

# Press Release

29 July 2006

For Immediate Release

The logo for Achievers Group, featuring the word "Achievers" in a serif font above "GROUP" in a sans-serif font, with a white swoosh and a star above the text.

## Vision to Completion With Two Market Leaders

**Businesses looking to undertake a marketing, promotion or advertising campaign can now call on the combined experience and expertise of two market leaders, to take their project from vision to completion.**

Australia's premier Business Development Company, **Achievers Group**, has formed a strategic alliance with leading Creative Agency, **Brandwave**, to provide businesses with a combined force when planning a marketing, promotion or advertising campaign.

"Together we can communicate a business' attributes from a deeper base, through Achievers Group's ability to extrapolate key points of difference, before creating a strategic plan that becomes the intelligence behind any creative execution," said Tony Gattari, the Managing Director of Achievers Group.

"Achievers Group can also develop training solutions, so internal staff in these businesses can maximise the leads generated from any campaign executed by Brandwave," he added.

Asked "Why Brandwave?" Mr Gattari said, "They are amazing people and like no other creative agency I have ever dealt with. Their culture values people and treats them with respect."

Anthony Harrison, the Managing Director of Brandwave spoke his company's desire to make a difference.

"Our ultimate desire is that we make a difference in the people we work with, the people we work for and ultimately the people we work towards (our client's target market)," he said. "The result is creative that has impact and significance; visually excellent and strategically sound," he added.

The importance of Achievers Group to the alliance lies in the experience of Tony Gattari. Over his career, Tony has grown Harvey Norman's computer division from \$12 million to \$565 million turnover, started three successful companies, and spent a period as Managing Director of an ASX listed company.

His ability to generate momentum in a company through marketing and publicity is legendary, and by joining with Brandwave, companies can expect to receive the highest quality campaign possible, carried out just the way they want it.

### **For More Information Please Contact:**

Tony Gattari  
Achievers Group Managing Director  
Ph: 0410 538 521  
Email: [tony@achieversgroup.com.au](mailto:tony@achieversgroup.com.au)

Tony Harrison  
Brandwave Managing Director  
Ph: 0412 526 196  
Email: [anthony@brandwave.com.au](mailto:anthony@brandwave.com.au)



## About Achievers Group

**Achievers Group is a dedicated team of professionals who work with small, medium and large businesses** to assist them to reach their business and personal goals. Specialising in the areas of:

- Business Planning and Advising
- Business Strategy and Consultancy
- Business Training and Workshops
- Business and Executive Mentoring
- Life Coaching
- Sales and Customer Service Training and Workshops
- Marketing Solutions
- Physical Training & Assessment
- Financial Planning



Tony Gattari

**Clients of Achievers Group include** Acer Computers, Apple Computers, Australian Geographic, Australia Post, Domayne, Flexirent, Harvey Norman, LG Electronics, Mortgage Choice, NEC, Packard Bell, Ray White, Rebel Sport, Space Furniture, Subway, The Good Guys and White International.

## About Brandwave

Brandwave is a team of creative people, exceptional in their chosen disciplines, and brought together by the love of great ideas. The Brandwave team enjoys working with like-minded people that share the same ambitions, appreciate the culture, love life, and appreciate quality work.

Seven things you should know about Brandwave:

- 1) We want our work to be measured by excellence
- 2) We love what we do
- 3) We delight in seeing our clients succeed
- 4) We want to be in long-term relationships
- 5) We are not for everyone
- 6) We are not precious
- 7) We are motivated by fair reward and appreciation



Anthony Harrison

A selection of clients Brandwave have worked for includes:

Selleys, Café Palazzo, Gloria Jeans, Nature's Selection, Nivea, Elastoplast, Masterfood, Subway, Collex, Burns Philp, Sanitarium and Ryvita.