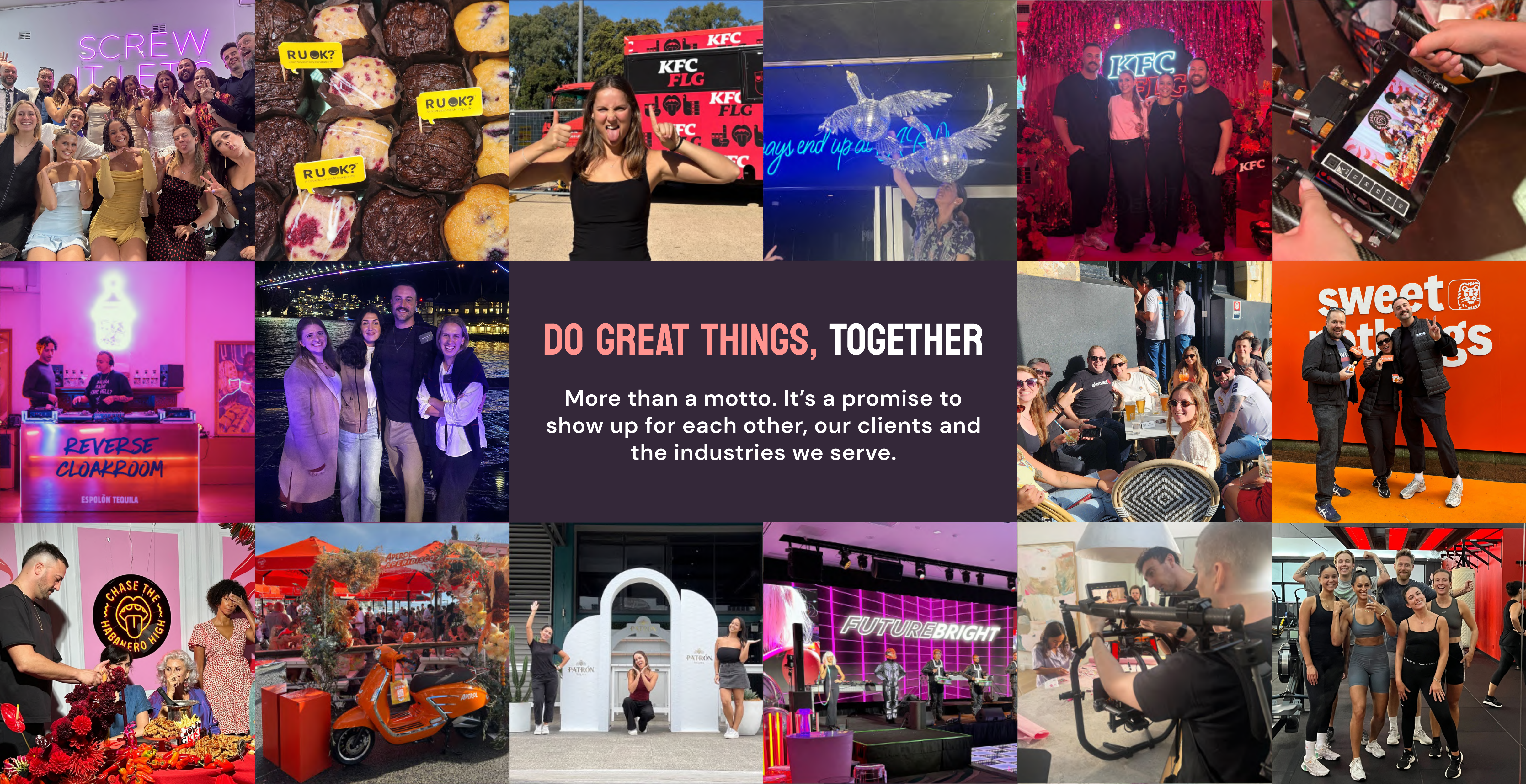


A TEAM CULTURE THAT IS 'ALL IN'



At Those That DO, we believe great things don't happen by accident. They happen by intent and by people who are truly 'All In'. You don't achieve this if you are not independent.

We believe that business impact comes from courageous individuals collaborating with conviction. Our culture isn't the backdrop to the work; it's the engine behind it.



DO GREAT THINGS, TOGETHER

More than a motto. It's a promise to show up for each other, our clients and the industries we serve.

COMMITMENT TO DIVERSITY, INCLUSION & RECOGNITION

Since our launch in 2022, we've grown from a handful of doers to 27 full-time team members.

Among this we represent seven nationalities, a broad age range (20s–50s) and a commitment to a healthy gender balance.

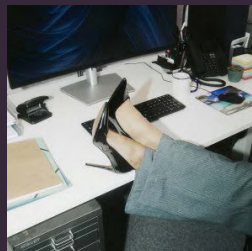
HERE, LEADERSHIP
ISN'T A TITLE;
IT'S A MINDSET.





A CULTURE OF CONVICTION & COLLABORATION

We're not just building an agency. We're building a team that's ALL IN. And by working together, all of us, all the time, we're creating bold, culture-led work that delivers for people and brands alike.



CULTURE THAT SHOWS UP IN THE WORK



At **Those That DO**, we're not bound by format or formula. We're driven by big ideas, cultural curiosity, and the desire to create something

unforgettable. Experiences that shape perception, drive behavior, and make things happen for our clients brands.

APEROL

SPRITZ UP YOUR DAY

How do you extend consumption of the signature Aperol Spritz beyond the summer season, target some 500-plus venues, generate awareness and encourage trial, while building brand relevance, salience and visibility?

APEROL
SPRITZ UP YOUR DAY

Our strategy was to **“Chase the Sun”**. Using Australia’s size to our advantage, we would target that region where the weather was most favourable, most conducive to enjoying an Aperol Spritz. So began our campaign to encourage “moments of uninhibited conviviality” right across Australia.

Our successful surpassing of each and every campaign objective was based on three inter-related and carefully orchestrated initiatives.

1. Educate and incentivise bartenders as to “the perfect serve”.
Three, two, one. Three parts Prosecco, two parts Aperol, one part Soda. Served over ice, garnished with orange and well-stirred. During busy service, one all too often is subject to variation, which really can compromise the ultimate enjoyment of the Spritz. Staff were not only educated as to the execution of the perfect serve, but also its impact on customer enjoyment. And were incentivised with the opportunity to win a trip to the Amalfi Coast.

2. Build penetration beyond our metropolitan strongpoints.
Sydney, Melbourne and Brisbane were established areas of strength, but that was limited to inner-city locations on the water, with an outdoor area or in trendy areas. Beyond here both awareness and consumption of Aperol Spritz very quickly dropped off. Driving penetration in areas of weakness would be paramount to success.

3. Drive wider consumption of Aperol Spritz.
Product trial in areas of low awareness and penetration, the more suburban or regional venues, as well as those beyond the three major metros, encouraging light and lapsed users back.



APEROL
SPRITZ UP YOUR DAY

Working with venues in the application of discounting and sampling via two separate activations. “First on us” was a programme where customers could upload the proof of purchase in order to receive digital cashback of up to \$21. And the “Spritz Crew” turned up in Aperol orange Fiats, dressed in Aperol orange and incentivising purchase with the promise of free branded merchandise in the form of bucket hats, sunglasses and visors; all of which added to the already strong Aperol brand presence in targeted venues.

The “Spritz up your Day” campaign combined on-premise activations, on a genuinely national basis, far exceeding our geographic metro strongholds. More than 600 venues were reached, surpassing the initial goal of 500. Retail and venue partnerships were strengthened, with many suburban and regional venues adding Aperol to their

lists for the first time. Social played a critical role in fuelling momentum and cementing Aperol Orange, with vibrant content from activations generating high engagement, embedding Aperol as the drink of fun & social togetherness.

Commercially, the campaign drove a sales increase of over 20% in the on-premise channel during the campaign period. Aperol also achieved a significant uplift in venue listings outside metro areas, expanding its footprint and establishing a stronger nationwide presence. Most importantly, the brand consolidated its cultural role as the true drink of summer and social occasions in Australia, not just a seasonal trend, but a year-round icon of shared conviviality.

602
ACTIVATED
VENUES



THE CAMPAIGN DROVE A
SALES INCREASE OF OVER 20%
IN THE ON-PREMISE CHANNEL

MAXWELL & WILLIAMS

HERE FOR THE LITTLE THINGS

Since 1996, Maxwell & Williams had become a household fixture; one likely to be found in every kitchen. It was a brand all of homely, familiar and welcoming; one suitable for any and every occasion. But having overstated its importance in consumers' lives in recent years, it had yet to generate the emotional resonance it warranted.

MAXWELL & WILLIAMS
HERE FOR THE LITTLE THINGS

Maxwell & Williams had in fact long been a part of everyday life; from take-out on a rainy Wednesday, to an opulent Christmas lunch. From the morning coffee, rushed breakfast and school sandwich to lovingly prepared cocktails and special dinner parties. Big things and little, important and mundane, memorable and everyday.

Each and every day as well as “the everyday”. In fact, it was more about the little things, than it was the memorable ones. And by embracing this reality, we knew we could win the hearts and minds of Australian consumers. Encapsulating the reality that Maxwell & Williams makes anything and everything only that little bit better. Not only how it tastes, or looks. But also the human and emotional effect it can have.

**Maxwell & Williams
“Here for the Little Things”**
The strategic shift from an overclaim of memorability, to a platform all of credible, humble, true and above all, engaging. To embed this shift in the market, we designed an integrated program that translated the strategy into meaningful consumer touchpoints.

Digital media was deployed to ring-fence retailers, ensuring we connected brand storytelling directly to shoppability and a performance layer further identified and converted high-value audiences – from homeware intenders to gift-seekers and those actively searching in the category.

Social media was another key driver with a content program that extended the “little things” narrative into everyday moments; from quick weekday meals through to entertaining at home. This not only brought warmth and relatability to the brand, but also invited people to contribute their own “little things” stories, fostering community.



MAXWELL & WILLIAMS
LITTLE THINGS

As a result, Maxwell & Williams saw significant growth in digital engagement, with **increased content sharing and a measurable uplift in brand followers** across Instagram and Facebook.

At retail, we refreshed the full suite of point-of-sale assets across major partners, introducing a new level of consistency and emotion in-store. At Myer, we pioneered a new retail storytelling model with digital screens that animated “the little things” bringing product benefits to life while flexing content around seasonal occasions such as Mother’s Day and Christmas. This fusion of emotional storytelling with tangible product value created stronger reasons to buy and a more engaging retail experience overall.

Importantly, the platform also unlocked new retail partnerships. By reframing Maxwell & Williams as a lifestyle brand rather than simply a tableware staple, we built stronger collaborations with existing retailers while also opening the door to new stockists and co-branded executions.

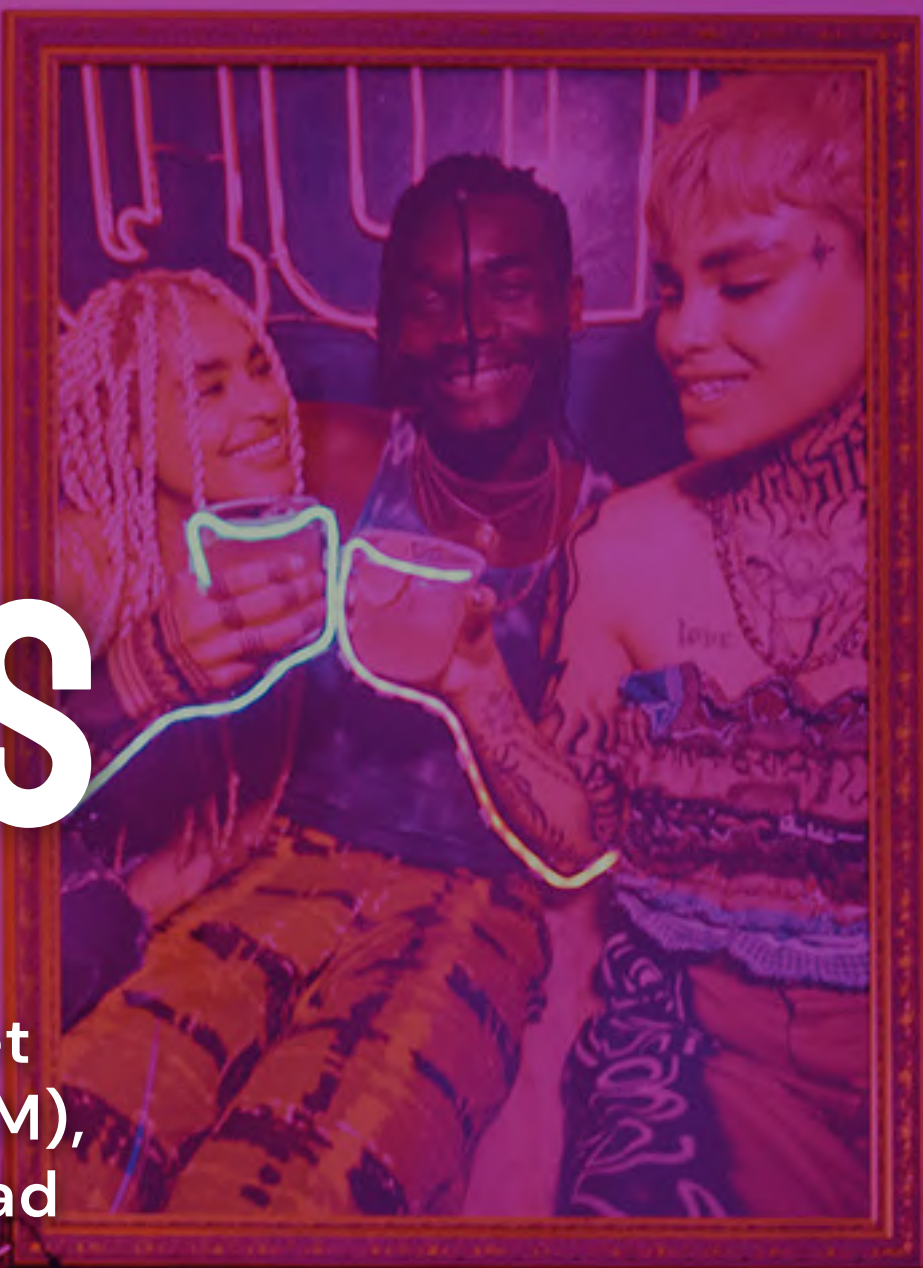
The combined effect of emotional storytelling, digital precision, retail activation and social relevance drove commercial impact. Maxwell & Williams achieved **three consecutive months of record sales performance** at retailers such as Myer, while simultaneously strengthening brand salience and growing its community of advocates online. The shift to “Here for the Little Things” didn’t just reposition the brand, it created measurable growth, stronger retail relationships and a revitalised connection with consumers.



6.7%
SOCIAL MEDIA
ENGAGEMENT
(FOR PAID MEDIA)

30%
HIGHER
ENGAGEMENT
(IN ORGANIC VS.
COMPETITORS)

EMOTIONAL STORYTELLING WITH
TANGIBLE PRODUCT VALUE CREATED
STRONGER REASONS TO BUY



ESPOLÒN

SECOND LIFE MARKETS

Bringing Circular Fashion & Spirit of Rebellion to Life. Espolòn Tequila set out to launch a bold, year-long partnership with Second Life Markets (SLM), a fashion resale platform championing vintage, circular style, timed ahead of Melbourne Fashion Week.

REVERSE
CLOAKROOM

ESPOLÒN TEQUILA

ESPOLÒN
SECOND LIFE MARKETS

The goal was to create cultural relevance by aligning Espolòn’s brand values of **authenticity, originality, and rebellion** with the ethos of sustainable fashion.

The key challenge? Avoiding the clichés of conventional cocktail events or fashion launches. Espolòn needed an immersive brand moment that cut through the noise, connected emotionally with a fashion-savvy audience, and delivered real cultural impact.

Simultaneously, Espolòn also aimed to activate on-premise presence across NSW and VIC, via 16 nights of a live “reverse cloakroom” experience and 6-week venue takeovers in 15 Silver-tier venues, bringing the brand’s edgy, irreverent spirit into bars and nightlife culture.

To launch the SLM partnership, we partnered with Sydney’s Supper Club to provide a surprise experience that blurred the line between runway and ritual.

Part dinner party, part fashion show, the activation physically transformed over the course of the night. Evolving from a shared meal into an **unexpected, expressive moment of self-styled storytelling.**

Rooted in Espolòn’s “To the Bone” brand ethos, we celebrated **vintage fashion’s role in identity and reinvention**, giving guests a tactile, emotionally charged experience that was as photogenic as it was philosophical. Content creation, shareability, and press cut-through were key targets.

Held in a private space, guests arrived to a tactile welcome: staff in branded tees signed them in and stamped their wrists. A long dinner table was theatrically dressed with floral bud vases, cleared between courses to reveal a hidden runway underneath. As the space transformed, lighting dimmed, haze filled the air, and an orange under-table glow turned the room into a cathedral of cool.



ESPOLÒN
SECOND LIFE MARKETS

Models emerged from a backlit portal, walking the now-exposed runway to a high-impact soundtrack timed to a percussive drop. Red and black Espolòn tones lit the space while animated logo projections filled the walls.

Guests sipped from a curated cocktail menu including the Blood Moon Paloma and Old Fashioned Cook Up, alongside Lallier Champagne, served in custom glassware and styled by the Campari team.

The event seamlessly transitioned into the **Second Life Archive Pop-Up**, where all runway looks (including rare pieces from Prada, Comme des Garçons, and Balenciaga) were made available for sale, each with storytelling tags and complimentary Espolòn cocktails.

Meanwhile, the **on-premise reverse cloakroom takeover** brought the Espolòn spirit to life in bars across two states. Alongside curated local DJ's, bands, graffiti artists and glamorous hosts; for purchasing 2 Espolon drinks patrons were handed a cloakroom ticket that could be exchanged at the cloakroom

for curated vintage fashion pieces; sparking surprise, play, and a deeper brand connection across **16 nights and 15 venues**.

WHAT WE MADE HAPPEN

- **60+ top-tier creatives** attended the Supper Club
- **28 pieces of media coverage**, including TimeOut, Today Extra, Fashion Journal & Daily Telegraph
- **1.7M+ reach** across media
- **Runway items sold out** at Archive Pop-Up, with return visits and cocktail redemptions
- Social buzz from **fashion influencers and stylists** documenting the experience
- Reinforced Espolòn's alignment with **circular fashion and unapologetic originality**
- Proved the viability of future Espolòn x SLM calendar activations



1.7M
REACH
ACROSS MEDIA

ESPOLON DIDN'T JUST SHOW UP
IN CULTURE; IT CREATED CULTURE



THANK YOU!