



WHEN BRAND STRATEGY LEADS, RESULTS COMPOUND

THE COMMERCIAL CHALLENGE

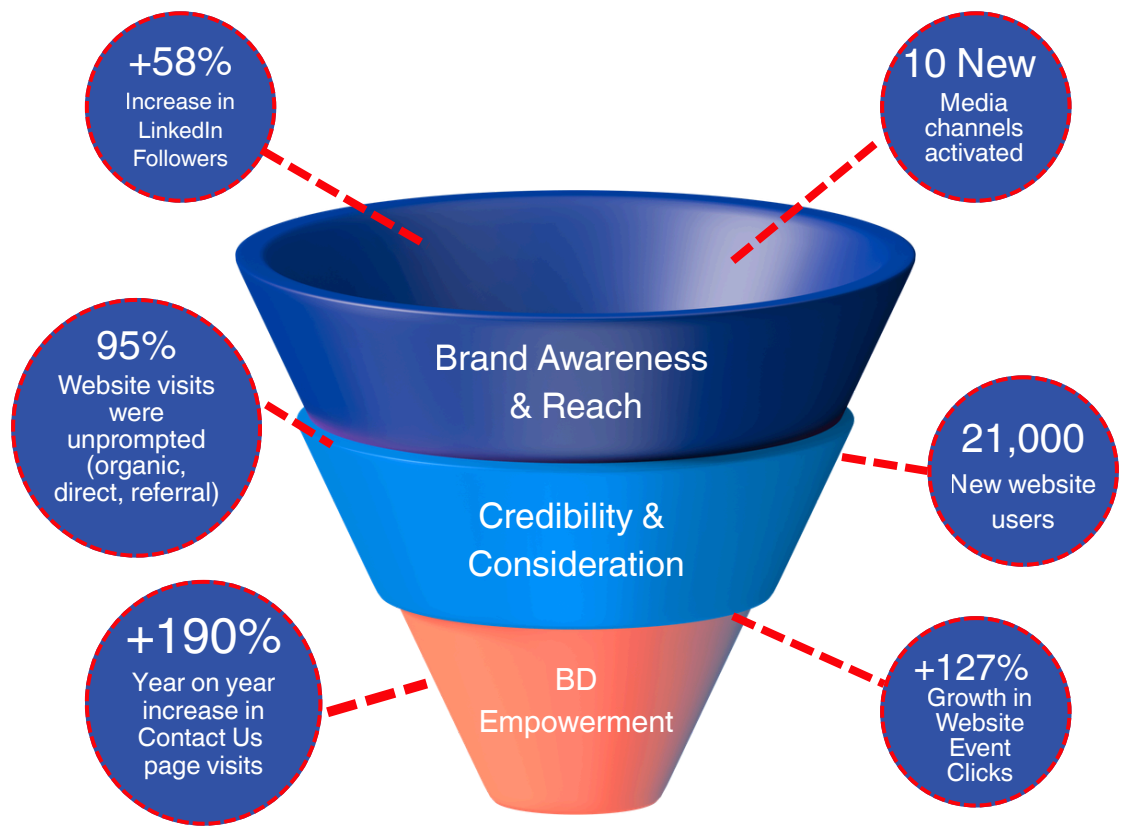
Prime Global Logistics is a specialist freight forwarding and customs brokerage business serving the mining, resources and industrial sectors across Australia and internationally.

When the business engaged Platinum Mix in early 2023, the ambition was clear — grow beyond its origins as a small operator and compete seriously for Tier 1 mining and resources clients in WA, with a longer-term goal of expanding into Queensland and South-East Asia. A rebrand was about to commence, but without a defined brand purpose, a structured go-to-market plan, or a marketing function to execute it, the investment risked delivering little more than a new logo.

The starting point was strategy — not tactics. A marketing strategy session established a clear brand purpose, defined target segments and set measurable objectives across the full funnel. Only then was an integrated go-to-market plan built and executed. This discipline — purpose before spend — is the foundation on which every subsequent marketing investment compounded.

- ### FULL FUNNEL MARKETING STRATEGY - 2 YEARS
1. Build the brand foundations — purpose, identity, assets and digital presence building brand awareness in target segment - Top of funnel
 2. Activate full funnel marketing program to increase reach and engagement - Top & Mid Funnel
 3. Increase website conversions by driving measurable growth in high-intent actions - Bottom of Funnel.

THE RESULTS



THE ENGAGEMENT - FRACTIONAL MARKETING

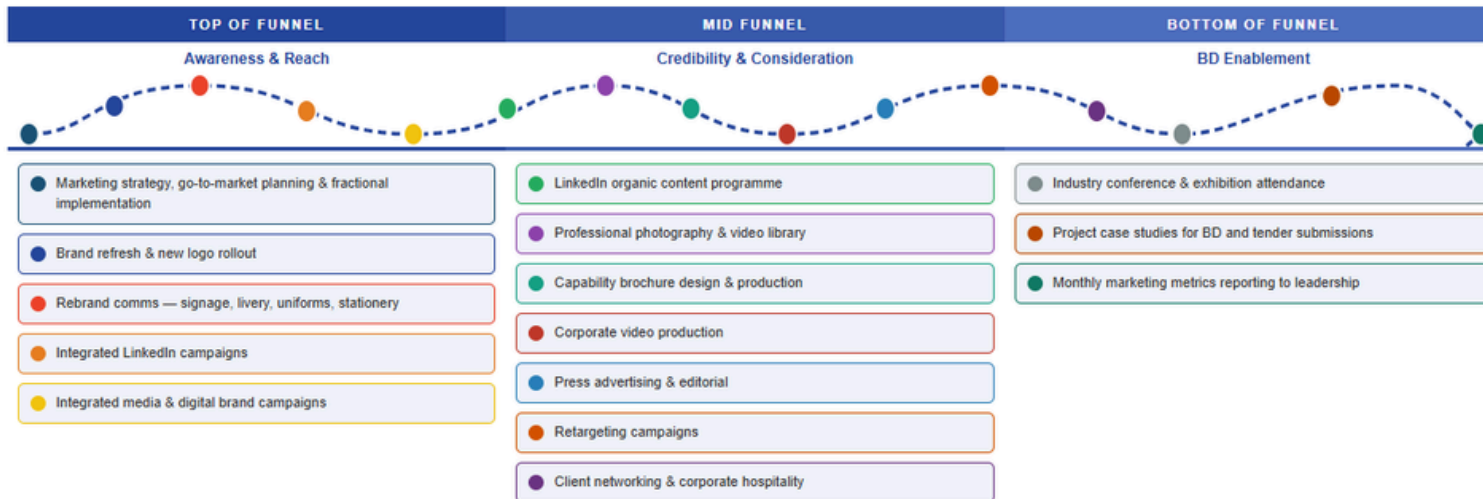
Delivering Safe, Innovative and Socially Responsible Logistical Solutions



Brand foundations were established first — refreshed identity across every touchpoint, professional photography and video, a capability brochure and case studies to support BD conversations.

With foundations in place, a ten-channel integrated programme was activated across the full funnel. LinkedIn organic and paid campaigns grew the target sector audience. Two media campaigns across five formats — integrated digital ads, press placements, direct eNews campaigns and relationship marketing touch points — delivered sustained reach to targeted decision-makers. BD collateral, case studies and updated tender documentation equipped the team to convert.

A structured measurement framework tracked performance across every channel from the outset. Monthly metrics reporting was presented directly to leadership, with regular review sessions informing ongoing optimisation and budget reallocation to the highest-performing channels — ensuring the programme improved with every cycle.



"Becky brought a clear strategic framework to our marketing from day one — a go-to-market plan that gave every dollar we invested a defined purpose. Her ability to move seamlessly between strategy and execution, while keeping communication sharp and efficient, made the engagement straightforward to manage. The results were tangible — strong growth in brand awareness and commercial enquiries, a solid return on investment, and brand foundations that were central to our interstate and international expansion. Becky is not just a marketer. She is a commercial thinker who understands how marketing connects to business outcomes."

Mundi Puvanendran (Managing Director, PGL)

A STRONG BRAND AMPLIFIES THE RETURN ON EVERY DOLLAR INVESTED

THE OUTCOME

Taking the time to build a strong, purpose-driven strategy does not slow marketing down. It compounds its impact and amplifies the return on every dollar invested.

When strategy leads, results compound. A structured, sequenced programme across the full marketing funnel delivered a 325% increase in new website users and 127% growth in website event clicks — evidence not of isolated tactical wins, but of an engaged audience built systematically from awareness through to commercial intent.

Beyond the metrics, the brand foundations built during this engagement directly supported Prime Global Logistics' expansion — a new interstate office opened and international growth into South-East Asia progressed with a brand identity and marketing assets credible enough to open doors in new markets.