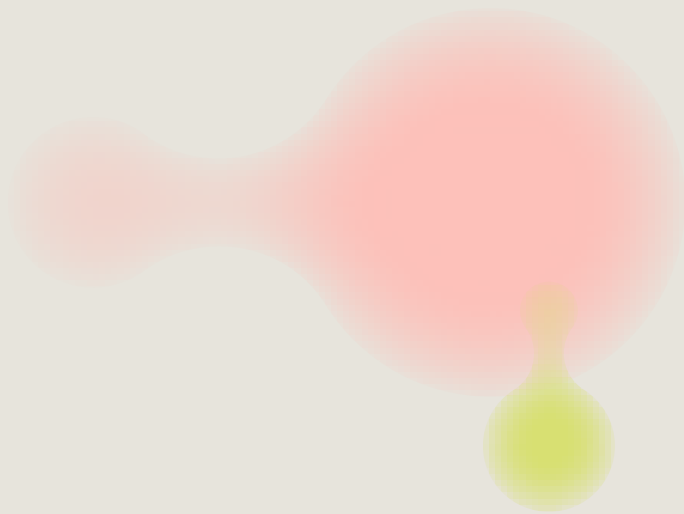


got a new idea,
product or
service?

**5 reasons why
you should
choose a good
partner...**

dinergy 



dinergy is not just our name –it's our philosophy

1.

Our philosophy guides us towards partnership and union with those who choose to work with us. This is because Dinergy is not only our name, it is also our philosophy - a philosophy that means “separate forces coming together to achieve growth.”

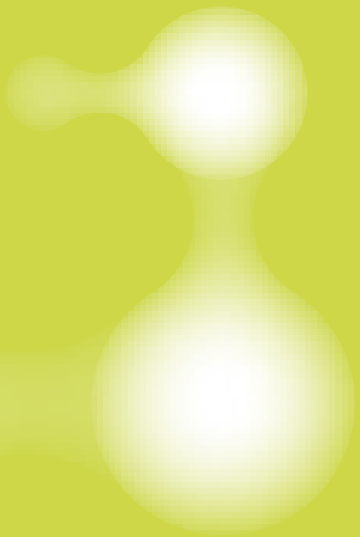
Finding a marketing partner to conceptualise and grow with you is critical. A partner with experience in multiple channels, and a track record of success to match, is your safeguard for growth.

what's so new about dinergy?

2. Nothing really.

Although it may be a relatively new theory—in nature Dinergy is anything but new. Even the simple cell which is the basis of the human body is an ideal example of how Dinergy works—where form and function come together to create the ideal pattern and shape necessary for your existence. United together, millions of cells, all with different purposes, constantly work together to achieve a common goal: Life.

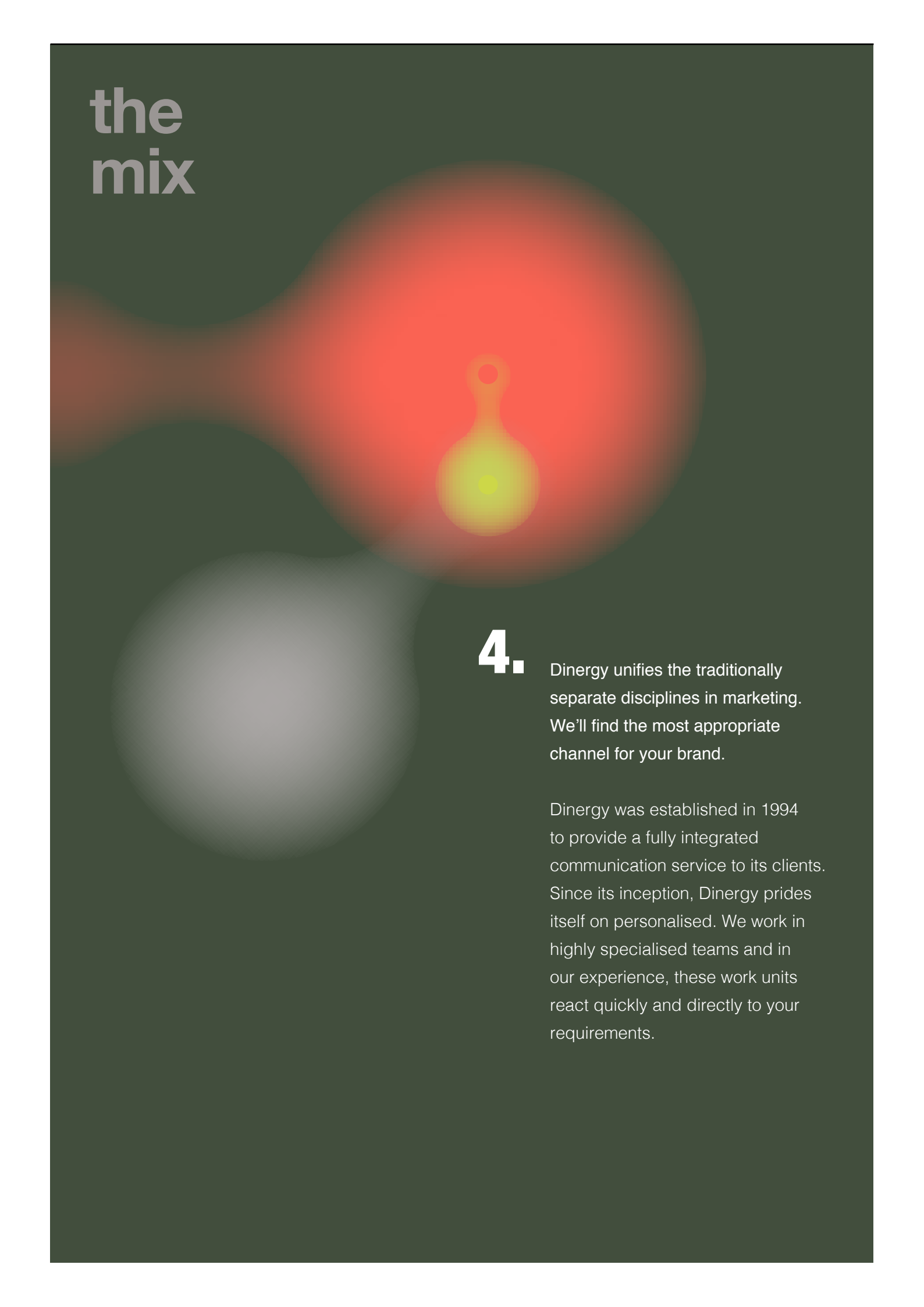
growth-life



3.

The theory of Dinergy sounds ideal, but what does it really mean?

It's this simple: If the common goal of Dinergy for the human body is life, then the common goal of Dinergy in advertising is to sell. For example, marketing, research, strategic planning, media objectives and creativity are all very different elements in the mix of any campaign. They all have equal importance and very different roles to play; but with Dinergy they have only one purpose; To achieve the greatest growth for your service, brand or product.



the
mix

4.

Dinergy unifies the traditionally separate disciplines in marketing. We'll find the most appropriate channel for your brand.

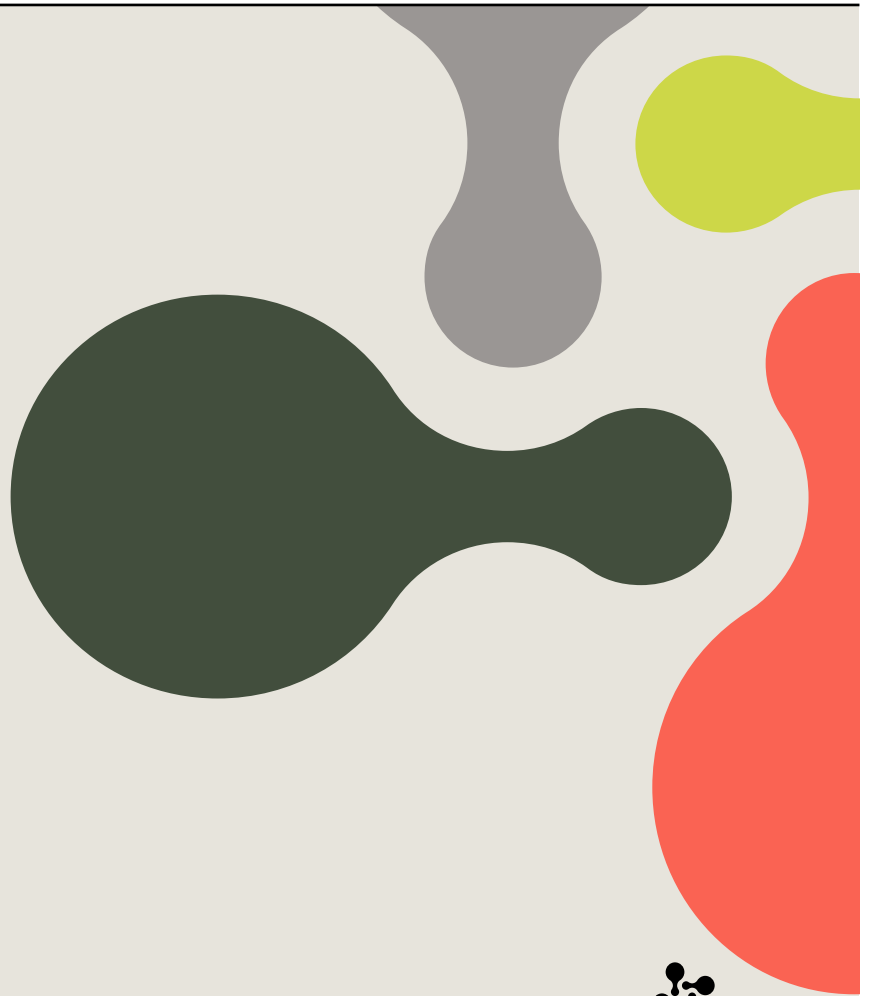
Dinergy was established in 1994 to provide a fully integrated communication service to its clients. Since its inception, Dinergy prides itself on personalised. We work in highly specialised teams and in our experience, these work units react quickly and directly to your requirements.

5. Be true to your brand intrinsics.

Declining brand loyalty, increasing product parity and price-sensitive consumers all point unequivocally to the fact that conventional advertising is failing to meet current market needs.

Your brand personality provides the framework within which promotional work must move product. But it is equally the responsibility of promotional activity to enhance and not trade off or diminish that brand personality.

reach
out-
grow



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