior to employment based on appearance, attitude, personality and professionalism. Our general age range of staff is from 18 to 30 years both male and female. We use an online staffing system which means very efficient management of our talent database as well as reporting for large campaigns.

Testimonials

McDonalds

"McDonald's in NSW/ACT have engaged with Black Diamond Agency since 2012.

Black Diamond Agency has provided promotional staff for numerous brand activations and events at the Newcastle Knights, Illawarra Dragons, Western Sydney Wanderers and Skyfire Canberra.

Tamara and her team are professional, reliable, eager, personable, and efficient in their work. They've done a fantastic job in representing the McDonald's brand across a number of years.

We confidently recommend Black Diamond Agency to any business requiring a promotional team to activate their brand."

Alicia Duncan, NSW/ACT State Marketing Consultant, McDonald's Australia Limited

Australia Leisure & Hospitality Group

"Tamara from Black Diamond has worked with us to build our business by creating the type of atmosphere I was looking for, for each of the events.

I have no hesitation in recommending this company and their services to any potential client."

Aaron Demery, Venue Manager/Licensee, Iron Horse Inn

Driving Edge Marketing

"So far I have heard nothing but fantastic reviews regarding your staff. They have been great, punctual, great presentation and really applying themselves to which ever campaign they are working on.

So thankyou. "

Megan Gardiner, NSW Connect Manager, Driving Edge Marketing

BJ Howes Group

"Today went extremely well, my customers had only great things to say about the girls and most importantly the sponsor of the girls were so happy with them and their promotion of the brand."

Adrienne McCauley, Marketing & Communications Coordinator, BJ Howes Group

Join

*As an idea guide <http://www.winkmodels.com.au/join-wink/>

We are always on the lookout for new staff across the country! Please read the below FAQ's before applying. To apply go to <http://blackdiamond.staffconnect.net/> and click register.

What type of work do you book?

We specialise in experiential activations with brand ambassadors so the types of work we book are product sampling, product launches, trade shows/expos, store-openings, pub/club promotions, alcohol promotions, sporting events/golf days, music concerts/festivals, corporate hostesses, street teams, PR stunts, flyer distribution, supermarket promotions, boxing/MMA ring girls and grid girls.

View our social media for photos of previous work on our [Get Social*](#) page !

*Link to get social page.

What areas of Australia do you book work?

We were originally founded in Newcastle, NSW however are now based in Sydney. We staff nationally which includes all the capital cities and many regional areas. We will accept applications from any area of Australia however regular work cannot be guaranteed.

What do you look for in new staff?

We look for staff who are first and foremost professional and reliable. You must present well, have a natural beauty and take pride in your appearance. You must also have a naturally bubbly, out-going energetic and enthusiastic personality. You must be a people person with an energy for life and a no-fuss approach to work.

We look for 18-30 year old male and females, with reliable transport, flexible availability and willingness to work at range of events and locations.

We do not book staff who have large tattoos, facial piercings that can't be taken out for work or unnatural coloured hair e.g blue.

Do I need professional photographs?

It is highly recommended that you have professional photos. Promotional staff who photograph well and present professional in their online portfolios have a higher chance of being booked for work.

How do I apply?

Simply fill out the online application <http://blackdiamond.staffconnect.net/>

Incomplete applications will not be processed. Due to the high number of applications we receive we will only be in touch with successful applications.

Get Social



A row along the middle with all the social media icons that can be clicked on: e.g. Please include (in this order): Instagram / Facebook / Twitter / LinkedIn. When you click on the icon it opens that social media on a separate tab. Links to the social media are:

Instagram - https://instagram.com/bd_agency/

Facebook - <https://www.facebook.com/blackdiamondagency>

Twitter - https://twitter.com/bd_agency

LinkedIn – <https://www.linkedin.com/company/blackdiamondagency>

Contact

info@blackdiamondagency.com

0411 089 022

Insta: @bd_agency

Underneath we need an online enquiry form. Forms to go to info@blackdiamondagency.com

First Name

Last Name

Email address

Subject

Message

How did you hear about us? – Drop down menu with 4 options – Referral, Search Engine, Social Media, Other