

The background is a dark blue gradient with a complex, abstract geometric pattern. It features numerous translucent triangles and lines in various colors including purple, blue, green, yellow, and red, creating a sense of depth and movement. The pattern is centered and fills most of the frame.

# thirddegree

creative digital branding agency...

thirddegree.agency > is a division of **imglobal**



# we grow brands & business through relevant, strategically targeted brand communication.

From initial brand creation, all the way through to customised SEO solutions. Our team are experts in creating content that helps brands and businesses to more effectively communicate with their customers, across multiple marketing touch-points, with absolute consistency and effectiveness.





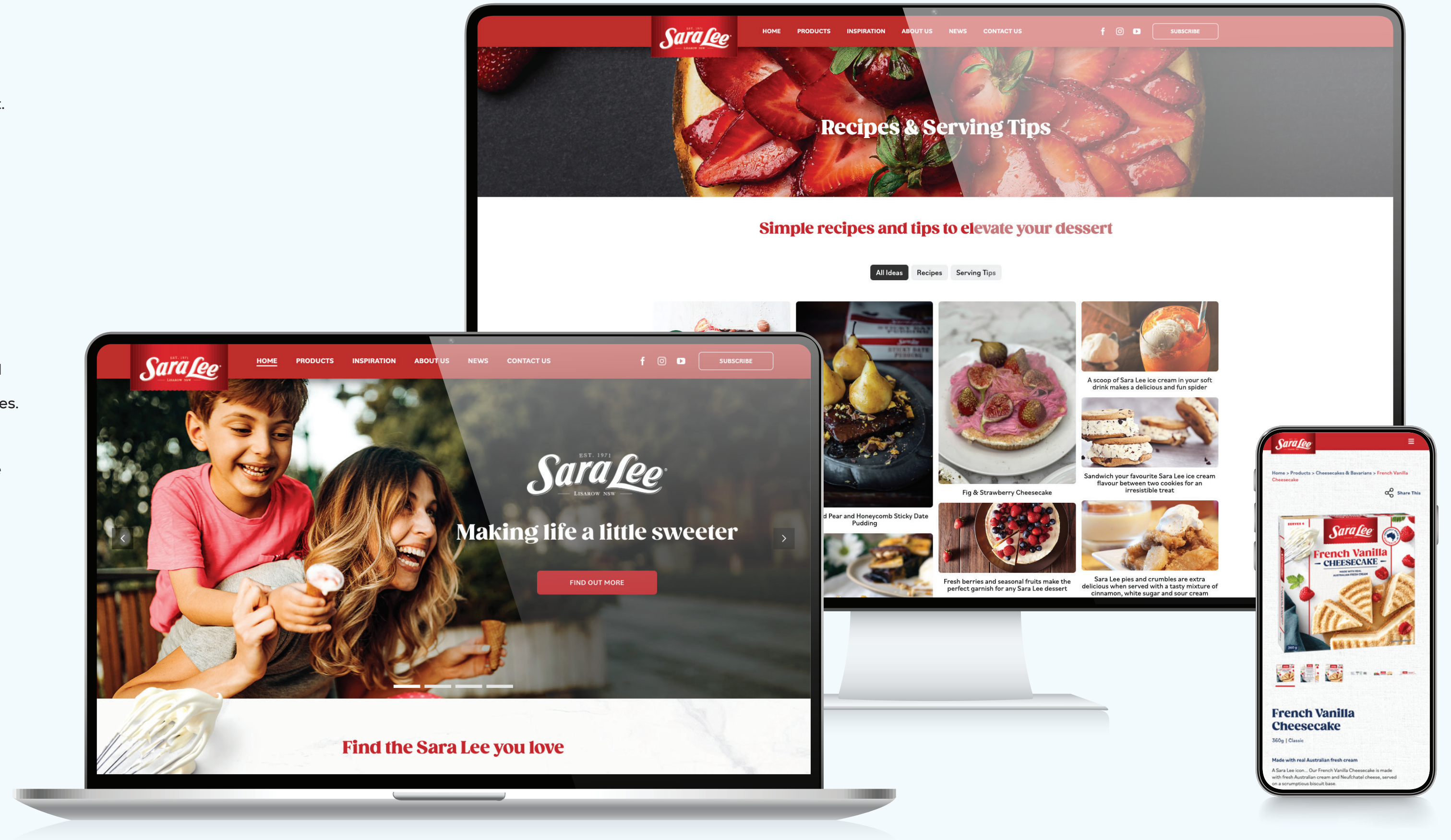
# sara lee

Sara Lee is a brand long synonymous with Australians and dessert.

The brand instantly takes you to a time or place in your life and conjures feelings of indulgence, warmth and nostalgia.

For the website redesign, Sara Lee were looking to progress from a purely transactional site, where users primarily came to access product information, to a site that more effectively captured the essence of the Sara Lee brand. Thirdegree developed a site where users could be inspired by new ideas and gain deeper brand engagement through activities, promotions and latest news updates.

The site required a fresh, contemporary look and feel that could be easily navigated by users and was a positive user experience that aligned with Sara Lee's level of excellence.





## sara lee

On the back of the launch of their new website, Sara Lee was looking to grow their on-line community of followers. Building on the motivation of the website and to inspire people to be creative with their desserts, the decision was made to run a promotion to give away a KitchenAid food mixer to one lucky, new follower. Thirdegree were engaged to design, develop and implement a four week pay-per-click campaign, designed to grow the Sara Lee data base of followers. Working to a tight timeline, the project included product photography, design, development, campaign creation and management plus the implementation of a strategic email marketing customer journey.

The ongoing campaign management allowed us the ability to adjust the campaign audiences, based on data received, as the campaign developed over the four week period. This ensured that we were able to optimise the campaign spend and successfully engage and convert as many new followers as possible.

12,000+

SUBSCRIBERS IN A  
4 WEEK PERIOD  
& SPENDING LESS  
THAN 50% OF THE  
ALLOCATED BUDGET



# we look forward to working with you...

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