

# StarScribe productions

- video
- creative
- design
- print
- production



thank you for considering

StarScribe Productions for your marketing needs.

From corporate newsletters to product brochures, from branding design to corporate video productions, we're committed to producing successful marketing based on innovative creative and years of marketing experience.

The following document outlines our experience to date.

Please contact us to discuss your specific requirements.

Phyllis Foundis and Kym Borrett

StarScribe Productions Pty Ltd



# StarScribe Productions

## C R E D E N T I A L S

### company background

#### design and production:

Since its inception in December 1995, StarScribe Productions has worked on marketing material for some of the most recognisable financial brands in the world including, Lloyds, Nationwide, Alliance & Leicester, Barclays, Bristol & West, American Express and Barclaycard. And in Australia: BT Funds Management, Westpac and Commonwealth Bank.

Our work with these major brands utilised over 30 years of award-winning experience in design and copywriting for print, direct marketing and on the web.



#### video projects:

In December 2000, StarScribe entered the world of video production. With an emphasis on creativity, we have provided unique video concepts and services for the broadcast, corporate and consumer categories – from Australia to the United Kingdom.

StarScribe produced, part-financed and wrote *Famous Lost Words* – a documentary about famous people with stutters. We also created *popStaff* – pop music videos starring office staff.

Our consumer products include *starEvents*, *kidzLife* and *popKidz*.





## company directors



**kym borrett** has over 20 years advertising design and production experience – as well as a passion for LOUD shirts!

He began as a designer in retail advertising and moved into direct marketing in Sydney for top agencies Ogilvy & Mather and Carr Clark Rapp Collins. In Toronto for Ogilvy & Mather Direct. In London as a freelance art director for Ping Communications, BHWG Proximity and Maverick Advertising – and as a mac visualiser/artworker for Ogilvy & Mather Direct, Finex, Comma, RMG Connect and Publicis.

He has created successful, innovative direct mail, promotion, press and new media for international brands including: Westpac, Commonwealth Bank, Bankers Trust, Maquarie Bank, Jaguar, Dell Computers, Lever Rexona, Eli Lilly (Prozac), Dulux, American Express, Polaroid, Qantas, and DHL. In Canada: IBM, Kodak, WWF, Hertz, Lotus and KFC. In London: Royal Mail, American Express, Barclays, BT, BUPA, Eastern Energy, PC World, Dulux, Lancome, Mercedes Benz, HP, Garnier, ASDA DHL and Renault.

Kym has embraced computers for over 20 years – integrating them with an efficient production workflow.



**phyllis foundis** is a writer/performer with 14 years advertising experience and a strong Greek “show-off gene”.

Phyllis has worked for some of the world’s largest advertising agencies including: J.Walter Thompson, Ogilvy & Mather Direct, Leo Burnett. She has helped create successful direct mail, radio, press and new media for many international brands. including: Alliance & Leicester, Barclays, BT, BUPA, Eastern Energy, ASDA, PC World, Red Cross, Dulux, Persil, L’Oreal, Lancome, Mercedes Benz, Citroen, SKY Digital, EPSON, Selfridges Department Store and websites for Thomas Cook Global and Toyota.

**together** Phyllis and Kym are committed to producing innovative, creative concepts and following through with cost-effective print production.



## services include:

- Creative concepts and rationale as a response to client briefs. in both video and advertising.
- Rough 'pencils' / storyboard, cost estimates and complete project schedules for client control. Full copy and design to meet – or exceed – client expectations.
- Full artwork / production / pre-press facilities working with proven, reliable suppliers.
- In-house video production and editing.



## small, but perfectly formed

From Sydney to Toronto to London and now back in Sydney, StarScribe Productions looks forward to bringing a unique blend of creative, print production and video production skills to your project.

StarScribe Productions Limited forged a unique reputation in the ever-changing advertising and video production climate.

We are a powerhouse of 'big production house' creativity and delivery – without the 'big overheads'.

We use a blend of selected freelance services and in-house facilities as required to keep costs down. Each project is fully costed and approved – guaranteeing no budget 'surprises'.

We are service driven and able to react quickly and efficiently. No deadline is too tight.

## contact

For more information or to discuss your specific needs contact:

Phyllis Foundis ~ mob: 0421 545 805 or [phyllis@starscribe.com](mailto:phyllis@starscribe.com)

Kym Borrett ~ mob: 0434 403 480 or email to [kym@starscribe.com](mailto:kym@starscribe.com)