



Sunny Advertising

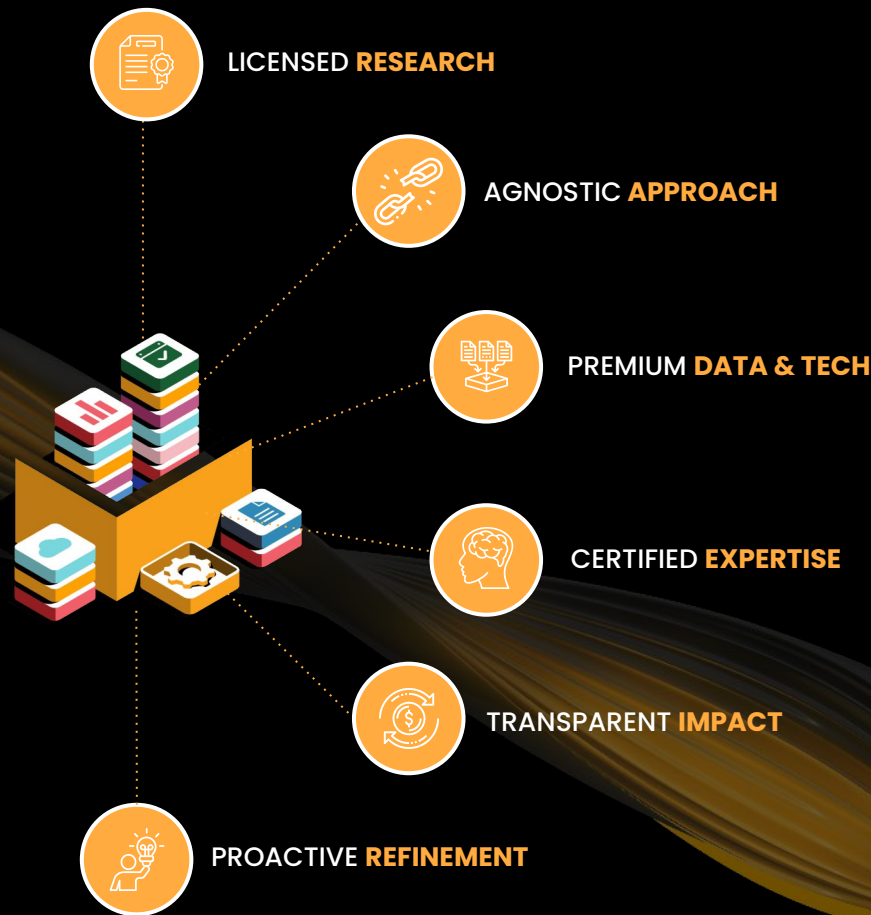
WHEN YOU PARTNER WITH Sunny Advertising
YOU GAIN A **TRUE**

MEDIA PERFORMANCE PARTNER.

- Digital
- Traditional
- Public Relations
- Design

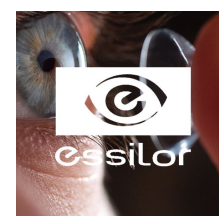
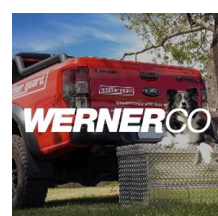
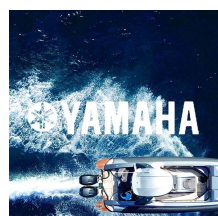
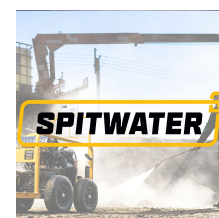
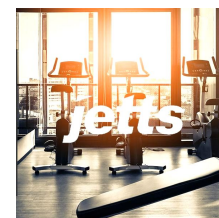
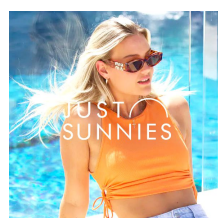


A ATLASSIAN



SOME OF THE BRANDS

YOU'LL JOIN IN CHOOSING Sunny Advertising



WE DELIVER TAILORED MEDIA SOLUTIONS BASED ON **YOU**

YOUR goals become our goals.
YOUR challenges become our challenges.

Our team becomes **YOUR** team.
Our tech becomes **YOUR** tech.
Our experience becomes **YOUR** experience.

Heavy
Lifting &
execution

AND/OR

Strategic
media
guidance



Your brand is unique.
Your paid media & PR solutions should be too.

We're media & tech agnostic. Whichever tools, tech and media platforms are best for your specific challenge, are the ones we'll use for you.

No back door media deals. Just data led decision making made easier to execute by our 100s of long standing partnerships.

BRANDS WHO CHOOSE Sunny SEE INCREASED

PERFORMANCE

Case studies

**RECORD
BREAKING** **#1**

Home ticket sales vs. all other teams

ad-attributed revenue



8:1

ROI

75%

of sales driven by ads

40%

Higher Revenue Per Day

60X

Return On Investment



20:1

ROI

150

Unique Creative Advertisements

-70%

Cost Per Lead

+106%

Conversion Rate

G.J. Gardner.

HOMES



50%

Average greater donation amount

\$1.25M

Donations Driven



BECAUSE WE TAKE THEIR MEDIA PERFORMANCE

PERSONALLY

EVERYONE AT SUNNY ADVERTISING IS A
“DOER”



The people **actually** doing the work,
are the people you'll be talking to.

No ticketing systems. No unknown numbers. Just open
access to **your** media team.

We invest in our people, **for you.**

Constantly funded learning & development ensures **your team** is
ahead of the game. We don't hire people looking for a job. We hire
people who are career media pros.



WHY APAC'S BEST BRANDS CHOOSE US

TO RUN THEIR MEDIA



PART WAYS ANYTIME

Only 30 days cancellation notice.



ALWAYS OWN YOUR IP

Yours forever, and ever and ever.



NEGOTIATE YOUR PAYMENT MODEL

We are open to working with you on a retainer, percentage of pay for performance model.



WORK WITH PEOPLE DOING THE WORK

We do everything from our office. We only offer services that we have resource for internally.



A TEAM CHERRY-PICKED FOR **YOUR CAMPAIGNS**

Get experts extensively trained in the channels your campaigns are operating on working on them.



AGNOSTIC, ALWAYS.

We don't play favourites with media outlets and will negotiate with each on a 1:1 level to get you the best result and rate.



GET ACCESS TO OUR **BUYING POSITION**

\$500m+ Annual billings as part of the biggest independent buying group in AU gives us extraordinary buying position & rates.



RECEIVE **GUARANTEED BONUS**

We have relationships with every media outlet in the country, which clients reap the rewards of, including guaranteed bonus, first to market opportunities and more.



GET ACCESS TO **LICENSED RESEARCH**

All campaigns are planned from consumer behaviour and media consumption data from Roy Morgan, Nielsen, Savvy and others.



SUPPORT THAT **SUITS YOUR CAMPAIGN**

Emergency at 5am? Call us. Campaign launching at 8pm? No worries.

Microsoft
MICROSOFT ADVERTISING
Partner

Meta
Business Partner

MARKETING
PARTNERS

Google
Partner

UNBOUNCE
AGENCY PARTNER



TikTok
Marketing Partners

Partners

shopify partners

ROY
MORGAN



Nielsen

TRADITIONAL MEDIA

HOW WE WILL DELIVER THE VERY BEST VALUE FOR YOU



4 YEARS, 3 MONTHS STAFF TENURE

Our team aren't new to the game, or A+ standards. We keep the best talent in the game.



MEDIA AGNOSTIC

We don't play favourites with media outlets and will negotiate with each on a 1:1 level to get you the best result and rate.



\$500M ANNUAL BILLINGS

\$500m+ Annual billings as part of the Nunn Media group gives us extraordinary buying position & rates.



GUARANTEED BONUS

We have relationships with every media outlet in the country, which clients reap the rewards of, including guaranteed bonus, first to market opportunities and more.



LICENSED RESEARCH & PLANNING

All campaigns are planned from consumer behaviour and media consumption data from Roy Morgan, Nielsen, Savvy and others.

The best buying position in the country.



OUR TEAM

YOUR TEAM

COMMS & PR

HOW WE WILL DELIVER THE VERY BEST VALUE FOR YOU



30 YEARS EXPERIENCE

Diverse experience across a range of industries and projects globally.



EXTENSIVE CONTACT LISTS

We build out targeted lists with key contacts across industries, not just info@

We have our own cultivated lists as well as up-to-date industry software to extend our lists and reach.



PUBLISHED IN MAJOR MASTHEADS & NICHE MEDIA

We earn great coverage and maintain great relationships with media, from prime time TV to national newspapers and industry-specific publications.



24/7 ACCESS

Quite literally. If you have an issue at 2am on a Saturday, then so do we. As far as we're concerned we're your team and you should have access to us 24/7.



We **amplify** your brand messages, milestones and celebrations to generate publicity, **reach** wider audiences, boost your **brand** reputation and create more opportunities for you.

WE ASKED OVER 100 CLIENTS WHAT THEY THOUGHT OF US IN 2025

SERVICE LEVEL
9.5/10

GENUINE CARE
4.9/5

REASONABLE
RESPONSE TIME
9.6/10

CHALLENGED THE
STATUS QUO
4.2/5

KNOWLEDGE ON
BUSINESS
INDUSTRY
9.4/10

HOW LIKELY TO
RECOMMEND
SUNNY
4.9/5



**"NO
NOTES,
LOVE THIS
TEAM"**

Client survey results:



WHEREVER AND HOWEVER YOU NEED US

WE'RE THERE.

Our scene is the beach. Our work is wherever it needs to be. Our people come from a variety of backgrounds and whilst we choose to live on the Sunshine Coast, we represent our client's media buying and PR/comms globally.

QLD

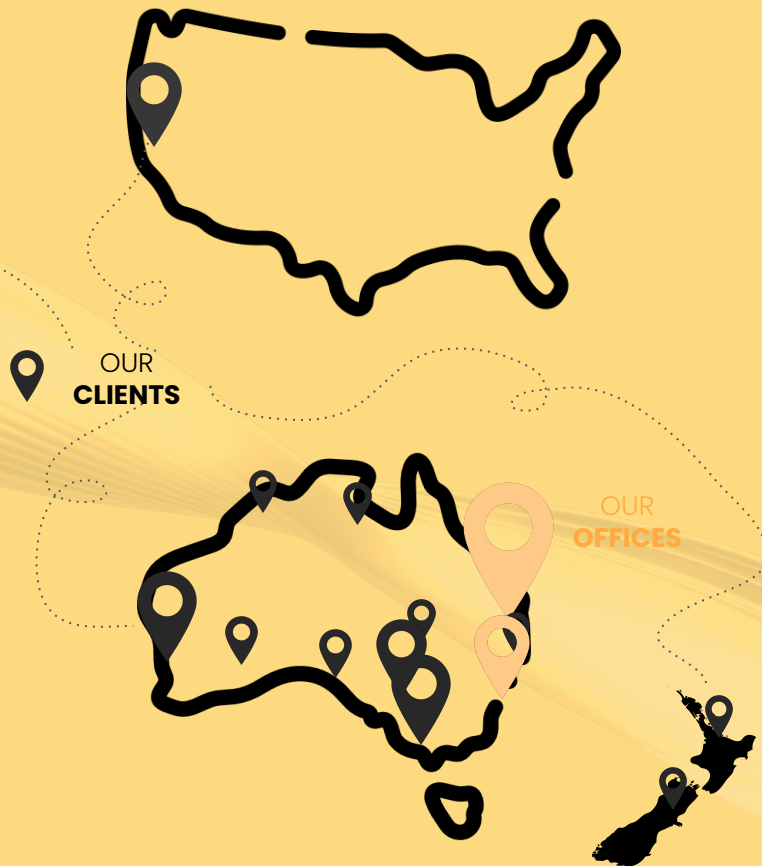


LEVEL 1/9 MAUD STREET, MAROOCHYDORE, SUNSHINE COAST

NSW



LEVEL 35/100 BARANGAROO AVENUE, SYDNEY

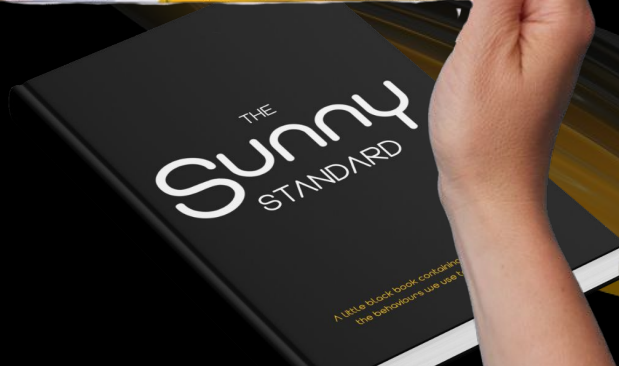
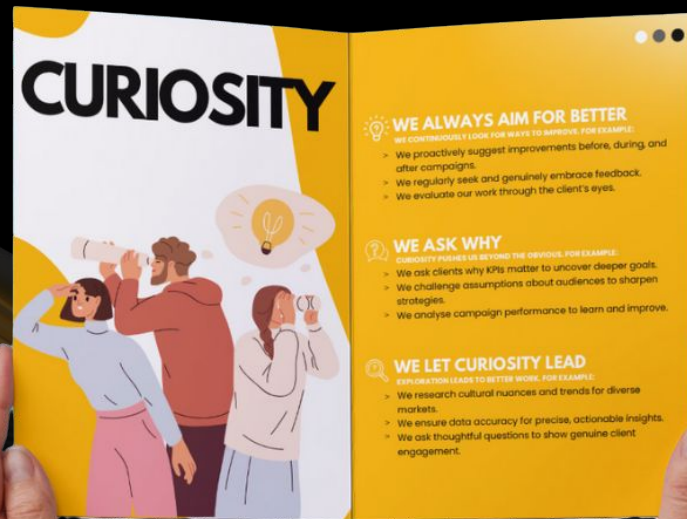


EXPECT THE Sunny STANDARD



Hear from our founders on what makes the Sunny Standard different.

Discover the level of care, strategy, and results you can expect from us – far beyond what most agencies consider the norm.



SOME OF THE BRANDS

YOU'LL JOIN IN CHOOSING Sunny Advertising



Partners with us for *traditional media & digital advertising.*

Minor Hotels have partnered with Sunny Advertising since 2020 to activate key brand and tactical campaigns across above the line media and digital advertising channels. Ensuring our digital advertising had the information from traditional buys alongside it enabled us to be aggressive when we knew demand was going to be higher, and vice versa. Across 6 key multi media campaigns, an ROI of 60x (yes ROI, not ROAS) was achieved which was able to be tracked via integrating first party data with advertising results.

- Premium Research
- Automation & Predictive Reporting
- Meta ads
- LinkedIn Ads
- Messenger Ads
- Programmatic Video (BVOD)
- Whatsapp Ads
- YouTube Ads
- FTA TV
- Billboards
- Pinterest Ads
- Tracking & Tagging Audits
- Campaign Audits
- Partnerships
- Programmatic Display
- STV



- Our tech
- Our tools
- Our processes
- Our experience



40%

**HIGHER REVENUE
PER DAY WITH
SUNNY
CAMPAIGNS**

60x

ROI

SOME OF THE BRANDS

YOU'LL JOIN IN CHOOSING Sunny Advertising



Partners with us for *digital advertising*.

With four wheel driving being the heartbeat of Australian culture, Sunny Advertising strategically orchestrated a triumphant entry for Pirate Camp Co into the competitive realm of 4x4 accessories. Initially leveraging Meta and Google campaigns, Sunny Advertising highlighted Pirate Camp Co's casual and personable appeal, setting them apart in the market and resulting in multi million dollar sales and an 8:1 ROI.

- Instagram Ads
- Google Ads
- Messenger Ads
- Tagging Audits
- Facebook Ads
- Discover
- YouTube Ads
- Website UX/UI/IA/CR Audits
- GDN



- Our tech
- Our tools
- Our processes
- Our experience



**75% OF
REVENUE
DRIVEN BY
SUNNY
CAMPAIGNS**

**8x
ROI**

**FIRST
EVER 7
FIGURE
MONTH**

SOME OF THE BRANDS

YOU'LL JOIN IN CHOOSING Sunny Advertising



Partners with us for *public relations*.

Matso's is a brewery specialising in alcoholic ginger beer, born in Broome. Sunny Advertising was called in to ensure Matso's newest location was going to hit the ground running. An integrated comms and PR strategy of press releases, media calls, interviews and content crafting were combined, all leading up to one amazing launch event.

- Stakeholder engagement
- Brand development
- Community consultation
- Content creation
- Media relations



- Our tech
- Our tools
- Our processes
- Our experience



12.2M
EARNED
REACH

\$207k
EARNED
MEDIA

72
EDITORIALS
PICKED UP
BY MEDIA



BECOME A LEGEND.



FULL CAPABILITY LIST (THE TOOLKIT)

DIGITAL MEDIA BUYING

- Programmatic display
- Programmatic video
- Programmatic native
- Programmatic audio
- ROKT ads
- Facebook ads
- Messenger ads
- Whatsapp ads
- LinkedIn Ads
- Instagram ads
- Snapchat ads
- App store ads
- Pinterest ads
- Reddit ads
- TikTok ads
- X (twitter) ads
- Google search ads
- MS search ads
- YouTube ads
- Digital design

AUDITS & RESEARCH

- Website UX/UI/IA/CR Audit
- Campaigns/Ads Audit
- Tracking & tagging Audit
- Roy Morgan Research

TRADITIONAL MEDIA BUYING

- Video
 - FTA TV
 - STV
 - Cinema
- Audio
 - Radio
 - Podcasts
 - Streaming
- Outdoor
 - Billboards
 - Street Furniture
 - Transit
 - Fuel stations
 - Airlines
 - Office Towers
- Print
 - Magazines
 - Newspaper
- Other
 - Sponsorships
 - Partnerships

AUTOMATION

- Power BI
- Whatagraph
- Looker studio
- Ads automation
- Data plumbing
- Ad Channel Scripts



FULL CAPABILITY LIST (THE TOOLKIT)

PUBLIC RELATIONS & COMMUNICATIONS

- Crisis Management
- Media Releases & Relations
- Award Submissions
- Speech Writing
- CRM Management
- Sponsorship management
- Event planning & management

ORGANIC SOCIAL MEDIA

- Content Creation & Management
- Community Management
- Facebook
- LinkedIn
- Instagram
- Snapchat
- Pinterest
- Reddit
- TikTok
- X (twitter)