

Who moved my cheese?

By Annabel Dolphin

This is Augmented Reality

The 8th mass media

Colour the city

Mackay City Centre's big 3

Creative Minds Workshop

Redhotblue holds Mackay's first ever creative workshop for 6 lucky students

issue 02 // 2014

A Free Publication

red.

Inspired Business Marketing

Digital Issue

*The mouse that tweets, clicks,
shares and likes*



red magazine is produced
by the redhotblue studio.

Welcome

Please enjoy our 2nd issue of **red**.

Love it or hate it...we live, work and play in a world that involves technology in every corner.

While creating this issue we've explored how the digital platform has evolved and made an impact on the way in which businesses operate. However the right balance of traditional and digital marketing is the true path to success. Redhotblue leads the way with the latest combination of print and digital marketing with AR - Augmented Reality. As one of the few leading agencies to deliver this innovative technology we are thrilled to show case live examples throughout this issue....Enjoy.

The Digital Issue



Keep a look out for the 'AR' icon throughout this issue of **red** for the active **Augmented Reality** pages* (including this page!).

(See page 2 for activation details and full article on page 4)

* Active Augmented Reality pages: Inside Cover, page 2, page 4 and page 18.

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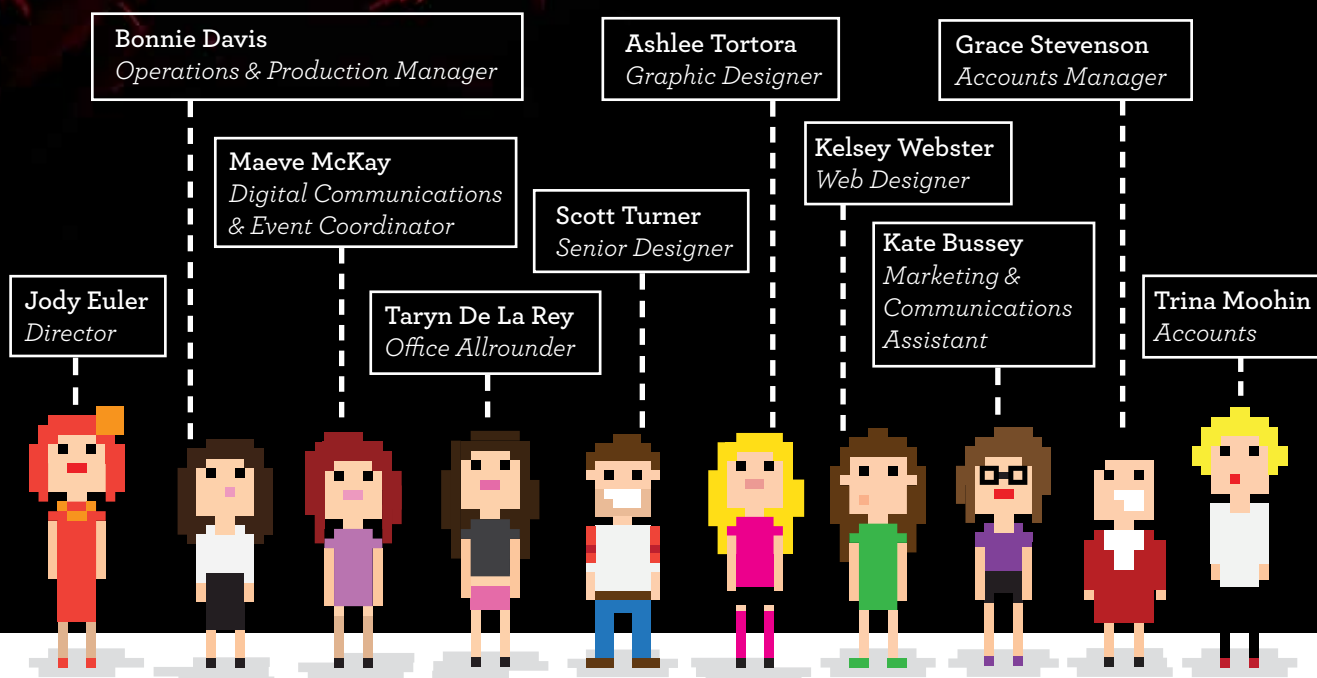
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For more information regarding any of the ads or articles in **red** magazine please contact redhotblue on (07) 4953 2833 or visit us at redhotblue.com.au



Tradigital

/ tra • digi • tal / n., adj., v.i
[tráa-digî-'tal] (pl. Tradigitalism)

1. the perfect marketing mix and balance of Traditional and Digital formats and/or media:
synonyms: print and onscreen, media, design, marketing, advertising, branding, cross-platform



Tradigital marketing

"Redhotblue create perfectly balanced tradigital marketing and advertising campaigns"

At redhotblue we're experts in the art of creating and implementing consistent and effective marketing, branding and advertising campaigns that seamlessly bridge both printed material and digital platforms.

In fact we've become so experienced we've even had to create our own word - **Tradigital**. So if your business marketing doesn't look consistent across all your print and online material, contact us today and we'll help with all your 'tradigital' needs!

www.redhotblue.com.au // (07) 4953 2833
enquiries@redhotblue.com.au



This magazine (and this page) includes the amazing new digital experience **Augmented Reality** (see steps below and full article on page 4)



1. Download

Download the free redhotblue app from the Apple or Android store.



2. Discover

Look for the Augmented Reality button throughout this magazine.



3. Scan

Open the app and scan the page to see content come to life!

How digital disruption is transforming our businesses.

Who moved my cheese?

The pace at which digital is transforming businesses is unprecedented. The way in which businesses are adapting to this reminds me of Dr Spencer Johnson's book, "Who moved my cheese?". It is a simple parable about how two mice instinctively embrace change to find new cheese, and about two little people who ignore change and find that their cheese is gone.

In business terms, think of the cheese as a metaphor for your goals or profits and the maze as how you go about achieving it. Are you expecting things to improve without changing the way you do things?

They Keep Moving the Cheese

Is your business moving with the digital times? When was the last time you updated your website? Do you use a social media? Do you think someone is speaking another language when they mention Snapchat, Twitter, Instagram or Pinterest?

There is a lot of hype around digital – the technology, marketing strategies, employee engagement and data analytics tools. If you believe the hype, you would also believe it will change the way we do business forever.

The Maze Keeps Changing

Are you well positioned to respond to any disruption? Giam Swiegers, CEO of Deloitte Australia, anticipates one-third of the Australian economy faces imminent and substantial disruption by digital technologies. Is your business one of them?

To respond, you first need to understand the extent to which digital disruption will impact your business.

- How much of your products and services are delivered virtually?
- Do your customers use digital channels now?
- How mobile are your customers?
- How much do you use social media platforms or cloud computing?



By Annabel Dolphin
[Director at Miles Dolphin]

Take SingTel Optus as an example. They expect to have a completely different business in three years. Traditional sales in telecommunications and SMS are falling drastically. Customers are communicating via social networks and mobile apps. The HR Director is already hiring and training people in the new digital skills required.

If your business is being disrupted now, look at changing your cost structure quickly; build new sources of revenue to replace those that have been disrupted and look to how you can incorporate digital into your business.

Making the Most of New Cheese

How can you maximise the opportunities that digital brings? Like any change, digital disruption can present both threats as well as opportunities for small business.

Perhaps the biggest opportunity to any small business owner is that it enables you access customers that may not have been possible before. Many digital platforms can connect your business with potential customers outside your normal geographic reach. The best part is it is organised into "interest" groups where you can match your products or services to many different niche markets.

Another great opportunity is the cost savings and flexibility that comes when you engage your customers via digital platforms. After spending tens of thousands of dollars on TV commercials and radio advertisements with little return on his spend, I had one client conduct a VIP customer campaign on Facebook where he could see a direct increase in sales. You don't have to spend a lot of money to get a tangible result.

Be ready to change quickly, again and again.

The reality is what makes you successful today, will not necessarily make you successful tomorrow. Like a mice in a maze, you can decide to stay in the same spot, hoping that your customers will change, or you can explore the maze to find other ways to get your cheese. The key to your success will be how well you can anticipate the change or how quickly you respond.



A live direct or indirect view of a physical, real-world environment whose elements are augmented (or supplemented) by computer-generated sensory input such as sound, video, graphics or GPS data...

WELCOME TO...

AUGMENTED REALITY

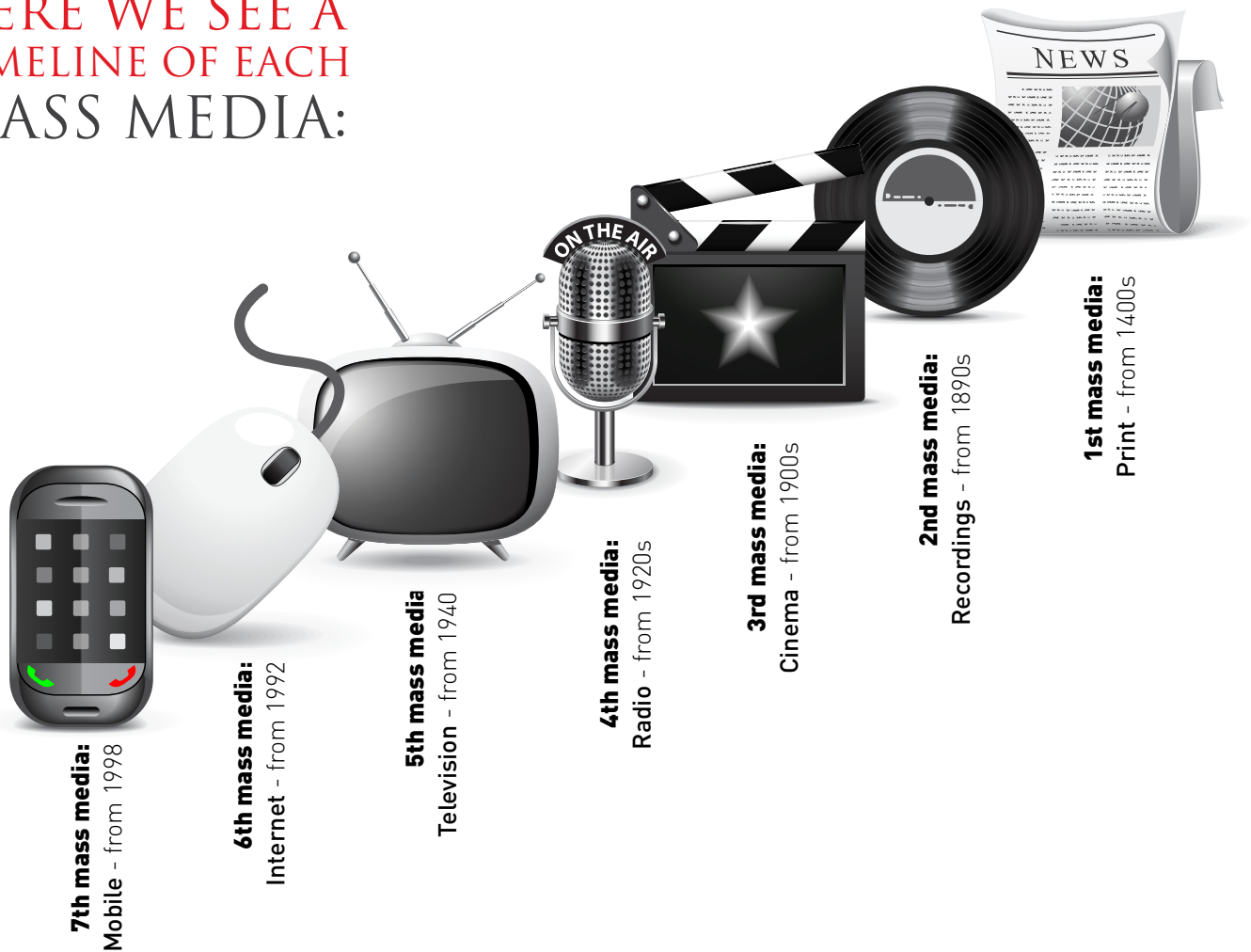
The 8th mass media ————— By Wil McReynolds

When we read a newspaper, magazine, or any other kind of print, we don't think about it. It just exists and we take it for what it is, text and images, in print and on paper. We don't question the way we are presented media as long as it is intuitive and informative.

When print came along it revolutionized how information was shared.

We could now document history, create fiction, teach and share ideas. A lot has not changed since we were able to print. We started to make recordings, then cinema, radio, television, internet and mobile internet. All of them based on the principles of gathering and sharing information. Each one is what is known as a "Mass Media".

HERE WE SEE A TIMELINE OF EACH MASS MEDIA:



We have only had seven mass mediums in recorded history. So what would the 8th mass media look like? It looks a lot like something you may carry around or have access to everyday - a phone or tablet, it can look like a mirror, a windshield, even a pair of glasses. We are talking about Augmented Reality (AR).

Augmented Reality is driven by software that runs on the above mentioned items and it creates a window in the in-between space of the digital and real world. This mass media is the first one that is able to leverage all of the other media and bridge the gap between traditional and media. Take our first mass media for example.

Using AR we can point our phone at a magazine or look at it with Google Glass or other wearables coming to market, and by looking into that window, we can see movies, touch interactive buttons or play with a 3D character that appears to be floating on top of the print.

Because it harnesses the power of the internet on mobile devices and utilizes video, sound recording, video and is most commonly activated with print, it becomes clear just how powerful this new media is.

Unlike the adoption of “radio” and “television” where the technology had to wait for mass consumer market share, this technology already has that in place via Apple and Android devices, and users understanding the “there is an app for that” world we live in.

Using AR we can bring the world to life all around us, see buildings how they looked 100 years ago, have virtual tour guides appear right in front of you, engaging potential customers in advertising like never before by creating a full immersive emotional experience. Education and tourism benefit as well by allowing users instant information, wherever and whenever.

If this sounds like the future, you would be correct, it is the future of media consumption and the birth of the 8th mass media: Augmented Reality



REGIONAL SNAPSHOT

Establishing a presence in your local community is a great way to enhance your company's reputation, build customer loyalty and drive both brand awareness and recognition as an employer of choice. When it comes to local matters, getting your business involved and being informed is important for the growth of our community. At **red** magazine we support local and community development by actively working with businesses and organisations in the local and greater Mackay region.

In this issue we catch up with four leaders from the local Mackay community to discuss their vision and find out what is happening in various sectors within our region.



Mackay Regional Council

Deirdre Comerford [Mayor]

If you are raising young children then you know only too well that we are living in the digital age.

I am continually amazed at the computer skills my children have, the speed at which they absorb new technology and their hunger for it.

As a parent we can do all we can to monitor the amount of time they spend on electronic devices; what games they are playing; what they are doing on Facetime; messaging and the thousands of apps they use. However it doesn't change the reality that their future world is technology based. If they aren't in that space, they will be left behind at school and work.

This week the State Government congratulated Mackay Regional Council for leading the way to Queensland's hi-tech water future. I am proud of staff's efforts to be innovative as it not only benefits residents but the water industry in general.

By embracing technology we now have real time metering which means we can immediately alert residents with high water consumption as invariably it means they have a water leak that needs addressing.

We all need to adapt to the rapidly changing technological environment to reap the rewards on both a personal and business level.



Mackay Tourism

Stephen Schwer [General Manager]

The Mackay Region is about to have a new consumer-facing brand. In the tourism world, destination brands are designed to elicit an emotional reaction from prospective travellers, to make them find out more and book their travel.

Brands are far more than simply logos and tag lines; they provide themes, messages and guidelines to presenting the region in advertising campaigns. The Mackay Region brand is only possible because of the support of Tourism and Events Queensland, Mackay Regional Council, Isaac Regional Council and our many sponsors and members. It seems cliché to say it but it's true: without the support of our partners, these kinds of developments would not happen. Member businesses around the region will gain insights about the brand in the next few months. It's an exciting time for tourism in the region!

Mackay Chamber of Commerce

Tim Miles [Chair]

It was widely reported how the region's economy has been going through a significant period of change over the last two years so I am not going to rehash history. I ask everyone I talk to about how they are going in business and the response is constant, It is tough to make a buck but we are doing everything we can.

What we are seeing is that business performance has stabilised, we are not seeing the shocks and nasty surprises that we were seeing 12 months ago but we're not "shooting the lights out" either.

Those businesses that are succeeding and prospering are those that are getting on the front foot and making things happen. You need to make decisions quickly and you need to continue to work hard in your business. Nothing in this world can take the place of persistence.



Resource Industry Network

Julie Boyd [General Manager]

It's been a very busy few months for the Mackay Area Industry Network with many important decisions made about the future of the co-operative. None, however, have been more important than the announcement on July 4 that MAIN would become Resource Industry Network.

Over the past decade MAIN has had changes of the Board, Managing Director and office space, but this is the first time it has had a new name and new logo. Like many organisations and businesses there is a time when a review, refresh and rebrand are important. But the origins of an organisation and what it does should not be lost which is why a large part of the name has been retained.

Industry Network is what MAIN has been and will continue to be through its core strengths of connecting, developing and promoting. However, with the opportunities in our region expanding it was time to review our geographical location and expand our wings. Resources is what MAIN has been all about and will continue to be the major focus hence the move to strongly connect the organisation to what it does not where it is.

Resource Industry Network will not be shortened to RIN as it is very important that we keep the brand strong and connected to all levels of Government, the mining houses and our strategic partners.

There is a new website being developed so that we have a stronger online presence as this is a key communication tool and connector. The website will be more accessible for members and have more information.

Our presence at QME recently allowed us maximum exposure for our new name and logo, and we have had excellent feedback from our members and the community.

We look forward to continuing to work with our members to strengthen and grow Resource Industry Network and the sector it represents.



PROACTIVE
ACCOUNTING SOLUTIONS

case study

Redhotblue have worked closely with Proactive Accounting Solutions to create a full suite of branding, marketing and advertising collateral including: logo design and brand development, design and production of all printed and digital advertising, internal and external signage, corporate stationery and website development.

The result is a cohesive and strong brand identity that crosses print and digital platforms seamlessly with no compromise in quality of delivery.

5 TOP BUSINESS TIPS

Another 5 top business tips from Proactive Accounting Solutions.



1. GIVE TO GAIN

Don't be afraid to give away some of your time or product. It allows a potential customer to experience who or what you are about. Giving to your existing customers is a great gesture to show that you appreciate their business.

2. HAVE CAPACITY

Without capacity in your business, it will not grow. It is important to control your expenses - but not to the extent that you can't take on new business or provide good service to your existing customers.

3. LOVE YOUR BANK

It is imperative in business to build a strong relationship with your banker. They need to know and understand your business. Keeping them informed on how the business is tracking helps to identify how they can help.

4. REFERRAL REALITY

Referrals are one of the best ways to grow your business, and generally have a better chance of resulting in new business (and cheaper) than other forms of advertising.

Attracting referrals is as simple as networking with potential referrers and having the confidence to ask for referrals.

5. KNOW YOUR WORTH

There is an old saying that "The first sale is to yourself." Many business owners undervalue what they do or the services and products they provide. If you do not believe in what you are offering, then you will have a difficult time getting potential customers to do so.



09



From **BRICK** to schmick

Mobile phones: Necessity rather than accessory



It's hard to imagine a world without mobile phones. They have become something we reach for numerous times a day and in most instances a necessity in our daily lives. With the technology of smart phones allowing users to access information on the go wherever and whenever, having a mobile phone today is completely different from having one in the 1980's.

It was in 1973 when Martin Cooper, an executive with Motorola, led his team to design the first practical mobile phone, the Motorola DynaTAC.

When the phone first became available to consumers in **1984**, its dimensions were **22.9cm long** and weighed around **1.1kgs** giving its nickname, '*The Brick*'.

Regardless of the \$4,000 price tag, the mobile phone was an instant success with a six-month waiting period.

This soon marked the way for more companies to come on board with their own style of mobile phones. Offering one-hour talk time, 8 hours standing time and a long, glossy aerial, the mobile phone was THE accessory to own in the 1980's. The massive brick of a phone didn't even fit in your handbag let alone your pocket, quite a contrast to the sleek modern versions we use today.

We conducted a survey with people in the Mackay Region on the use of their mobile phones. The results confirmed that mobile phones have become a necessity, with most people surveyed being fully employed or a student. Mobile phones are no longer just a device to make phone calls, with smart phones now becoming an easy communication device and are the most effective way to connect with people all around the globe. As a result from the survey, the top reasons why people use their mobile phones are to send or receive a text message, social media and taking photos.



Of the people surveyed in the Mackay region, **60% owned** and used an iPhone with only **6% of people** not owning a smart phone. Whereas on a national level, it was recorded that in 2013, **88% of Australian adults** owned a smart phone, roughly equivalent to **11.19million** smart phone users in Australia. Smart phone usage ranges from accessing the weather, entertainment through the multitude of apps, purchasing good, social media, and emails and not to forget, making phone calls.

With **46%** of the people surveyed spending **2-6 hours on their mobile phones daily** combined with the national statistic of **90%** of smart phone users accessing the internet daily, **this has created endless opportunities** for companies to reach a range of consumers with **innovative marketing tools**.

These tools range from a variety of websites, apps, and email and SMS databases. Businesses can benefit from the use of smart phones by ensuring their websites are mobile-friendly, this making your business more accessible. While it can be seen that smart phones have become a necessity in our daily lives, there is no sign of a decrease in opportunities that technology offers and will continue to create new ways to transform our digital world.

Google My Business



Google Maps

Google Search

Google+ Local

Google Places

Google Local Business

Google Search

I'm feeling Lucky

Search & ye shall find

By Monte Huebsch



A brief introduction to Google My Business

Google My Business is a recent (July 2014) offering that is free and helps your business be found when people do a Google Search, use Google Maps or Google+

What this really does is bring a whole bunch of past Google offerings under one location. The old Google Local Business, Google Places and Google+ Local are now all combined and operate under one location. The dashboard to maintenance and updates are all together with added features and services. The whole interface allows for images, videos, reviews and even a form of Google analytics called "insights". **The whole interface for your business is responsive and works seamlessly across smart phones, tablets and desktops.** Includes easy to use features like "click to call" and "voice driving instructions" for mobile phone users.

Completeness is the BIG issue here. You need to include as much information as is allowed. Photos of your business, team members and corporate logos. Video (which must be uploaded again) from YouTube. And as always – Google highly values "reviews". *Do NOT try to self review, you will be caught out by Googles technology.* Ask your clients and customers to do reviews for you. They must have a Google account and be logged into to perform a review.

Google now also allows you to have photographs from the inside of your business. They have suggested photographers here: and it is a great way to highlight your business. <https://www.google.com.au/intl/en/maps/about/partners/businessview/get-started/>. Please note, you can have an actual 360 degree virtual experience – just like street view. This is very cool.

So what exactly is Google doing here? They know that often people are using Google search for short, sharp and fast information. They know that this often comes from a search on a smart phone. You are just checking up if a location is open. If the place has good reviews. If you can call to place an order and set up a reservation. Simple, basic information that displays quickly on a smart phone. This is often a better user experience compared to your own website.

Google is becoming the global yellow pages, so get on board while its free.



What this really does is bring a whole bunch of past Google offerings under one location.





Emily Clarke: *The complete picture*

Each issue **red** magazine profiles a local person of interest. This month we spoke to Emily Clarke, a young designer from Clermont about winning Young Achiever at the Tourism Awards, her career to date, future plans and what inspires her.



» Quick fire questions

Favourite food: *Indian Curry* // What animal best describes you: *Penguin (Taking life in your stride and not letting anything stand in your way)*
 What cartoon character best describes you: *Ariel (The Little Mermaid) - because of her red hair!! HA* // Favourite band/DJ: *Calvin Harris*
 Favourite movie/TV show: *Pitch Perfect* // Pet hate: *Untidiness*
 Best childhood memory: *Travelling to Ireland to visit family*

Q Did growing up in a rural area effect your training/experience?
If so, how did you get around some of these issues?

A *Having grown up in the rural town of Clermont, a population of approximately 2500 people, with only 1 high school, it was difficult to pursue my passion of the creative industries due to limited opportunities. I had very supportive teachers throughout my schooling, particularly my art teacher who always pushed me to follow my love for artistic expression, however there was no opportunities to complete additional training in my field. Reaching the end of my schooling, I didn't know what field of the arts I wanted to pursue, so I researched what universities had to offer. I attended the Townsville JCU aspire experience (5 hours drive from Clermont) which was a week of staying on campus, attending open days, lectures and information sessions on all faculties of the university. If it wasn't for this experience I still wouldn't have known what direction I wanted to go in.*

Q You've just won the Young Achiever Tourism award – What does this mean to you?

A *I was and still am blown away that I have won this award. I have worked hard over the last 12 months to build Isaac region's tourism profile through high quality design work and photography for the Council. I am so very proud to have received this award. It is recognition for my passion and love for my field of work.*

Q How did you end up in design (background, training, experience etc), and how long have you been designing?

A *I studied a Bachelor of New Media Arts, double majoring in Digital Media Design and Digital Imaging at Townsville JCU. I immediately had a love for photography but started design as a suggestion from my Dean of Creative Arts. Upon graduating I was highly renowned for my imagery and I never considered that I would pursue design as my career, instead I would use this as a beneficial skill when branding my business etc. After completing university, I moved to Brisbane and started as a full time photographer for a large photographic business. I ended up utilising my design skills to rebrand their business and my design work started from there. I moved back to Clermont due to my partner's work and started my position as Branding and Graphic Design officer at Isaac Regional Council. I have been designing for 4 years now.*

Q Tell us a little about what you do now?

A *I work as the Branding and Graphic Design Officer for IRC. This job entails maintaining all design work for the Council and ensuring we abide by our corporate style guide. Some of my duties involve co-ordinating and designing for community newsletters for around the region, newspaper advertising, design for communication plans and campaigns for IRC, website design, publications, brochures, formal documents, templates and professional photography services. Outside of my full time job I run my photography and design business EMbrace Creations, being renowned for my natural light combined with on location lighting portraits for families, children, couples, weddings etc.*

Q Where do you get your inspiration/ideas?

A *Every day I look for new ideas and inspiration around me and through online sources. I have formulated a business Pinterest page for design and photography inspiration, which I direct my clients to for assistance for their photoshoots/design work. My mind is a creative wonderland where I observe and capture life through the lens of a camera. I am inspired by the world's beautiful people and photograph them in elegant and unusual ways. This has developed my passion for portrait photography as well as my combined love for design.*

Q What is your ultimate design job?

A *It's so rewarding to see your design work completed and in the public eye, and since starting in the creative industry I have always wanted to design and photograph for magazines. I love the balance of images and text, graphics, colours and textures. I love how an image can transform a page and bring it to life. I also strive to one day be a creative director.*

How does **YOUR** Business Stack Up?

Mackay Region Chamber of Commerce in conjunction with Mackay Regional Council are providing free workshops and one-on-one sessions as part of the Australian Government Digital Enterprise Program.

Presented by:
PAUL STAPLETON
From Gravelroad



Series 1

All series 1 workshops are being held at REDC Boardroom, Level 1 - 36 Wellington Street

Workshop 1	COMPLETE	Get your business online now!
Workshop 2	COMPLETE	Take your business to the cloud
Workshop 3	3 Sept, 7am - 9.30am	Get your business mobile and flexible
Workshop 4	15 Sept, 7am - 9.30am	Safety first

Series 2

Workshop 1	7 Oct, 7am - 9.30am	Get your business online now!
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Series 2 workshop 1 is being held at Mackay Regional Council Reception Room, Level 1 - 73 Gordon Street

Workshop 2	20 Oct, 5pm - 7.30pm	Take your business to the cloud
Workshop 3	21 Oct, 7am - 9.30am	Get your business mobile and flexible
Workshop 4	30 Oct, 7am - 9.30am	Safety first

Series 2 workshops 2, 3 & 4 are being held at REDC Boardroom, Level 1 - 36 Wellington Street

Series 3

All series 3 workshops are being held at Mackay Regional Council Reception Room, Level 1 - 73 Gordon Street

Workshop 1	3 Nov, 5pm - 7.30pm	Get your business online now!
Workshop 2	4 Nov, 7am - 9.30am	Take your business to the cloud
Workshop 3	24 Nov, 5pm - 7.30pm	Get your business mobile and flexible
Workshop 4	25 Nov, 7am - 9.30am	Safety first



Series 4
to come in
December!



**Bookings are essential,
register online today!**

Phone 4953 1603

www.mackayregionchamber.com.au



Perfect Partners



Looking at the marriage between social media platforms and your online business presence.

The influence of social media popularity has become integral in our everyday lives, shaping the way we live, work and interact. Social media platforms promote who you (or your brand) are and what you're about, and are intrinsically linked to your website and ultimately the success of your online search rankings.

Social media enables the sharing of thoughts, ideas information, products, services and more. It opens a direct dialogue with your audience and allows brands to directly communicate and engage with their target market on a daily basis.

Internet users are becoming more and more comfortable with sharing their lives online and the same should be true for businesses.

Why should my business use it?

- To communicate who you are and what you are about
- To open a dialogue with your audience via comments, likes, followers, tweets and sharing
- To increase your search rankings [i.e on Google]
- To drive traffic to your website
- To promote/highlight a new product, service or event
- Promote projects, completed work or company landmarks
- Low cost marketing strategy

Australia is one of the highest users of social media worldwide with over 12 million Facebook users - 9 million check their Facebook everyday (and more than 7.3 million access via mobile devices).

Every customer-facing brand benefits from a well thought through social media strategy and content plan across multiple platforms. In a trying economy it's a good time for businesses to question how they can get the most out of their digital marketing efforts to keep up with the fast moving and ever changing social media landscape.

The following pages highlight some of the facts and benefits of the most popular social media platforms...

16



Facebook

Facebook is arguably the world most popular social network (for business and individuals).

With over 1 billion users worldwide, your customers are most likely using the platform already – so your business should too.

Australian user metrics

12 million
monthly active users
(desktop and mobile)

7.3 million
mobile daily active
users (mobile)

9.8 million
mobile monthly active users
(mobile only)

9 million
total daily active users
(desktop and mobile)

Quick facts:

Did you know that people are **51%** more likely to make a purchase after “liking” a brand on Facebook?

LinkedIn



LinkedIn has many similarities with Facebook, both in functionality and aesthetic – however the difference lies in the target audience. LinkedIn is primarily business-oriented, targeting professionals to utilise the platform for online networking.

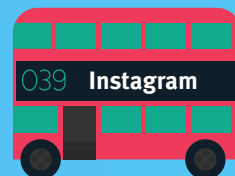
This is the perfect platform to build a solid company reputation and be seen as an authority in your industry. Encourage endorsement of skills, be action in Group with relevant topics, scout for prospective employees and potential networking opportunities. Build your brand network through connections.

Quick facts:

Every second, two new members join LinkedIn

Australian user metrics

3,700,000
active users



Instagram

Instagram is a fast way to share images. It is as easy as capturing an image or video with your smart phone, filtering the image or video and sharing it with your followers.

Images and videos can be shared on multiple social media network platforms including Facebook, Twitter, Flickr and Tumblr.

Quick facts:

Since Instagram first launched, over **150 million photos** have been uploaded averaging about 15 photos a second

90% of users are currently under the age of 35

8/10 photo's uploaded have been filtered

Australian user metrics

1,600,000
users and growing

Google+



In one convenient package, Google Plus has integrated the best features of other social media sites such as Facebook and Twitter. Google Plus have something called Circles where you can manage whose updates you see and choose who you would like to share with.

Google Plus has the potential to outrun all Social media networks.

Australian user metrics

235,000
users in Australia

Quick facts:

70% of world brand have a presence on Google Plus

It is the **second largest** social media network in the world after Facebook

Google Plus was launched in 2011 and within two weeks it had **10 million users**



Twitter

Twitter is a micro-blogging style social media network that enables users to send, receive and share short 140 character messages or 'Tweets'.

More recently imagery can also be incorporated into Tweets, yielding ever higher engagement from your audience. The immediacy of the Twitter-feed allows users to keep up to date on latest events



Quick facts:

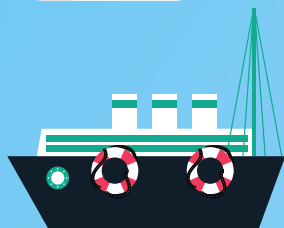
The fastest growing demographic on Twitter is the 55-64 year age bracket

60% of Twitter users access it from mobile devices

Australian user metrics

Approximately

2.16 million users in Australia alone



YouTube

Youtube is designed to allow videos to be easily shared online. This social network revolves around content like video production, vlogging, movie-making and music sharing (plus cat videos!).

Brands are taking advantage of this platform with the rise of viral marketing in order to promote their products and services to potential customers.

Quick facts:

YouTube's 1 billion unique users visit the video-sharing website every month, which is nearly one out of every two people on the Internet.

- YouTube is slightly dominated by females at around **55%**.
- The largest audience is definitely younger at **18-34**, although next up is **45-54**.
- The average salary is lower at **\$50-75K** per annum.
- YouTube is great for **mediapreneurs** (brands and entrepreneurs who want to establish their authority and knowledge online).
- YouTube is great for **SEO** (it's owned by Google!) and **brand exposure**.
- The average YouTube user spends between **15 and 25 minutes a day** on the site

Australian user metrics

12,600,000 unique Australian visitors



Pinterest

Pinterest is the fastest standalone site to ever reach 10 million unique visits.

This social media platform allows users to create custom 'pin boards' highlighting and organising their interests. Brands can use the platform to build a more personalised presence, by incorporating videos, photos blog posts and even products on offer. All media formats work on Pinterest, but photos and videos are especially effective.

Quick facts:

With around 30 million users worldwide and growing, Pinterest is largely dominated by females, approximately **80%**

The largest audience is made up of the 45-54 age bracket earning on average **\$40-60K** per annum with some college education.

Pinterest is great for media, entrepreneurs, artists, creatives, service providers and e-commerce related brands

Australian user metrics

440,000 users and growing

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Redfox have recently launched the Redfox Free WiFi Service.

This facility aims to assist the community by providing **100% free to use internet access.**

In 2000, John grew tired of the slow and unreliable ISDN internet speeds Mackay had on offer, so travelled overseas to understand fixed wireless technology. Upon his return, John launched Redfox Wireless Broadband providing a faster and more reliable communication medium which saw Redfox become one of the first three companies in Australia to utilise fixed wireless technology as a viable alternative to ISDN. One of the first internet customers on the network was the North Queensland Bulk Ports, whom are still a client to this day.

Redfox Wireless Broadband is now available in most areas of Mackay and the network continues to grow daily. The Redfox wireless network is the only 100% locally owned network infrastructure in the region and is powered by its own small 24 x 7 Datacentre that has redundant power, cooling, standby generator and redundant 10GbE multi-homed Internet backbone connections. Redfox are currently planning to launch a locally based cloud network in order to offer local business similar performance levels to that experienced by capital city businesses where your typical datacentres exist.

With the success of this network behind them, Redfox have recently launched the Redfox Free WiFi Service. This facility aims to assist the community by providing 100% free to use internet access, whilst giving businesses the opportunity to advertise to people in the local area to help encourage spending within the community. While currently only available in a few key areas, there are major plans for expansion within the next twelve months in a bid to give back to the community in which they grew up.

Before joining the family business in 2007, Michelle earned her Chartered Accountant accreditation bringing with her an extensive knowledge in finance and tax. Michelle is a strong believer in fostering a fun and family oriented culture within the business. "Staff are our most valuable asset and it is important that we put effort into ensuring we all bring out the best in each other". This belief has generated a team of people who are not only dedicated to assisting their clients but also to helping each other reach their highest possible potential. In this way, Redfox can guarantee that we have the best minds working together to create the most efficient solution for their clients.

Over the past few years, John and Michelle have seen Redfox grow to become the largest IT services company in Mackay and support key local businesses such as G&S Engineering and Dalrymple Bay Coal Terminal. Redfox have recently expanded into electrical, air-conditioning, Wide Area Networks, and last but not least their unique Redfox Free WiFi Service. Even though Redfox has evolved significantly over the past couple of years, rest assured that they now offer more technical experience, a larger team, and more product lines in an effort to keep Mackay businesses at the top of their game.

A red fox Tale

Redfox Corporation (Redfox) is the second incarnation of Mackay Computer Services (MCS) which was founded in 1994.

Behind the face of Redfox are siblings, John Delahunty and Michelle Cornick. Both raised with a strong work ethic and high moral standards, they are committed to providing the latest cutting edge technology whilst adopting cost saving strategies for businesses around the region.

It all began when John started programming from the young age of 14 and wrote his first major software application on a Tandy TRS-80. The finished product was completed on an Olivetti M20 mini computer system for ANI Engineering, a large multinational company who employed 30,000 staff. John's father Barry was in charge of building large draglines at the time and had John write a first generation job costing program for construction projects. John's skills grew and developed through his passion to understand and become an expert on complex technology mediums. Eventually he realised his dream by starting up his own IT business, hence Redfox was born.

COLOUR

Mackay's big 3... the city

1 A brand new brighter future

Imagine more...when it comes to Mackay's City Centre, Mackay Regional Council and the City Centre Taskforce are encouraging us to do just that.

Those two striking words – Imagine more – paired with a bold and colourful logo is all part of a new and innovative marketing initiative.

The new logo and branding can now be seen flying high across the city skyline on street banners along Forgan Bridge, Sydney, Gordon and River streets.

Mackay Regional Council Manager Economic Development Debra Howe described the concept as "professional, inviting and playful".

"New marketing campaigns and competitions will shine the spotlight on businesses in the city and attractive directional signage will help city-goers navigate the area during the capital works project," she said.

"Adding a splash of colour to our city will enhance the ambience and aesthetics of the centre, particularly during construction.

Ms Howe said the concept had longevity, "It's something we will build upon and use to market the city both during and after the revitalisation."



2 Modern art history

Art honours Mackay's cane farming history



From an initial list of 30 impressive works, Cane Fire by Niche Arts was unveiled at the Twilight City street party on August 23 as the chosen public artwork to be installed on the Wood and Victoria streets roundabout.

Standing at an impressive six meters tall, Festival, Events and The Arts portfolio councillor Chris Bonanno said the sculpture was well received during the community consultation period.

"The artwork reflects our region's rich cane farming history which is something our residents are very proud of."

The landmark structure has a dynamic swirling form, representing the energy inherent in cane fire as it ignites and twists into the evening sky.

Incorporating led lighting, digital technology, spray mists and water, Cr Bonanno said using wireless and mobile phone technology, visitors would be able to interact with the public art to create lighting effects.

3 Revitalising the city centre



Anticipated to return more than \$110 million in economic benefit to our region over the next decade – as documented in Norris Consulting Services' 2013 Business Case – the revamped precinct will be pedestrian and bicycle friendly, promote economic sustainability and enhance city living.

Construction of the highly anticipated \$18million City Centre revitalisation project has kicked off, with Mackay's very own Vassallo Constructions taking the reins and stage one works about to commence.

Jointly funded by the Australian Government and Mackay Regional Council, the revitalisation involves the refurbishment of Mackay's City Centre "core" in Victoria and Wood streets.

Stage one of the project will focus on refurbishing the north-western quadrant of the city's core along Victoria Street (Showbar to Westpac) and Wood Street (Westpac to River House), encompassing essential upgrades to drainage systems, construction of footpaths using contemporary Urbanstone pavers, landscaping works and installation of new and functional street furniture.

City Centre Taskforce Chair and Tourism and Economic Development portfolio councillor Greg Martin said the introduction of functional footpath spaces to the city landscape would immediately lift the social vibe of the area, by providing outdoor dining opportunities that would attract more visitors and potentially lift the earning capacity of local businesses.



The end result will be a modern, vibrant, walkable city that embraces its climate, community activity and heritage.

Cr Martin said council would endeavour to minimise disruptions to business as much as possible throughout all stages of the project with access to all businesses being maintained during operating hours.

"Free off-street car parking will also be available during the construction period at the Brisbane and Sydney street parking sites."

To receive regular updates on the City Centre Revitalisation Project, simply subscribe to the City Centre Revitalisation Project eNewsletter at mackay.qld.gov.au/enewsletters or visit mackay.qld.gov.au/citycentreproject.



Like the Mackay City Centre Facebook page for the latest on what's on, competitions and giveaways.

2 Central locations

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What is SEO?

Search Engine Optimisation

As more and more businesses increasingly rely on internet search engines such as Google to find products or services – businesses cannot afford to lose the battle on **SEO**.

It stands for **Search Engine Optimisation** and it is how search engines find your website.

Why is **SEO** important?

- The first 3 results get **90%** of clicks.
- The top result get **53%** of all clicks.
- **SEO** increases traffic to your website
- Delivers more targeting and qualified website visitors
- Reduces your cost of online customer acquisition
- Increases brand awareness
- Increases sales



SEO helps the search engine find you

SEO makes your site more visible and transparent to the search engines. Google uses a ranking system (basically a point system in which they add and deduct point from your website) but that is secondary. The primary goal of **SEO** should be connecting your site to the search engine.

SEO helps people find you in the search engine

The latest web updates have made everything in the web more personal. People don't want to look hard for information. **SEO** makes your site more direct and focused on certain keywords that people would use when they want information provided by your site.

A simple anatomy of **SEO**

1. **Keywords** make your site specific in the search engine and allow you to easily identify your target market.
2. **Content** determines your readership and therefore your site traffic. Your content must work hand in hand with your Keywords and Meta data. (Meta data sits behind the scenes of your website!)
3. **Meta data** is read by Google and increases the weight of your keywords. It also determines what your site is about. Your meta description becomes the short excerpt in Google search results.
4. **Images** should not be underestimated in SEO. Alt text added to your images is vital when people are searching for images. This boosts your site's readership and increases web traffic.
5. **URL** is your domain name. It should have something to do with your website content and work with your keywords and meta tags.
6. **Backlinks** are off-site Page rank boosters. The internet is getting smarter and more social – If you want your site to move up in the search results – relevant, quality backlinks are vital.
7. **User Experience**. It doesn't matter how strong your keywords, content and meta data are if no one can understand it. Simply stuffing your web copy full of keywords is not user-friendly. Remember you are attracting humans, not just web-crawlers!

Creative Minds



Redhotblue held Mackay's first ever creative workshop for 6 students covering the art of concepting, advertising campaigns, the key to strong branding and generally thinking differently... and all with NO computers (except for playing music!).

Local high school students were invited to apply for a 5-day creative masterclass running from 23rd-27th June. The course gave the students the chance to pick the brains of the workshop facilitators and get a feel for what working in the creative industry is all about.

The 5-day course focused on ideas generation and how to create strong and effective creative concepts. The students learnt the importance of conceptual thinking, the foundations of advertising design, how to interpret a client brief and collaborative problem solving to produce effective design solutions.

“ ”

20 years ago, I found myself having to travel to Brisbane to find creative workshops like this – and still there is nothing quite like it in Mackay. We are thrilled to be able to offer this opportunity to our regions inspiring youth

Redhotblue Director, Jody Euler.

If you would be interested in participating in next years Creative Minds Workshop email us on enquiries@redhotblue.com.au



Front Row (left to right)

Scott Turner
(redhotblue Senior Designer)
Taryn Moffit (16)
Lewis McDougall (16)
Olivia Laval (12)

Back Row (left to right)

Sam McNamara (17)
Jody Euler
(redhotblue Director)
Tristan Kane (16)
Tegan Mackenzie (16)





"The one main thing I got out of the course was to think differently"
- Tegan Mackenzie



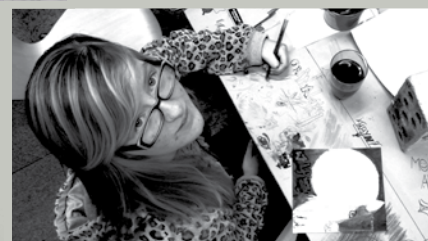
^ *"This course has opened my eyes to the different options with a design/advertising career"* - Lewis McDougall



"Logo's need a personality and an identity" - Olivia Laval



"I really hope you continue to regularly hold workshops like this that promote creativity in Mackay, would do another in a heartbeat!"
- Tristan Kane



"I always thought that the advertising industry was boring, but this week has been so much fun"
- Taryn Moffit

^ [Working without computers]
^ *"That's what I liked the most"*
- Sam McNamara



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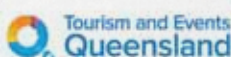



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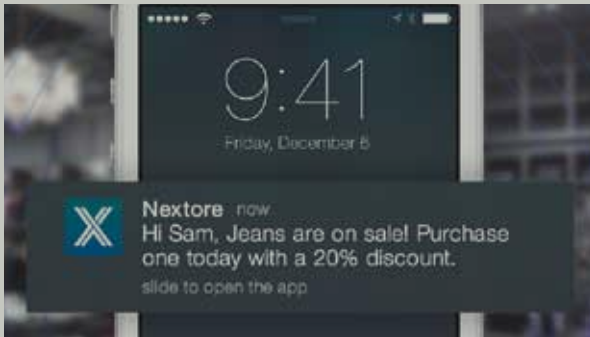
Signals for the digital landscape

iBeacon in the spotlight By Kieran Reed

One of the latest innovations in the mobile space is 'iBeacons.' These are fancy little tools that enable businesses to easily and cost-effectively, bring their business into the mobile space.

What are iBeacons?

iBeacons are the latest in disruptive tech from our future overlords, Apple, but I jest.



An iBeacon is a small device that frequently emits a signal searching for nearby, Bluetooth-enabled devices. Applications on these devices are then able to trigger a variety of actions upon picking up the transmission. While the device is locked and inactive the application is simply able to detect when the device enters the iBeacon's vicinity. However, if the device is unlocked and the application is open the iBeacon can even detect range and distance information.

What does this mean for consumers?

Don't get too worried, you won't be bombarded with push notifications at every corner as you need to have the corresponding app on your device in order to engage with the iBeacon. While the apps can do some really cool stuff in conjunction with iBeacons, the iBeacon itself just emits a simple bluetooth signal.

It's also important to remember that iBeacons aren't only going to be used for business and marketing purposes. Some amazing consumer applications already exist such as museum and zoo information services. Imagine you're at the zoo, as you approach an exhibit you are able to access an audio tour or relevant information about the animal from your phone. These could even be used in an open park environment, such as safari, where the tracking devices on the animals could act as iBeacon's and inform the park-goer to the location of an elusive animal. The possibilities are endless and many destinations are already using the technology, such as The Rubens House in Antwerp.

What are some of the relevant applications for business?

The first thing that pops into your head when you think about this tech and business are push notifications. Push notifications are a powerful and notable application of this new technology, however you don't have to be intrusive with their application. There are some really fun and valuable things that a SME can do with iBeacons. Pushing notifications to a device with exclusive offers is low hanging fruit, but let's discuss some of the non-intrusive benefits. Loyalty counters that count store visits, menu and ordering systems for hospitality or even payment facilities are all possible with iBeacon technology and will enrich your customers' experience and promote repeat purchase behaviour.

Some of the big ideas possible with iBeacons?

Some big name companies are doing amazing things already with the technology. Nivea, the German beauty giant, launched Nivea Sun Protege in May this year. A magazine advertisement gave away a bracelet with an iBeacon attached, which was then trackable through an app downloaded off the Apple Store. The app would track the proximity of the iBeacon and push a notification if the iBeacon got too far away and was marketed as a safety mechanism for parents to track the location of their children at the beach.

Another fantastic example of innovation was when food and spice company Zatarain teamed up with marketing platform Inmarket to improve the shopping experience at supermarkets. Inmarket has implemented iBeacons throughout supermarkets in some cities in the USA and plan to increase their network to over 40,000 iBeacons by 2015. Zatarain are leveraging this network to provide recipe ideas, shopping list reminders and loyalty programs in retail outlets across the USA. Not just a cool idea, but profitable too! Zatarain have already reported promising results in purchase behaviour change.

Note from red

The possibilities are truly amazing and probably stretch as far as your imagination can take them. We'd love to hear your ideas and even help you implement your very own location based mobile campaign.

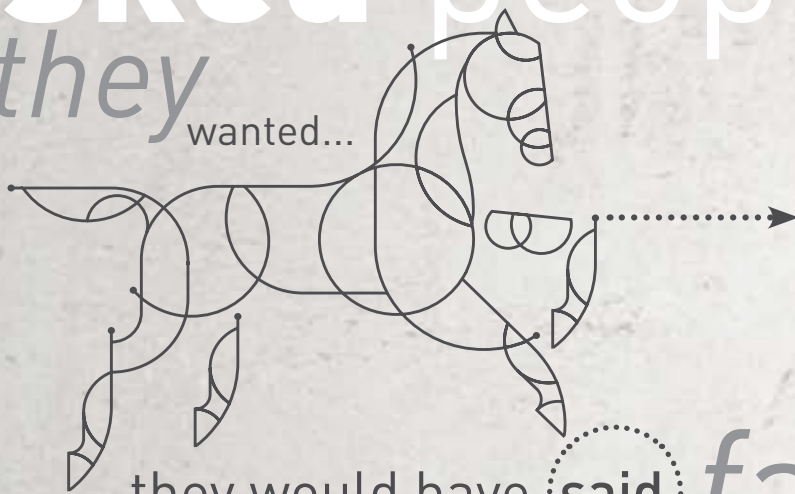
BLANK CANVAS

Our creative space for inspiration and all things redhotblue

{Quote thanks to Henry Ford}

This month we've taken our inspirational quote from Henry Ford, a true leader and innovator of technology for his time. Pioneers in technology have appeared throughout history and although they may not have had access to mobile phones or laptops - their innovative vision and ability to think beyond the normal is a timeless concept.

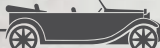
If I had **asked** people
what *they* wanted...



...they would have **said** *faster*

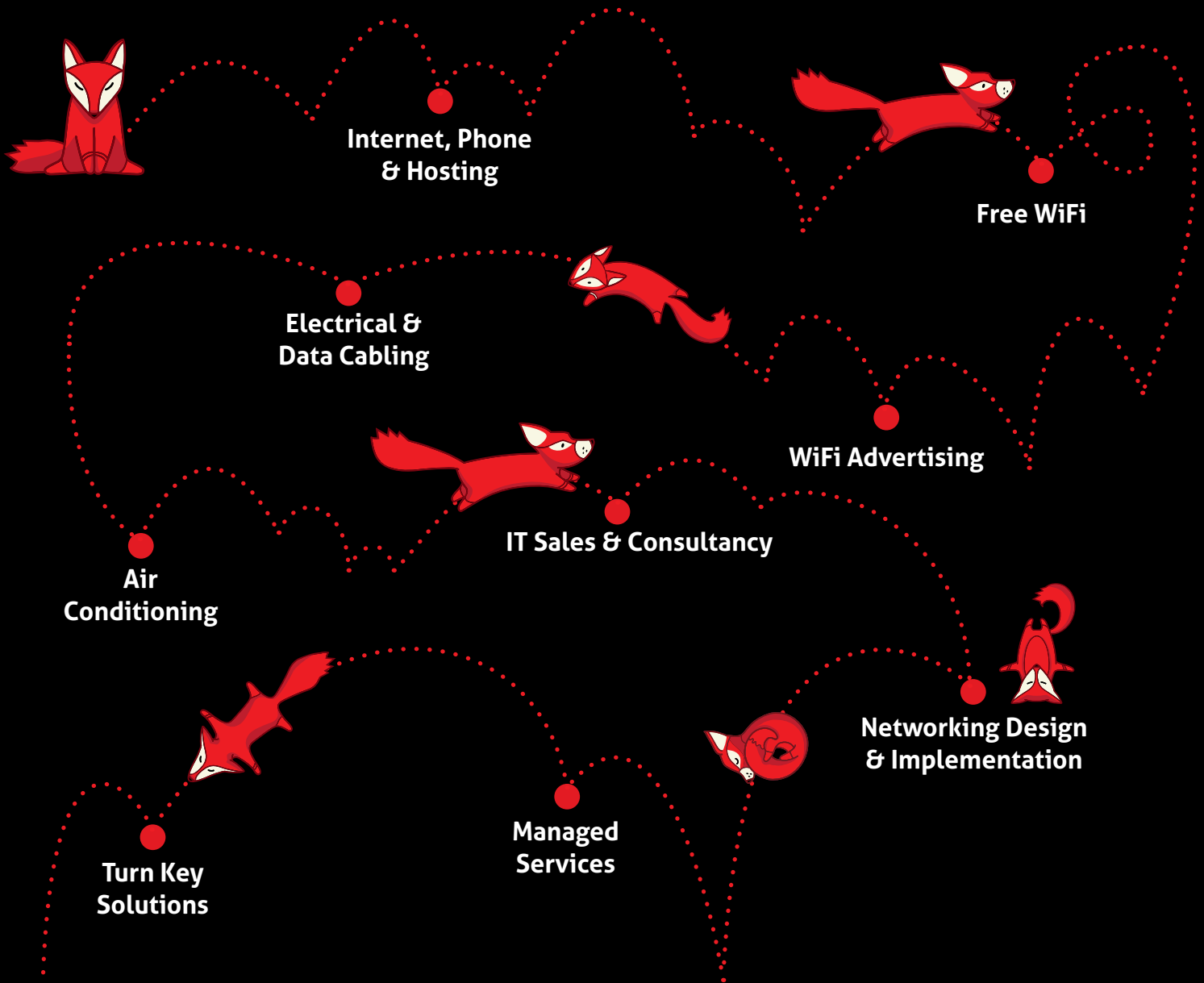
horses

Henry Ford

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