



**DEPARTMENT
OF THE
FUTURE.**

WORD STACK BLUE PRINT

dotf.com.au

NEWELL LOCK & CO

ABOUT DOTF

Department of the Future is a content agency with over a decade of experience in providing content services across different industries, especially in the education and entertainment sectors.

We create high-quality content that is agile, responsive and relevant. We are experts in telling authentic stories and specialise in contemporary markets.

We are the agency of choice for many of Victoria's leading educational institutions to lead campaigns, activations and content creation for their business and branding needs.



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THE CLIENT

Newell Lock & Co are a Melbourne-based accounting firm, specialising in accounting, taxation and business structure for clients in the entertainment and film industries. NLCO have recently updated their website and maintain a steady LinkedIn presence.



NEWELL LOCK & CO

nlco.com.au

THE SOLUTION

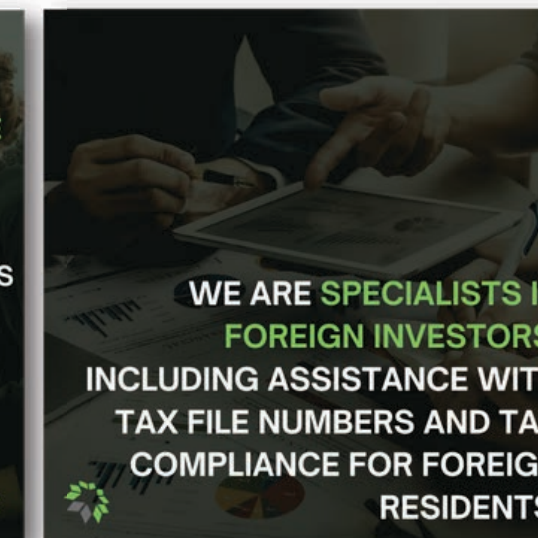
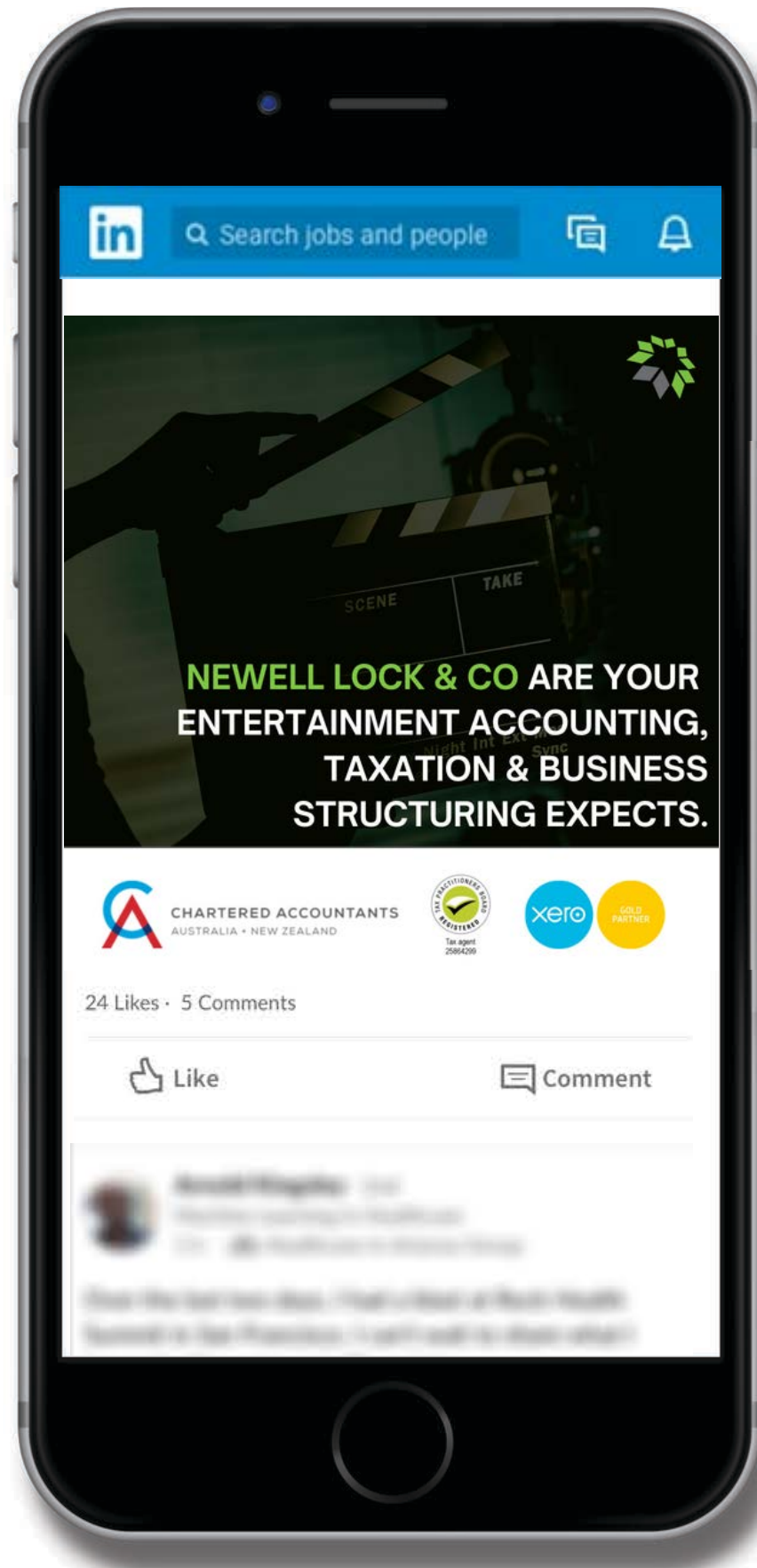
DOTF created a basic Word Stack for Newell Lock & Co based on their website and supporting information supplied to us. With the aim of capturing the attention of the wide range of clients across the Australian and international entertainment industries, we created a series of six LinkedIn posts with supporting copy, a PDF brochure, a 30 second brand video and a 15s socials brand video.

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CAROUSEL

A carousel made of six posts with content taken from existing written assets on NLCO website,



DISTRIBUTION

LinkedIn
Instagram
Facebook
& other NLCO social channels with a handheld device focus

DOTF.

POSTS & COPY

A series of six individual posts including supporting copy to target individual audiences across a wide scope of services with calls to action.

DISTRIBUTION

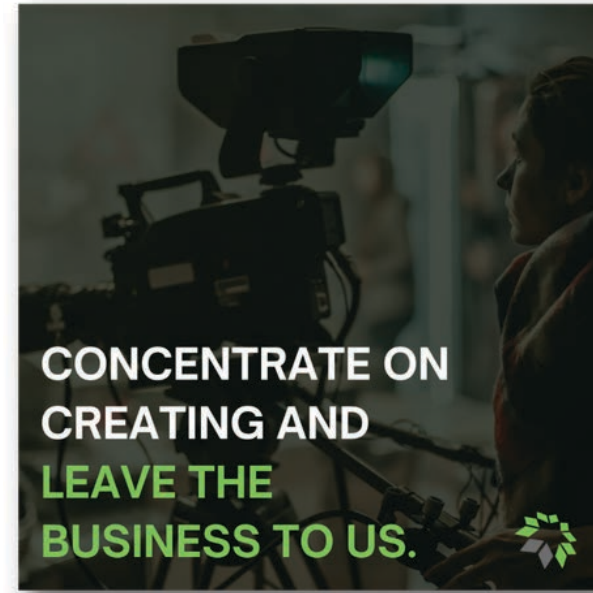
LinkedIn
Instagram
Facebook
EDMs
Digital advertising
& other NLCO social channels with a handheld device focus

1.



At Newell Lock & Co, we help creatives who don't have the expertise or resources to deal with their tax, accounting or business structuring. We work with a large network of professional partners to make sure you always get the best outcome. Visit <http://nlco.com.au> to find out how we can help you spend your time on what matters most.

2.



Whether you're an individual or a small or medium business, NLCO specialises in clients based in the entertainment industry. Stemming from Newell Lock's background in film production accounting, we work with talent who are onstage, backstage, in front of the camera or behind it, including performers, set designers, producers, directors, tour companies and more. Visit <http://nlco.com.au> for specialist advice from a team that knows your industry.

3.



We offer a range of services across accounting, taxation and business, so you can concentrate on what matters most. Visit <http://nlco.com.au> to talk to one of our experienced staff today.

POSTS & COPY

A series of six individual posts for LinkedIn and other NLCO social channels, including supporting copy to target individual audiences across a wide scope of services with calls to action.

DISTRIBUTION

LinkedIn
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4.



Come to Newell Lock & Co for wide range of specialist tax advice across a variety of topics. Visit <http://nlco.com.au> to access more than 35 years of quality advice and excellent service.

5.



We specialise in all non-resident taxation matters and are well known for providing excellent service on a timely cost-effective basis to our overseas clients. Ms. Connie Lu heads our Asia Pacific Business Desk with a focus on international clients. She is a qualified Certified Practising Accountant, Chartered Tax Advisor and holds a Master of Business Administration. Connie is fluent in Mandarin, Cantonese and English. Book a consultation with Connie at <http://nlco.com.au>

6.



Newell Lock and Co was founded by Newell Lock in 1985 to assist clients with all matters related to accounting, taxation and business structuring. The practice has flourished by providing quality advice combined with excellent service on a timely basis, with a specialisation in entertainment clients. The team is currently headed by Nick Hutchens who has extensive experience in business and taxation. Get in contact with Nick at <http://nlco.com.au>

PDF BROCHURE

The PDF brochure providing an overview of NLCO services, to be used as a very early point of contact, distilling the website.

This could also be as a print-asset with some alterations.

[Download here](#)

DISTRIBUTION

- EDM
- Email signature
- Email contact
- Website sales funnel
- Digital advertising

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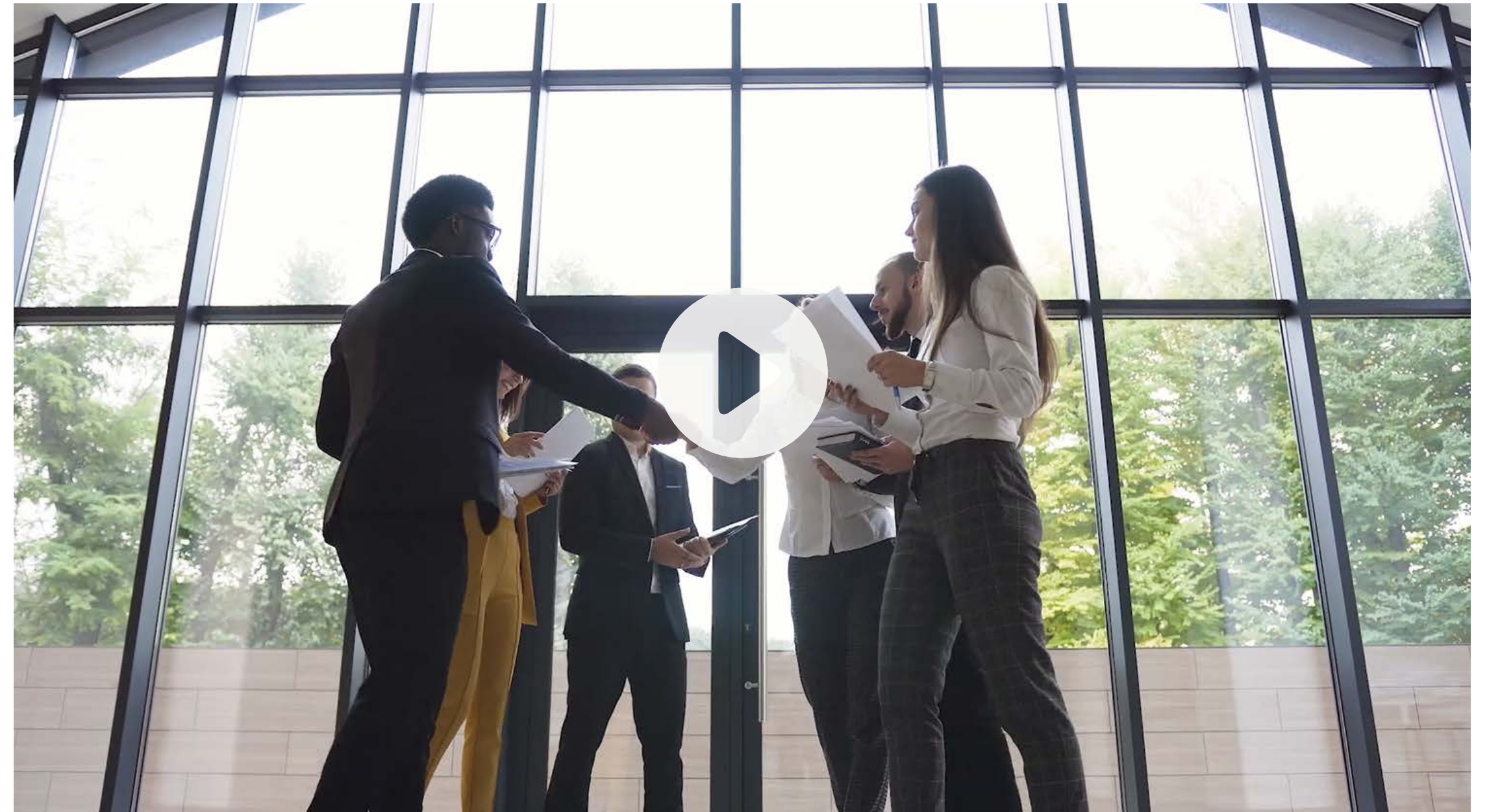
THE VIDEO CONTENT

30 SECONDS

The 30-second brand video provides a summary of NLCO's services, whilst creating a brand voice and image that situates NLCO as entertainment industry specialists.

DISTRIBUTION

LinkedIn
Instagram
Facebook
EDMs
Website Banner
TVC



THE VIDEO CONTENT

15 SECONDS

A cutdown of the 30-second brand video, this 15-second socials video can be used as part of a broader advertising digital campaign.

DISTRIBUTION

LinkedIn
Instagram
Facebook
EDMs
Pre-roll advertising
TVC



DIGITAL RECOMMENDATIONS

The objective of stacking content is to reach your audience and engage with them, on their time, on their terms.

The way audiences engage with content on each platform is different, those on Facebook may have a shorter attention span and you need to have more engaging content upfront. Those on LinkedIn are more professional and however are not on the platform as long, so messaging needs to be clear and precise.

Understanding the audience demographics and interests in high detail allows your content to work smarter.

By providing DOTF with written or video content we can reimagine the content for each platform and audience.

Creating and distributing content with specific goals and objectives in mind. What do we want them to do? Where do we want them to go?

NLCO PILLAR CONTENT



Audience 1 Audience 2 Audience 3

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☎ 0412 211 505

☎ 0425 887 100

✉ ivan@dotf.com.au

✉ nick@dotf.com.au

🌐 dotf.com.au

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