

25 YEARS *of*
ENGINE
 CREATORS *OF* POSITIVE CHANGE

IF YOU DON'T LIKE THE HEADLINES, REWRITE THEM.

CHANGE.

We're experiencing it like never before. We fight for it. We fight against it. It frightens some and excites others. We're with the others.

Many people don't even know they want it. *"If I had asked my customers what they wanted, they would have said faster horses."* Whether or not carmaker Henry Ford actually uttered these words, they still ring true.

Real change lives outside of convention, and great things rarely happen in comfort zones.

But we've always done it this way is a road to nowhere. You have to keep moving. One day or day one. That's the choice.

On Tuesday 15 September 2020, we celebrated our 21st anniversary. Day 7672. But also day one. We're still going strong as a proudly independent creative agency because we treat every day as a fresh slate; a chance to reinvent and rewrite.

A brand new opportunity to make a difference and do things differently.

Even after all these years, we're like kids in a toyshop when a new brief lands on our desks. The thrill of knowing you're one great idea or decision away from changing everything... that's what gets us up in the morning. Not the promise of more of the same.

We all love a *before and after* – none more so than the ad industry. The fitness transformations. The style makeovers. The home renovations. That's positive change, right there.

And that's why we do what we do. Not just for education providers, government, charities and healthcare. But for airlines, property developers, retailers and the resources sector. Even entire countries.

Our clients love the before and after. But they stick with us because they're excited about the day after that – where we can go next. Positive change is always a journey, and our clients and staff alike are with us for the long haul.

The world has changed a lot since we first opened our doors. Scrub that. It's changed a lot in the last 24 hours. A threat? Maybe. An opportunity? Definitely.

If you're still reading, you're with us. Those who disagree will have already turned the page.

So you'll understand why our love of advertising is as strong as ever. This is day one. A day to dream of what could be and discuss new ways to create positive change.

LET'S TALK.

ENGINE
CREATORS *OF* POSITIVE CHANGE



ENGINEGROUP.COM.AU

WE ARE A FULL SERVICE INTEGRATED COMMUNICATIONS AGENCY



Advertising

Strategy
Creative
Production
Channel Planning
ATL & BTL



Design

Corporate Identity Design
Annual Reports
Collateral
Style Guides
Signage



Brand

Strategy
Positioning & Repositioning
Development & Design
Brand Story
Brand Architecture
Employer Brand Strategy
Logo Design



Digital

Website Design & Development
Social Media
SEO & SEM
E-marketing



Communication

Strategy
Planning
Research
Media Strategy Liaison



PR

Media Relations
Issues & Crisis Management
Event Management
Community Consultation
Stakeholder Engagement



OUR EXPERIENCE SPANS LOCAL, STATE AND FEDERAL GOVERNMENT.

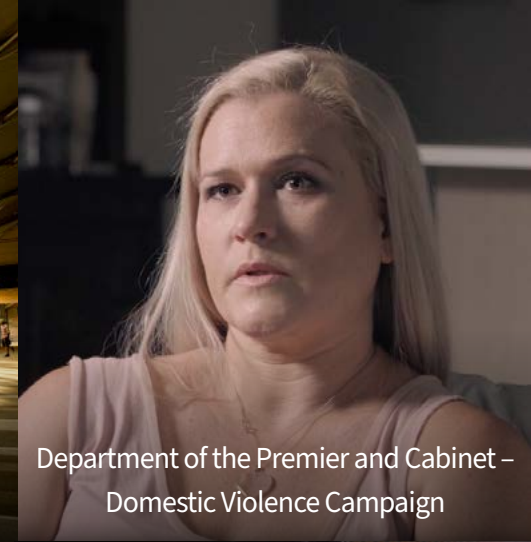
[View our work](#)



Queensland Treasury –
Back to Work Campaign



Department of State Development –
RegionsQ Campaign



Department of the Premier and Cabinet –
Domestic Violence Campaign



TransLink – Gold Coast Fall in
Love with Public Transport



Queensland Audit Office –
Rebranding



Office of Small Business –
Go Local, Grow Local Campaign



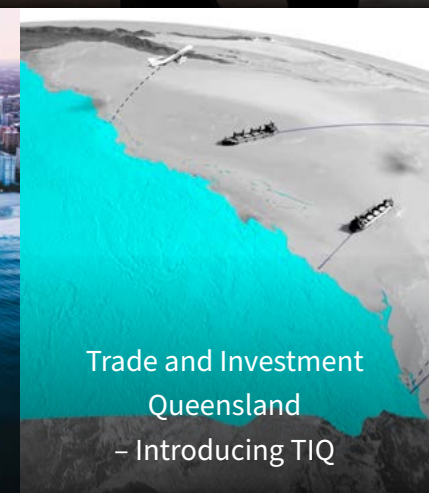
Queensland Rural and
Industry Development
Authority – Rebranding



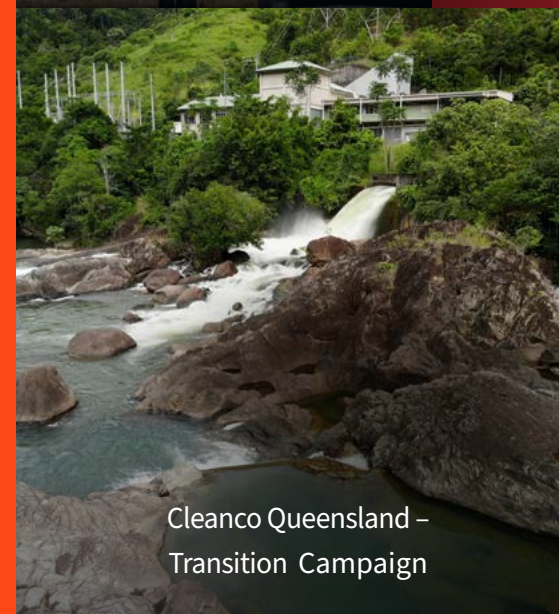
Queensland Rail
– Values and Behaviours



Office of the
Commonwealth Games
– Legacy Campaign



Trade and Investment
Queensland
– Introducing TIQ



Cleanco Queensland –
Transition Campaign



Department of the Premier and Cabinet –
ACCU - Western Front Campaign



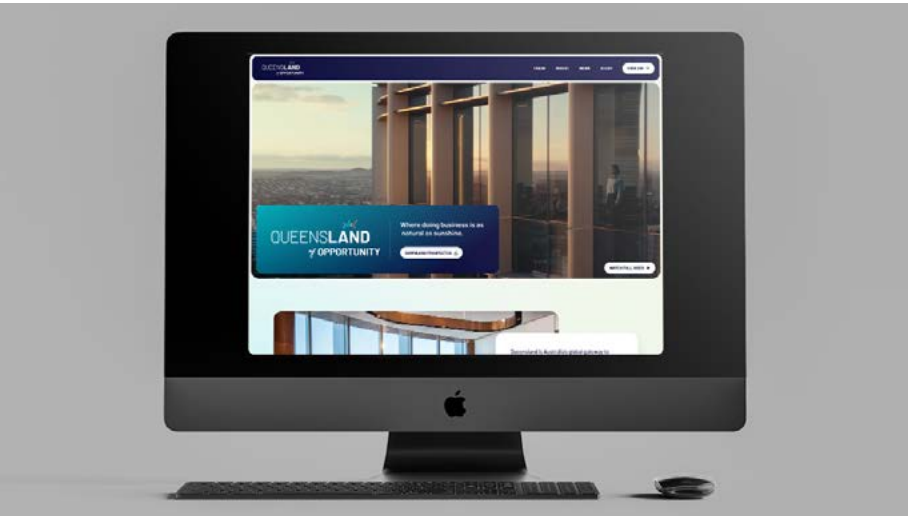
Department of the Premier
and Cabinet – Gold Coast 2018
Commonwealth Games Bid Branding

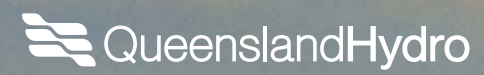
QUEENSLAND
of OPPORTUNITY

We branded Queensland's business offering for the global stage.

QueensLand of Opportunity shifts perceptions from lifestyle to ambition and growth, blending proof and emotion to showcase a state defined by optimism, energy and global potential. The brand positions Queensland as not just a place to visit, but a place to invest and belong.

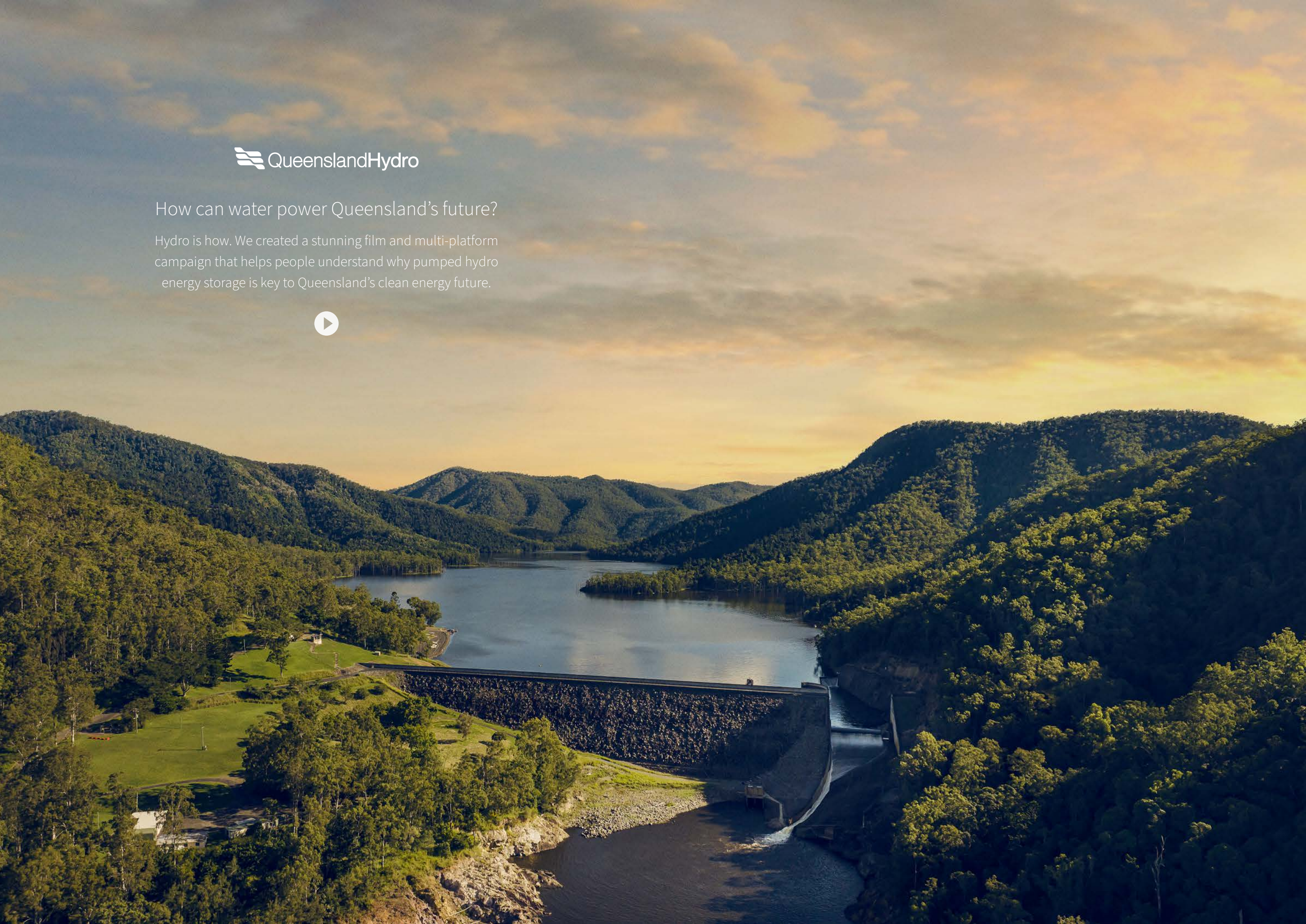






How can water power Queensland's future?

Hydro is how. We created a stunning film and multi-platform campaign that helps people understand why pumped hydro energy storage is key to Queensland's clean energy future.





How can we promise
our children a clean
energy future?

Hydro
IS HOW.

Pumped hydro energy storage is an essential part of our future clean energy mix if we're going to create a brighter future for generations to come. Visit our website to learn more and join the conversation about the proposed Borumba Pumped Hydro Project.

hydroishow.com.au

 QueenslandHydro



QUEENSLAND ENERGY AND JOBS PLAN

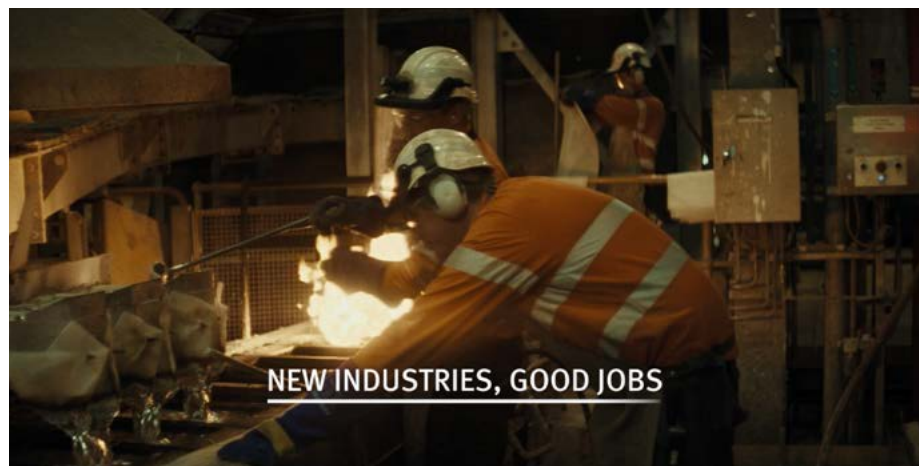
Power for generations



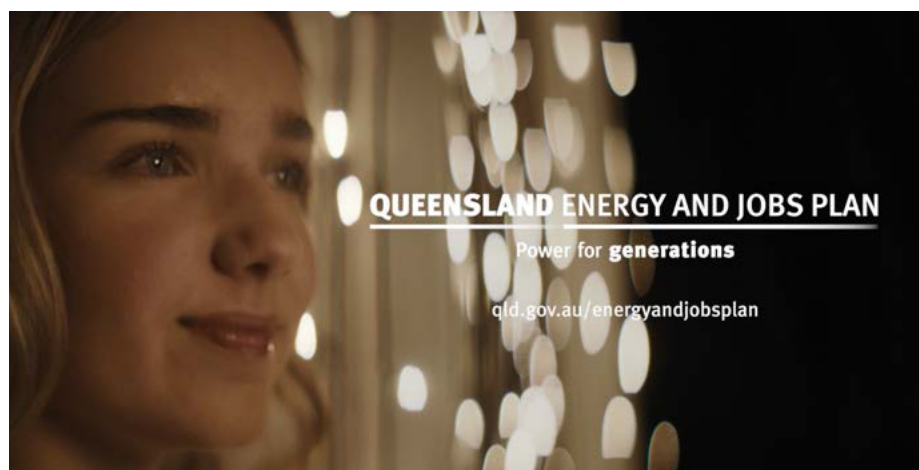
We generated excitement about clean,
reliable, affordable energy.

To launch the Government's game-changing Queensland Energy and Jobs Plan, we travelled across the state to demonstrate how the move to renewable energy sources will energise industry, create jobs and change the way we produce, store and use energy for generations to come.





NEW INDUSTRIES, GOOD JOBS



QUEENSLAND ENERGY AND JOBS PLAN

Power for generations

qld.gov.au/energyandjobsplan

Powering towards 70% renewable energy by 2032. That's our plan.



Queensland is the most natural place on earth to invest in renewable energy. From solar farms to wind power to the clean waters of our hydroelectric dams, the sunshine state has everything we need to meet our renewable energy target of 70% by 2032. The good news is, we've got a plan.

Find out more at qld.gov.au/energyandjobsplan

QUEENSLAND ENERGY AND JOBS PLAN Power for generations



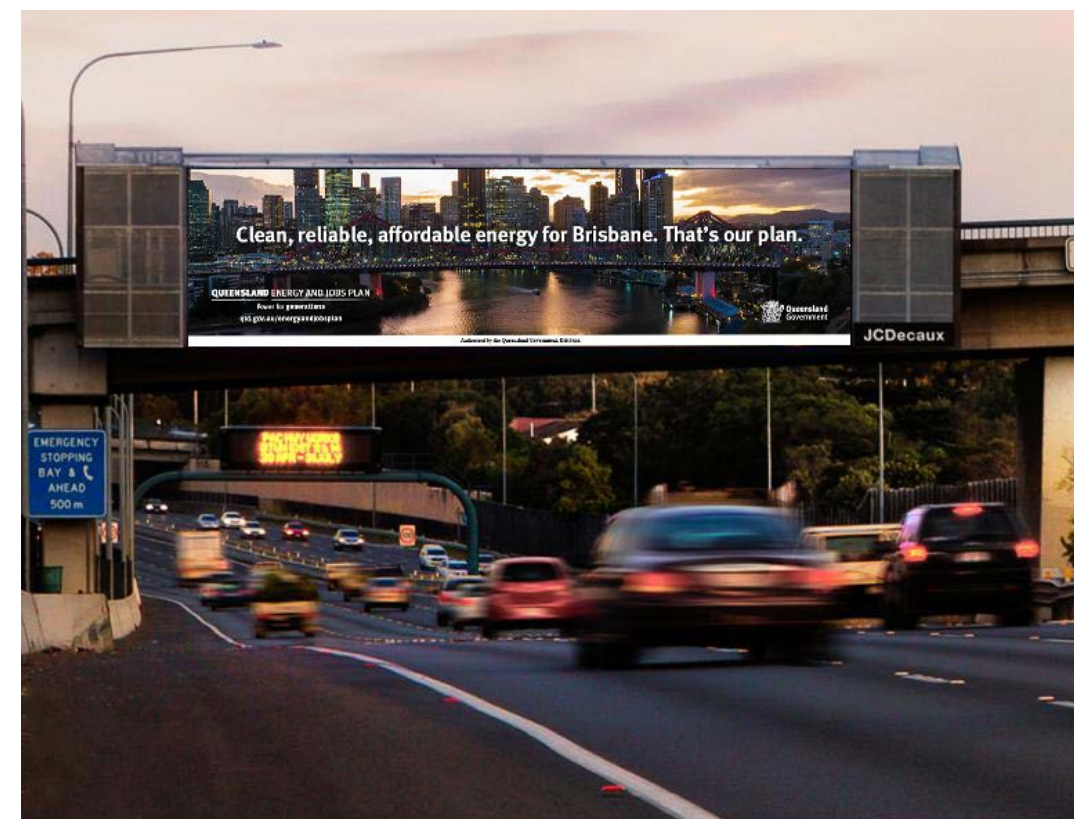
Energising new industries and generating new jobs.



Constructing, supplying and maintaining the SuperGrid needed to power Queensland will create thousands of new jobs and business opportunities for our regions. There has already been around \$11 billion invested in renewable energy and there's lots more to come. The good news is, we've got a plan.

Find out more at qld.gov.au/energyandjobsplan

QUEENSLAND ENERGY AND JOBS PLAN Power for generations





We made a splash about safety.

Playing it safe doesn't mean spoiling the fun.

Our summer safety campaign engaged with all kinds of people having fun around the water, including the world's best wakeboarder, to remind the millions of lake visitors to stay safe, follow the rules and keep the fun alive.

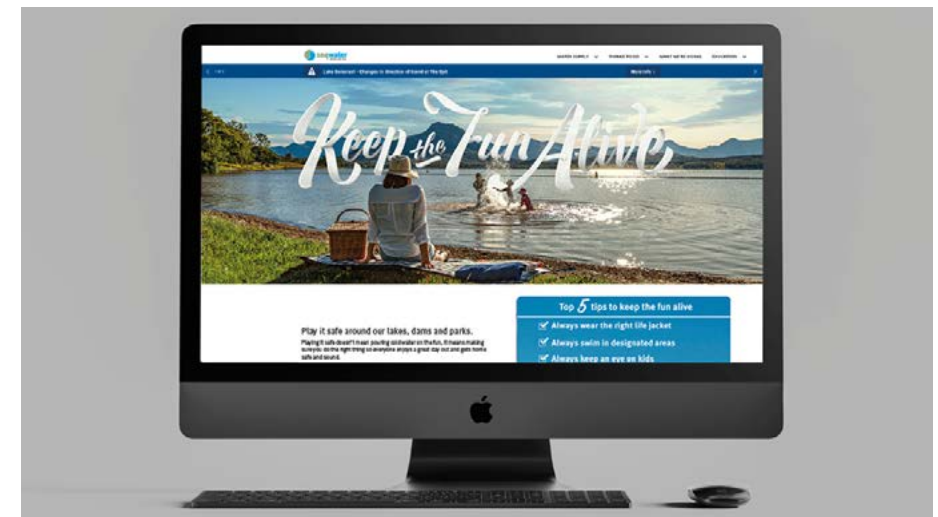
Keep the Fun
Alive

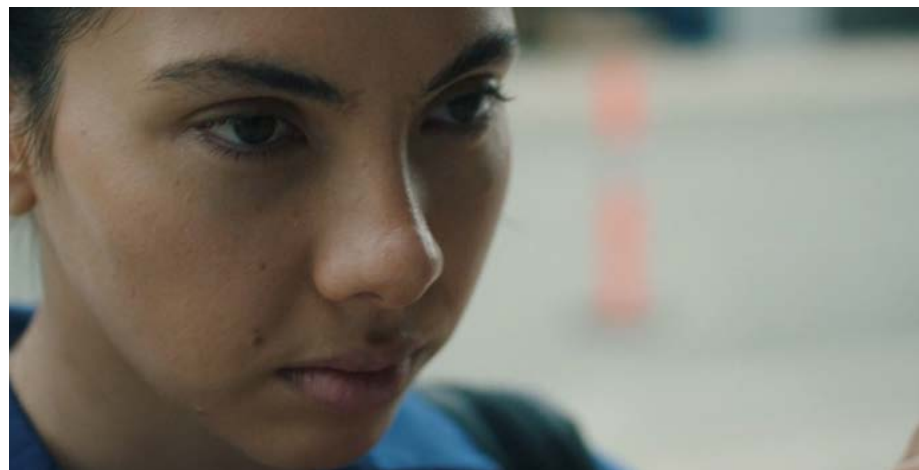




Always have the right life jacket
& look out for hidden hazards.
PLAY IT SAFE around our lakes, dams & parks.

 **seqwater**
WATER FOR LIFE
seqwater.com.au/playitsafe





[LET'S PROTECT **RESPECT**]

We helped drive cultural change for Queensland apprentices, trainees and their employees.

Let's protect respect. Three words, one powerful call to action that inspires positive change for a very important cause—stamping out workplace bullying and harassment.



APPRENTICESHIPS WORK FOR ACHIEVERS.

APPRENTICESHIPS
WORK *for* **EVERYONE**

Whoever you are. Whatever your goals.
There's an apprenticeship that can work for you.

Find out more at qld.gov.au/apprenticeships
or call 1800 210 210 today.



APPRENTICESHIPS WORK *for* EVERYONE

We got the job done for apprenticeships.

Apprenticeships are vital for the future of Queensland's workforce. They're a great way to learn a trade and the gateway to a long-lasting and successful career. And it's not just employees who benefit, there are grants and incentives to help employers too. Everyone wins when they take on an apprentice.





We mined the truth about new economy minerals.

Queensland's mining sector has a bright future thanks to the abundance of new economy minerals available in our state. Our campaign emotively highlighted a few of the many new minerals we'll be needing and what we'll be needing them for, seen through the upbeat, positive eyes of the next generation.





We help Queenslanders stay safe.

Using iconic Queenslander, Johnathan Thurston, our message of reducing the impact of disaster on home, family and community had strong cut-through.



GET READY

WE'RE ALL ON THE SAME SIDE

GET READY QUEENSLAND!

getready.qld.gov.au

Disasters can happen anywhere in Queensland. Help our Emergency Service volunteers and make sure you're ready before trouble strikes:



Check your **local disaster risk**



Have a household **emergency plan**

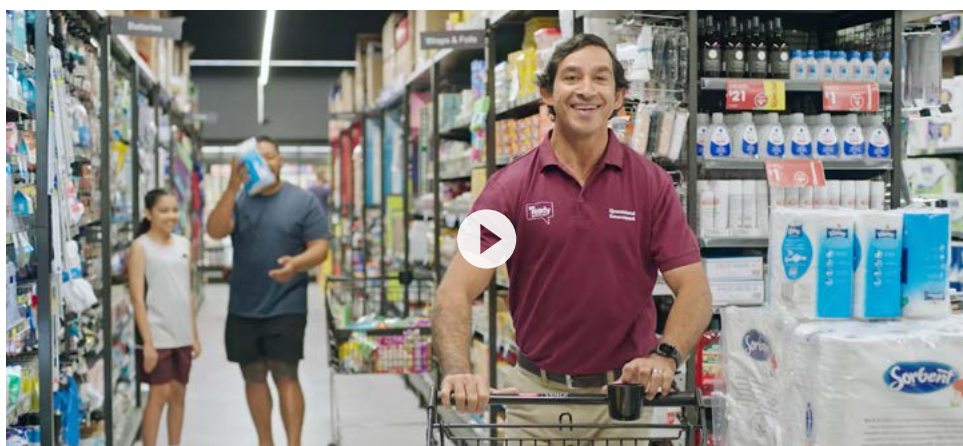


Pack an **emergency kit**



Proud partners of Get Ready Queensland





GET READY

CHECKOUT WHAT YOU NEED.
GET READY QUEENSLAND.
getready.qld.gov.au

Disasters can strike at any time. Pack an Emergency Kit and get ready.
Check what items you need at getready.qld.gov.au



Proud partners of
Get Ready Queensland





We help Queenslanders get interconnected.

A small fire can escalate to a major situation very quickly.
We educated Queensland to install interconnected
smoke alarms to keep people safe in every room of the house.





We are stopping a super pest from invading our country.

By using powerful visuals combined with the emotive words connecting to relevant recent events, the message provokes thought and resulted in immediate action.



BADC
FINALIST AT
BADC 2021



National Red
Imported Fire
Ant Eradication
Program



A PERFECT DAY CAN TURN TO HORROR IN A MOMENT

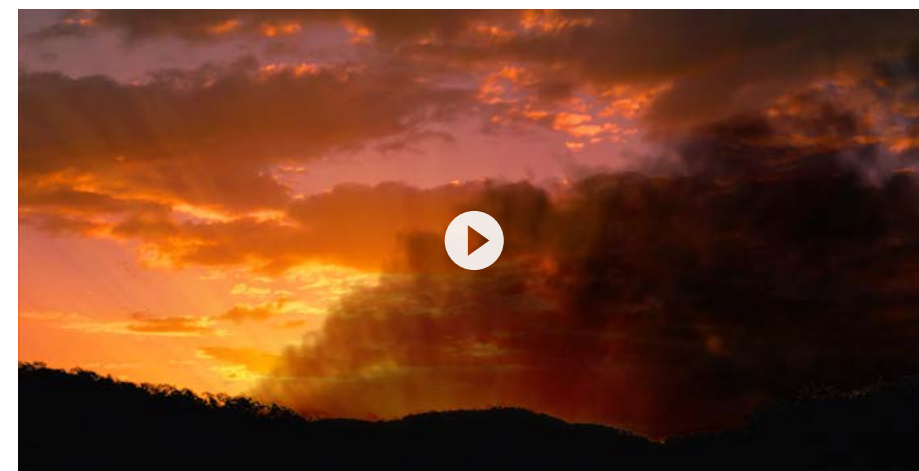


Check if your postcode is at risk qld.gov.au/bushfires



We encourage Queenslanders
to be bushfire ready.

Our new digitally-led campaign urges those living in
at-risk areas to make a bushfire plan – because a perfect day can
turn to horror in a moment.



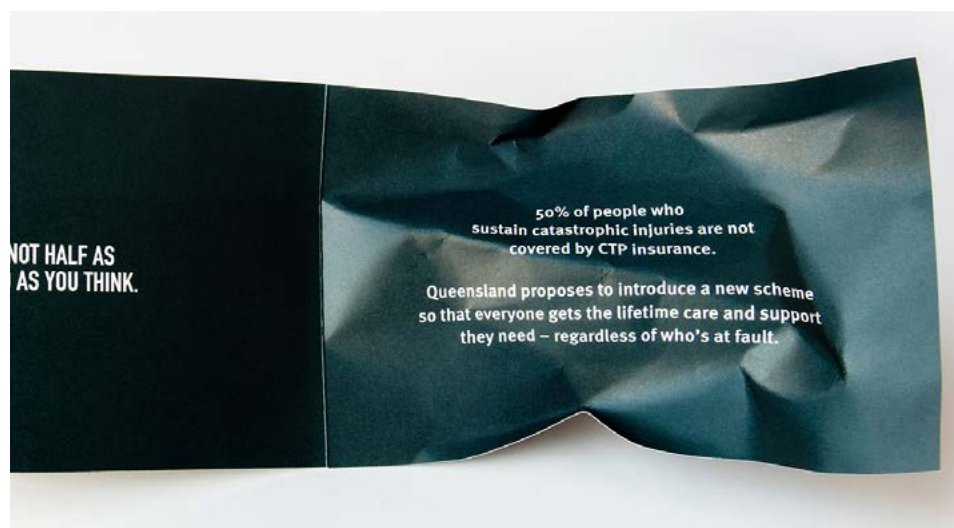


We protect road users from the unexpected.

Our National Injury Insurance Scheme campaign encouraged people to consider the limitations of their current CTP insurance.



AWARDED 4 SILVER, 7 BRONZE
AND 1 FINALIST AT BADC 2016



**YOU'RE NOT HALF AS
PROTECTED AS YOU THINK.**

50% of people who sustain catastrophic
injuries are not covered by CTP insurance.
To find out more, visit qld.gov.au/mtis





We made sure Queenslanders
work safe and get home safe.

Our challenge was to find a fresh way to
initiate the 'workplace safety' conversation
that moved away from the inherent fear and
sadness of past campaigns.



**100%
COVERED**

**FINGERS
CROSSED**

**50%
COVERED**

NOT SURE

NO IDEA

**LOSE
EVERYTHING**



We help Queenslanders get the right cover.

By using iconic Queensland warning signs, we compelled people to get the right insurance cover and not just 'hope for the best'.



We give people a voice.

By positioning the elections as 'The Day to Have Your Say' for those who've historically felt less empowered, we increased participation rates and reduced the number of informal votes cast.



**THE DAY
TO HAVE
YOUR SAY
IS THIS SATURDAY**

28 MARCH IS QUEENSLAND LOCAL GOVERNMENT ELECTION DAY

Nothing speaks louder than a vote. It's your big chance to help shape our future. Remember, voting is compulsory – so make sure you have your say this Saturday.

Visit ecq.qld.gov.au
or call 1300 881 665



We keep the ANZAC spirit alive.

We asked the question ‘How will we serve their memory?’
on behalf of the Anzac Centenary Coordination Unit –
and 90% of surveyed respondents agreed the advertising
was effective and captured their attention.



AWARDED 1 SILVER, 2 BRONZE
AND 1 FINALISTS AT BADC

1. P.C. 2. Forward to Military authorities, who alone can help him.

PRIVATE SECRETARY'S OFFICE
03512
QUEENSLAND

Albert Park,
Via Beenleigh,
Sept. 19th 1914.

22.12.14.

Sir,
I am offering my services again. I should like to help in helping the Empire. I am 15 years of age. I have several plants that may help. If I would like to have and interview with your Lord-ship. To the front I want to go if I can. This is one of my plans. There are German Vessels captured in Brisbane. These ought to be turned into war vessels with some heavy guns; if they can be spared.

I have the honour to be,
Sir,
Your obedient servant,
Basil Stubbs.

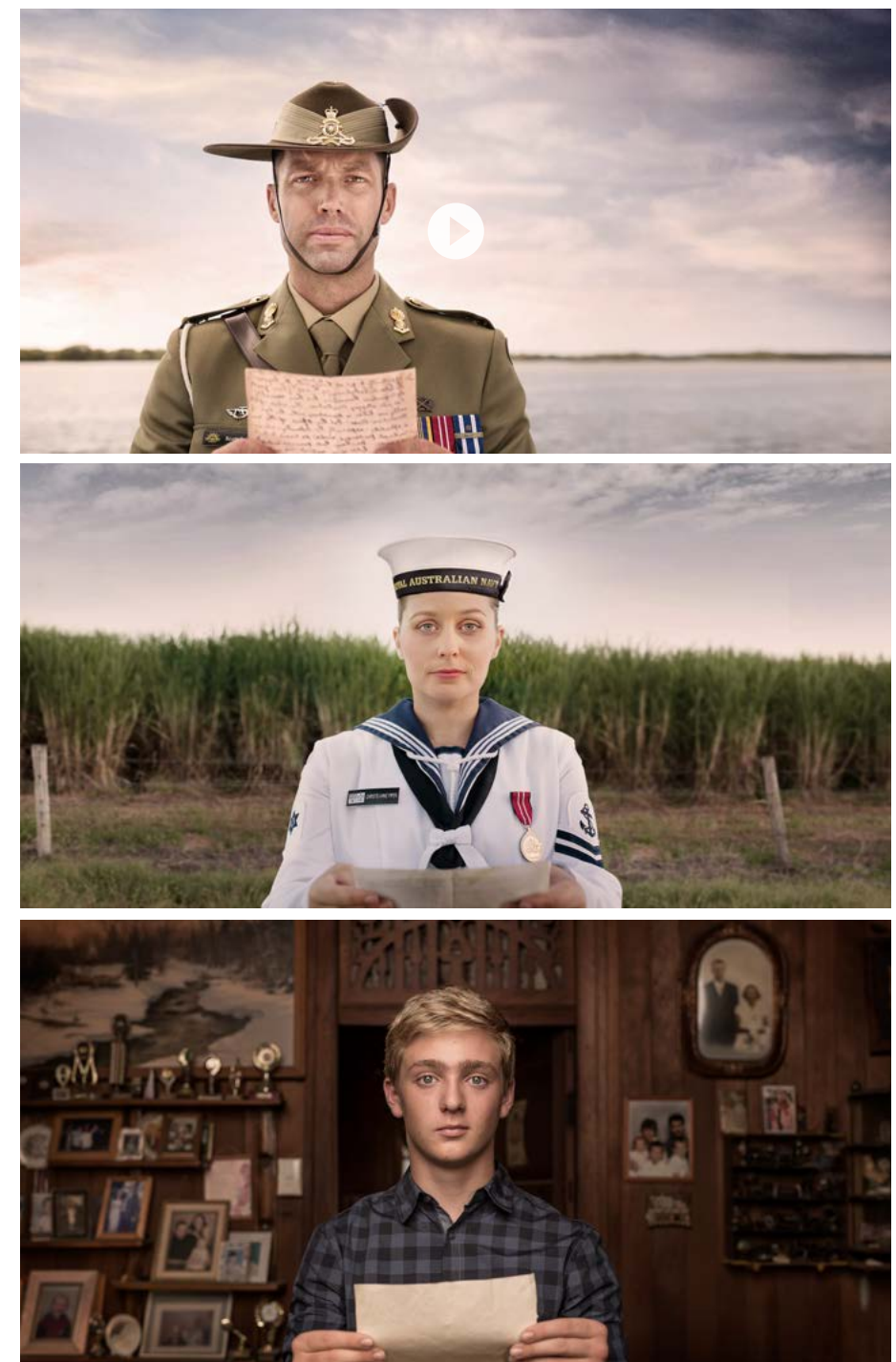
To:
Sir Arthur Morgan,
Lieutenant-Governor,
Of Queensland,
Brisbane.

Excuse mistakes
I am in a hurry.

Thank you for the England.

ANZAC Centenary QUEENSLAND 2014-2018

The author of this letter, Basil Stubbs, was only fifteen but he was determined to join the 57,705 Queenslanders who served their country between 1914 and 1918. How will we serve their memory? To find out how you can commemorate the centenary of the First World War, visit www.qld.gov.au/anzac100 or call 13 QGOV (13 74 68).





We help build roads to a
better Queensland.

To generate awareness for the Bruce Highway
Upgrades, we developed a campaign that
produced sympathetic and appreciative
responses from the affected communities.





We tell stories that change perspectives.

To remind Queenslanders that the dairy industry is something to be proud of, we told a story that connected people to the communities bringing dairy to Queensland.



Let's raise a glass to the farmers who put the best of Queensland in their dairy.

Queensland's dairy farmers
The cream of Australia.

Find it in our fridge.



This is a proud partnership between the Queensland Government and the Queensland Dairyfarmers' Organisation



You don't have to be big to have a big voice on your industry's future.



No matter what size your business, it's important to have your say on government policy and regulation that can affect the future of your industry. At consultation.business.gov.au, we make it easy for you to do just that. It only takes a minute to register, after which you'll have instant access to all current public government consultations. You'll be joining more than 1,800 businesses, large and small, who are helping to shape policy for their industry sector. You don't have to be big to have a big voice. Just visit consultation.business.gov.au today.

business.gov.au
The Australian Government's principal business resource

business.gov.au

The Australian Government's principal business resource

We champion small business.

Our work for business.gov.au showed that any business can grow.



We can help grow any business. business.gov.au

The Australian Government's principal business resource



We help Queensland drive change.

By positioning the Department of Transport and Main Roads as an employer of choice, we attracted new employees and engaged current staff to take pride in their work.

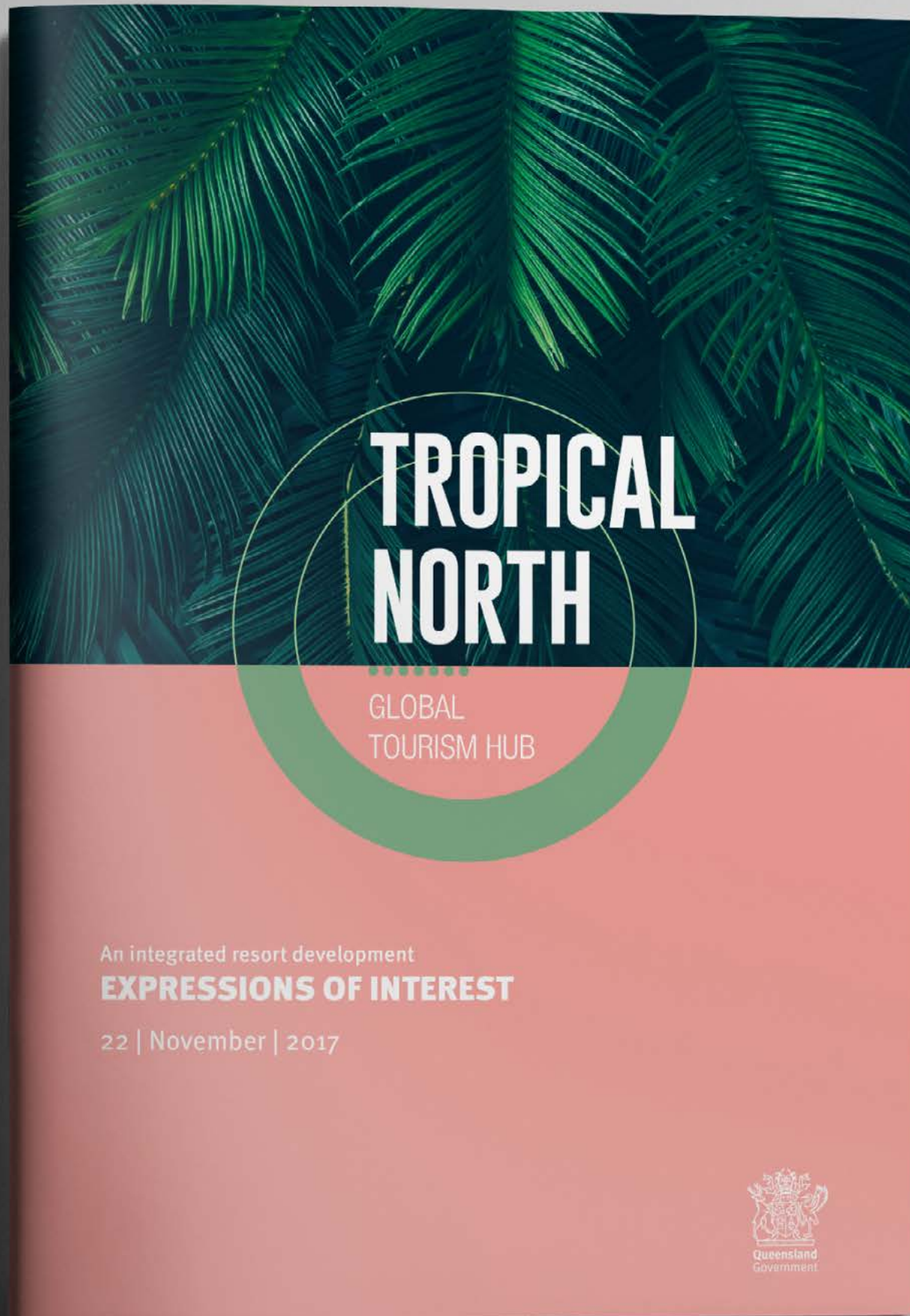




We give places identity.

By giving the brief to three different creative teams,
we encouraged a broad scope of thinking that led to a fully
integrated brand campaign that truly set the Queen's Wharf apart.





We connect industry and community.

To help dispel negative perceptions, we developed a brand framework that not only helped the community resonate with the project, but also gained their support.





Spread the facts...
NOT THE FLU

There are plenty of myths and pieces of misinformation about the influenza virus – this year, let's get the flu facts straight. Here are our top tips for keeping the flu contained this season.

One: Be proactive – get vaccinated.

Two: If you're running a fever – stay home.

Three: Take hand washing seriously – it takes at least 20 seconds to do it right.

Four: Cough or sneeze into a tissue, or use your elbow or sleeves if you don't have a tissue handy.

Five: Dispose of used tissues immediately and wash your hands.

The flu is avoidable, so don't leave it to luck – act on the facts and stay well.

For more information visit health.qld.gov.au/flu

Spread the facts... **NOT THE FLU**



We keep Queenslanders healthy.

By informing people about the facts, we started conversations about health that got Queensland talking and drove people to action.



Don't delay, get a blood test today.

If you've ever shared a needle or razor, we need to talk about hepatitis C. There are often no symptoms or warning signs. But left undetected, it can lead to cirrhosis, liver disease, cancer and even death. Thanks to the latest antiviral treatments available through your GP, you now have a 95% chance of being cured.

To get tested, talk to your GP or visit health.qld.gov.au/hepc

We need to talk about Hep C.



LOGAN HOSPITAL EXPANSION

A better way to care.



We help heal communities.

By placing 'love' at the heart of the campaign, we injected humanity into the hospital expansion project, making it a good news story for the City of Logan.





HERSTON

HEALTH PRECINCT



We help people find their voice.

By engaging with stakeholders, partners, patient representatives and the local community, we developed a brand platform that showcased the precinct's distinct identity, which was endorsed by everyone involved.



2024 Queensland Hydro - Hydro is How - Gold for Cinematography



2024 Queensland Hydro - Hydro is How - Silver for Cinematography



2023 National Finalist – Sustainability Marketing - Timber Framing - The Ultimate Renewable™ – Let's build a better world

2019 State Finalist, NSW – Creativity in brand, product or service marketing – UNE – Adapt to a rapidly changing world

2017 Winner, QLD - Brand Revitalisation - Brazilian Beauty - Believe in Beautiful

2013 Winner, QLD - Education - Evocca College - The best thing to happen to IT since games were invented

2012 Winner, QLD - B2C Marketing Communications - University of the Sunshine Coast - Help the City Students, The Best of Both Worlds

2012 Winner, QLD - New brand/ product/service launch - QT Mutual Bank - Cleverer than the banks



2024 11 medals - 3 silver, 4 bronze and 4 finalists across Press Advertising, Radio, Copywriting and Art Direction for I Like to Move it Removals and 3 Peaks Natural Springwater

2023 17 medals – 3 silver, 5 bronze and 9 finalists across Press Advertising, Poster Advertising and Art Direction for I Like to Move it Removals and 3 Peaks Natural Springwater

2022 1 silver Photography Craft Advertising Campaign award for Stuartholme School

2021 5 medals – 1 silver, 1 bronze and 3 finalists across Sound Production Craft, Film Craft and Outdoor for Vanuatu Tourism Office and National Fire Ant Eradication Program

2019 4 medals – 1 bronze and 3 finalists across TV and Cinema (Online), Radio, POS and Design

2018 26 Medals – 9 finalists, 10 bronze, 7 silver, across Television & Cinema, POS, Outdoor, Promotions & Activations, Print and Craft Art Direction for The University of New England, Master Builders Queensland, MS Queensland and Australia for UNHCR

2017 18 Medals – 10 finalists, 7 bronze, 1 silver, across Poster Design, Brochure Design, POS and Art Direction for Beenleigh Artisan Distillers

2016 With 12 gongs, our National Injury Insurance Scheme (NIIS) campaign for Queensland Treasury won more awards than any other on the night. It took out 4 silvers – including integrated media campaign – 3 bronze and four craft awards

Our other big win was for RSPCA's latest Operation Wanted campaign. 'Desexify your Pet' took out 6 bronze awards across the Integrated Media, Television & Cinema, Print and Poster categories – as well as 2 craft awards for art direction

2015 1 silver, 1 bronze and 1 finalist in the Integrated Media Campaign, Television & Cinema Branded Content Campaign and Television & Cinema Over 30 Seconds categories respectively for our 'How will we serve their memory?' campaign for the Anzac Centenary Coordination Unit

1 silver and 1 bronze in the self-promotion category for 'Defrosty the Snowman' and our Melbourne Cup event campaign

2013 24 Medals – 15 finalists, 4 bronze, 5 silver, 2 gold across TV/Cinema, Outdoor, Press, Integrated and Craft Art Direction for RSPCA QLD Brand and Evocca College IT & Multimedia launch

2012 2 bronze in Television & Cinema Under 30 Seconds for The Rock's 'Earn \$1015 for doing very little' term deposit campaign

2011 Silver in Non Traditional Media for Posh Pizza's Cheesus Crust

2010 3 silver in Television & Cinema Under 30 Seconds, Mixed Media and POS for Lighting Illusion's 'So cheap it's ridiculous sale'

WE'RE WINNING AWARDS
BUT WHAT MATTERS MOST IS
WINNING HEARTS
AND MINDS

2024 saw our work for Queensland Hydro take home gold and silver respectively at the ACS Awards and Shots Awards Asia Pacific for cinematography.

2023 saw us achieve an incredible result at the BADC awards with 17 medals with features in Lürzer's Archive and Campaign Brief's The Work.

We took home the National Finalist title for Sustainability Marketing at the Australian Marketing Institute Awards for 'Timber Framing – The Ultimate Renewable™– 'Let's build a better world', and were awarded a finalist position at the Public Relations Institute of Australia Golden Target Awards for 'Seqwater – 'Keep the fun alive' in Community Relations and Community Engagement. And, to top it off, we won at the Emergency Management Public Affairs Australia Conference for Get Ready QLD – 2022 'Check Out What You Need Campaign'.

It's great to be recognised. But we'd rather judge our legacy on the difference we've made in people's lives. That's when you know you've done a good day's work.

A photograph of three people running from left to right in front of a light-colored, textured wall. The person on the left is a woman with long blonde hair, wearing a white long-sleeved shirt and blue shorts. The person in the middle is a woman with long blonde hair, wearing a blue and white patterned vest over a red shirt and blue jeans. The person on the right is a man wearing a blue and white plaid shirt and khaki pants. The image has a motion blur effect, suggesting speed. The background wall is light blue/grey with some texture. There are two dark, rectangular bushes on either side of the runners. The ground is a dark, paved surface.

LET'S MAKE
TOMORROW
BETTER THAN TODAY

enginegroup.com.au