

Advertising, design, building meaningful brands.

## Department of Treasury & Finance

The South Australian Treasury is one of the most progressive, influential and rewarding employers of accounting, finance and commerce graduates. However, it often found itself competing with the ‘Big Four’ accounting firms, banks and multinational corporations for the best graduating talent from the nation’s universities and tertiary institutions. It sought a new solution in this battle and approached On Creative.

Recognising the unique benefits that the department could offer, and drawing on the language of accounting, the team created a suite of marketing assets, including banners, stationery, digital media and webpages to grab the attention of new university-leavers, to join the Treasury’s graduate program. The bright yellow colours, bold typeface and quirky use of language were employed to convey a sense of vibrancy, fun and cut-through.

Communications Platform



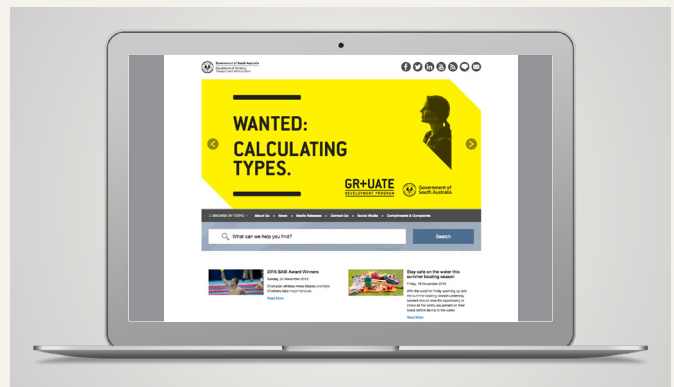
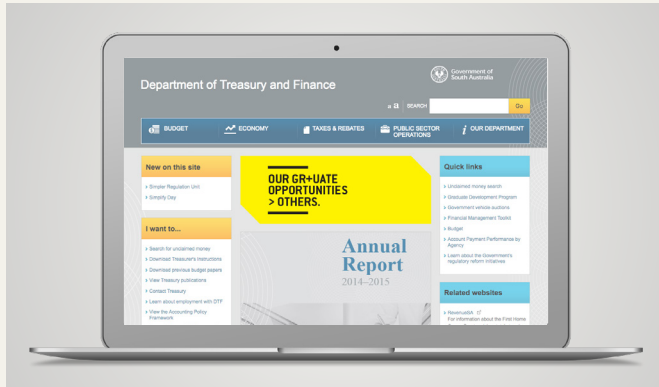
Pull up banners



Postcard

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Web banners



Press advertising