



MamaTray Pty Ltd, 9 Harris St, Pyrmont, NSW 2009

Website: www.mamatray.com

Email: michelle@mamatray.com

Mobile: +61 (0) 406 970 553

Social: Instagram, Facebook, Twitter, LinkedIn

MamaTray was founded in October 2013 by Michelle Traylor, who has over 20 years of experience strategising and directing in a handful of the world's best branding and advertising agencies, spread across both London and Sydney.

Michelle is a sharp, ballsy go-getter, otherwise known as a strategist.



Michelle Traylor

At the core of everything we do is people. We start with people on every project or plan – taking the time to get to know their hopes, dreams, fears and stumbling blocks. We know that starting from the inside out, to discover what makes a person or an organisation tick, is key to building a strong brand, whether internal, external or personal. Let's chat!

Our core services



Why choose us

- People are our 'thing'
- We're creative as all hell
- Double Art on a Friday*
- We have lots of friends
- The buck stops with us



MamaTray resumé

Full scale brand building / rebrands

These projects involve: immersion; brand audits, competitor audits; internal and external stakeholder interviews; consumer research; employee research; quant studies; brand architecture; portfolio management; brand territories; brand workshops; brand strategy development; EVPs and CVPs; internal engagement; brand experience; brand activation; customer journey mapping; naming; tone of voice; messaging; copywriting; brand identity (visual and verbal); employer brands; brand books; marketing strategy; marketing plans; brand comms; product/service comms; internal comms; social media strategy, content, management and reporting; new business tenders; brand tracking; migration planning.

Clients include:

- Western City & Aerotropolis Authority (NSW Government)
- The Office of Responsible Gambling (NSW Government)
- Sunglow (property developer)
- Stryder (Not for Profit (NFP) community transport provider)
- CHOICE (NFP consumer advocacy group)
- Grocon (construction and property developer)
- Hyundai A-League (sporting code)

Smaller scale brand building / rebrands

These projects involve: immersion; brand audits; internal and external stakeholder interviews; competitor audits; consumer research; quant research; brand territories; brand workshops; brand strategy development; tone of voice; copywriting; brand identity (visual and verbal); storytelling (insight generation and copywriting); social media strategy, content generation and guidelines; database management and targeting; ongoing consultative support on brand, comms and agency partners.

Clients include:

- Toben (design agency)
- Box Hill, Melbourne, by Vicinity Centres (property development)
- 80 Ann St, Brisbane, by Mirvac (property development)
- SCI (concrete firm)
- Prologue, St Leonards, by Truslan Group (property development)
- ECP Asset Management (finance)
- Property Initiatives Real Estate (PI) (social enterprise real estate agency)
- Reidsdale & Co (local plumbing business)
- Wandin, Hunter Valley (winery)
- Space Logic (storage solutions)
- Women's Property Initiatives (WPI) (NFP women's housing provider)
- Australian Schools Plus (NFP education sector advocate)
- Greencross Vets/Petbarn Holding Company (petcare)

Research and Strategy

These projects involve: brand audits; stakeholder interviews; employee research; consumer research; market analysis; quant customer satisfaction surveys; stakeholder engagement planning; brand strategy development; brand architecture scenarios; brand architecture; new product/service offering and mechanics; migration strategy and plan; group brand development; naming; marketing strategy; marketing plans; workshop facilitation; mystery shopping; consultative support on brand and comms.

Clients include:

- Essity, formerly BSN (medical supplies)



- St Basil's (aged care provider)
- Ferrero, TicTac brand (FMCG)
- Enware (commercial plumbing hardware)
- Foxtel (entertainment)
- Catholic Healthcare (aged care provider)

Internal Culture and Engagement

These projects involve: brand articulation; brand activation; structure, content and copywriting for internal 'brand hub'/intranet; employee onboarding workshops (incl. rollout materials); internal onboarding tools; EVP strategy and articulation (incl. values; internal comms; link to recruitment).

Clients include:

- BankWest (finance)
- CommBank (finance)

Brand Promotion and Protection

These projects involve: brand audits; competitive audits; service capability definitions; brand territories; external comms; messaging; marketing materials; copywriting; communication messaging workshops; public relations planning and messaging; brand promotion; social media guidance.

Clients include:

- Vicinity Centres (real estate investment trust – retail)
- OneMap (property data platform)
- Tract Consultants (property sector consultants)
- St Basil's (aged care provider)
- Luccini Oprescu (architecture + interior design)
- Here (coworking office provider)
- Focus Facilities Maintenance (local strata maintenance business)
- McLennan Development Group (property sector consultants)
- Sekisui House (property development)
- True Local (services aggregator)
- CBRE (real estate)

Training and Mentoring

These projects involve: brand strategy training; core strengths and skills gaps; goal setting; career planning; job matching; upward management; sounding board; start-up brands; personal brands.

Clients include:

- Mirvac (property developer)
- JSA (design agency)
- Hulsbosch (design agency)
- A range of individuals (including: Linda, Adam, Jordana, Martin, Xixi, Kate, Clare, Van, Marius, Lauren, Eric and Alissa)

* you'll have to ask Michelle more about this when we meet