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MamaTray was founded in October 2013 by Michelle Traylor, who has over 18 years of experience strategising and directing in a handful of the world's best branding and advertising agencies, spread across both London and Sydney.

We're a bunch of sharp, ballsy go-getters, otherwise known as strategists.

Meet the dream team



Michelle Traylor



Mandy Lawler



Angie Caro

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



What we've done

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 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:

- 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:

- 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)

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:

- Catholic Healthcare (aged care provider)
- Enware (commercial plumbing hardware)
- Foxtel (entertainment)
- Greencross Vets (pet care)

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:

- Tract Consultants (property sector consultants)
- 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:

- JSA (design agency)
- Hulsbosch (design agency)
- A range of individuals (including: Jordana, Martin, Xixi, Kate, Clare R, Van, Marius, Lauren, Eric, Clare S and Alissa)

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