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marketing content creation package.

The following document is an example of the
marketing content creation work we have done
for our client, Western Growers Fresh.



pre-shoot strategy session.

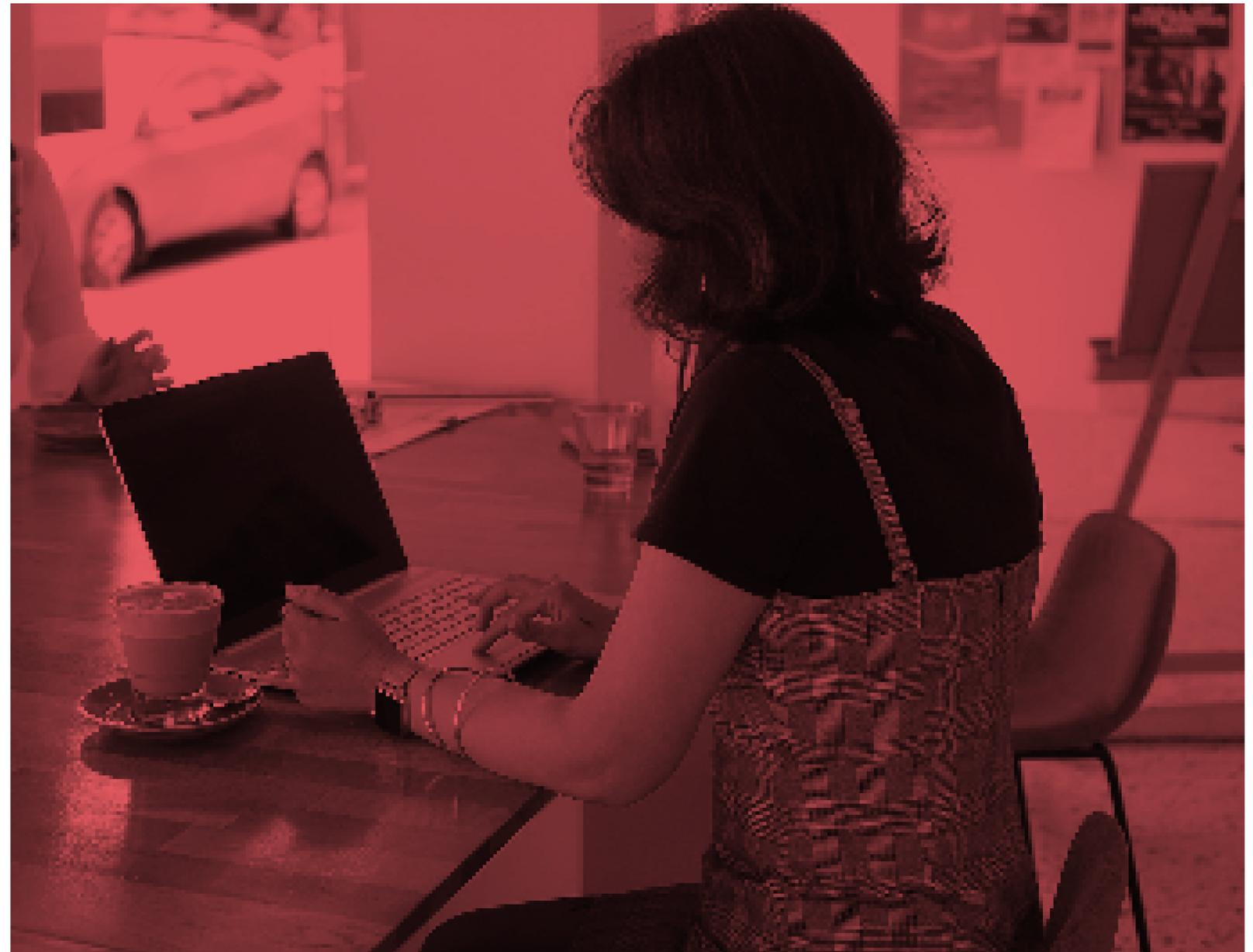
Our pre-shoot strategy sessions sets the foundation for a smooth and efficient content day. We'll align your goals, key messages, shot priorities and creative direction ahead of time - so when shoot day arrives, everything is planned meticulously and built to capture content that actually performs.

01

We aligned the shoot direction with their core values of quality, accessibility, and warmth, ensuring the content reflected their role as a trusted, community-first growers market.

With their purpose - "Good food. Genuine people. Local purpose." and slogan, "Fresh from here. Lovingly made.", guiding creative decisions, we mapped out key shots that would showcase local produce, in-house preparation, genuine team interactions, and the welcoming store environment.

This strategic planning ensured the final content wasn't just visually appealing, but deeply aligned with their brand personality - cheerful, passionate, approachable, and proudly local, while supporting their short-term objectives of driving deli sales, promoting fresh produce, and strengthening community connection.





half day content shoot.

Our half-day, on-site content shoot is a focused session designed to capture authentic, brand-aligned photo and video content in your space. We deliver a versatile library of polished assets - ready to roll out across your website, campaigns, and social channels.

02

It was clear that the best use of our time at Western Growers Fresh was to showcase the people and the process behind the brand.

We focused on capturing the faces behind the business - the team in action and the genuine pride they take in their work. Alongside this, we highlighted the freshness and quality of the produce through vibrant, detail-driven shots that emphasise their abundance.

We documented the care taken in preparing and handling the produce, reinforcing the story of quality and attention to detail.

Finally, we captured the store environment itself - store front shots, key displays, and inviting moments, to communicate the welcoming, community-focused feel of the Busselton location.





hook ideas and caption starters.

Our hook ideas and caption starters give your content momentum from the first line. We craft scroll-stopping openers and ready-to-use caption prompts aligned to your brand voice - so your posts grab attention and convert without the guesswork.

03

For Western Growers Fresh, our hook ideas and caption starters are crafted to instantly capture attention and drive engagement.

We use curiosity-led openers, practical tips, and relatable food moments to spark interest and encourage interaction. Whether it's highlighting fresh produce, sharing quick meal inspiration, or offering simple kitchen advice, each hook is designed to feel relevant, helpful, and aligned with their warm, local brand, turning everyday content into scroll-stopping moments.

Knowing what hook to use for what piece of content is essential in ensuring that it reaches your audience effectively. Using a loss aversion hook helps the audience of Western Growers keep their produce fresh for longer, or a time-saving hook for easy to make meals after a long day of work.

Curiosity Gaps:

The juicy secret to picking the best watermelon

Loss Aversion:

How to properly store your avacados

Time-Saving:

Dinner sorted in under 10 minutes

Direct Audience:

Easy recipes to teach the kids

Negative Warnings:

Stop cooking your pasta in a small pot



edited and delivered ready to post.

All content is professionally edited and delivered ready to post. We refine, format, and optimise each asset for your chosen platforms - so you receive polished, on-brand visuals that can be uploaded straight away with no extra work required.

04

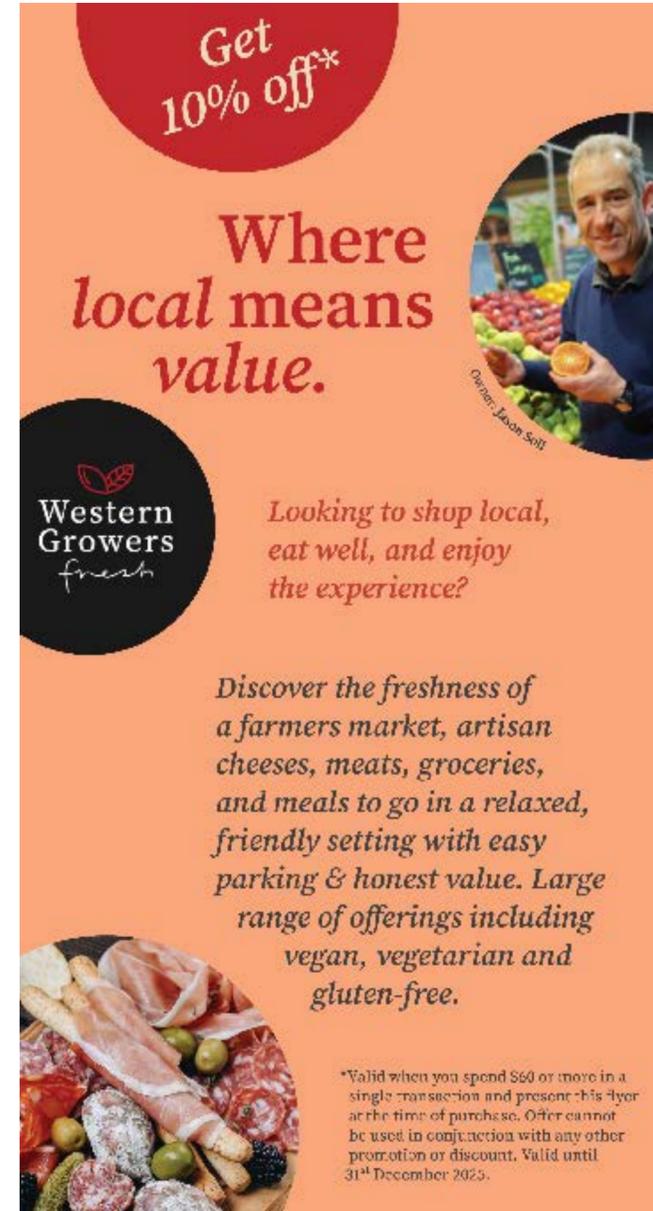
All content was professionally edited and delivered ready to post, ensuring Western Growers Fresh could roll it out immediately across print and digital.

We designed a promotional flyer featuring owner Jason, pairing strong imagery with considered copy to highlight both the personality behind the brand and the quality of their produce.

In addition, we developed a cohesive Instagram grid that visually showcases freshness, variety, and in-store experience - giving their social presence a polished, consistent look that reflects the warmth and authenticity of the business. It also featured their chosen typeface and colour palette which was established in their brand identity.

Everything was refined, formatted, and platform-ready for seamless implementation.

Potential Flyer



Potential Instagram Grid





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