

WHATEVER

YOU NEED

LEGEND HAS IT.



Legend.



We are leaders in consumer-driven
creativity, building brands people truly
give a damn about.

Legend.



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WHO

ARE WE?

We are designers, web developers, storytellers, strategists, and coffee lovers. Partnering with businesses and organisations (that's you!), we use our creative brainpower to help them grow and reach their customers in relevant and engaging ways.

Legend is an army of #fabulous people who specialise in design, marketing, web, and everything in between. Our never-ending quest is to tell your story, guide you to epic-ness, and make you and your business a complete legend.

Whatever you need, Legend has it.

THE TEAM.



Allen Sun
Director



Fleur Wolstenhome
Web developer



Catie Noble
Chief Enthusiast



Sam Clemerson
PR + content specialist



Penny Egerton
Graphic designer



Adrian Montenegro
Graphic designer

OUR

SERVICES.

Design

We work with you to take your ideas from scribbles on a page to modern, eye-catching designs. From logos and business cards through to food trucks (yes, really), we make the magic happen.

Web design & development

We clear the confusion from the jargon and create custom websites that are modern and user-friendly. We can even build online shops so your customers can buy their dragon-slaying equipment online, hurrah!

Websites can get outdated quickly. Our web experts can help you maintain your website and drive more traffic to it. Using Google Ads and SEO, we discover your best audience and lead them to your website.

Public relations

We put your business in front of the right people through well-crafted PR strategies using media relations, events, and sponsorships. We can also provide proactive and reactive crisis communications support.

Copywriting

Our wordsmiths are masters in the art of storytelling and communicate your brand's message in a memorable and succinct way. With expertise in writing across a range of media, we create captivating copy to make your story a must-read.

Social media

The vague and deep ocean that is social media is exciting but also a little daunting. Our social media experts can guide you across the uncharted waters to social media success and help you measure the results along the way.

Insights

Deciphering data and analysing insights is what we enjoy. We go one step further than just crafting reports, we analyse them and tweak campaigns to drive further success. You can only manage what you measure.

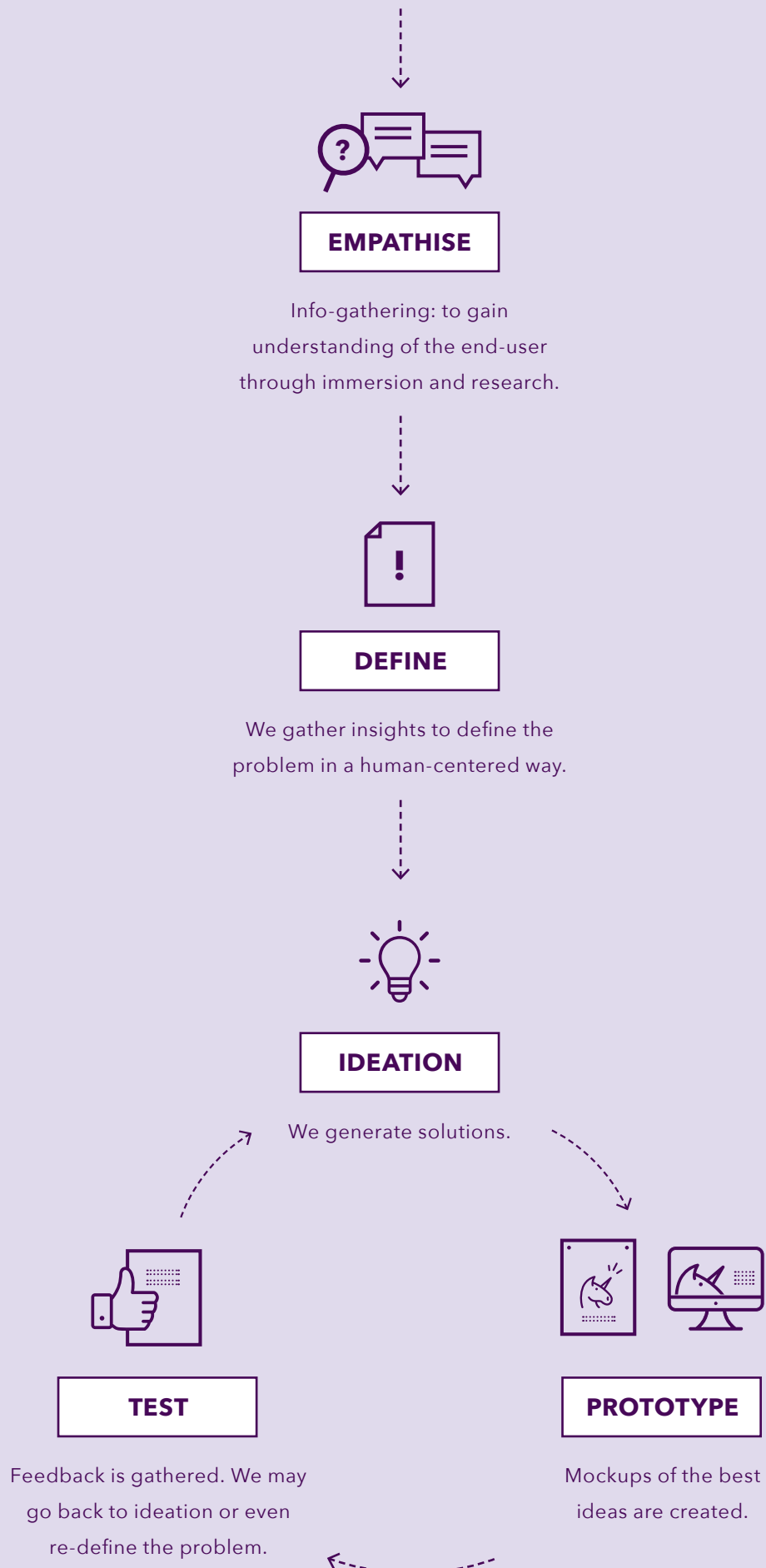
Business strategy

Whether you're just starting out, looking for growth in your current organisation, or deciding which path to take next, our business experts can help guide you. We're a registered provider with the Regional Business Partner Network so you may even be eligible for funding – epic!

Brand strategy

Your brand is more than just your logo, name or slogan, it's the whole experience. We bring your competitive positioning to life and using our expertise we figure out when to best reach your customers and maximise your brand's potential.

We use design-thinking to get the best results



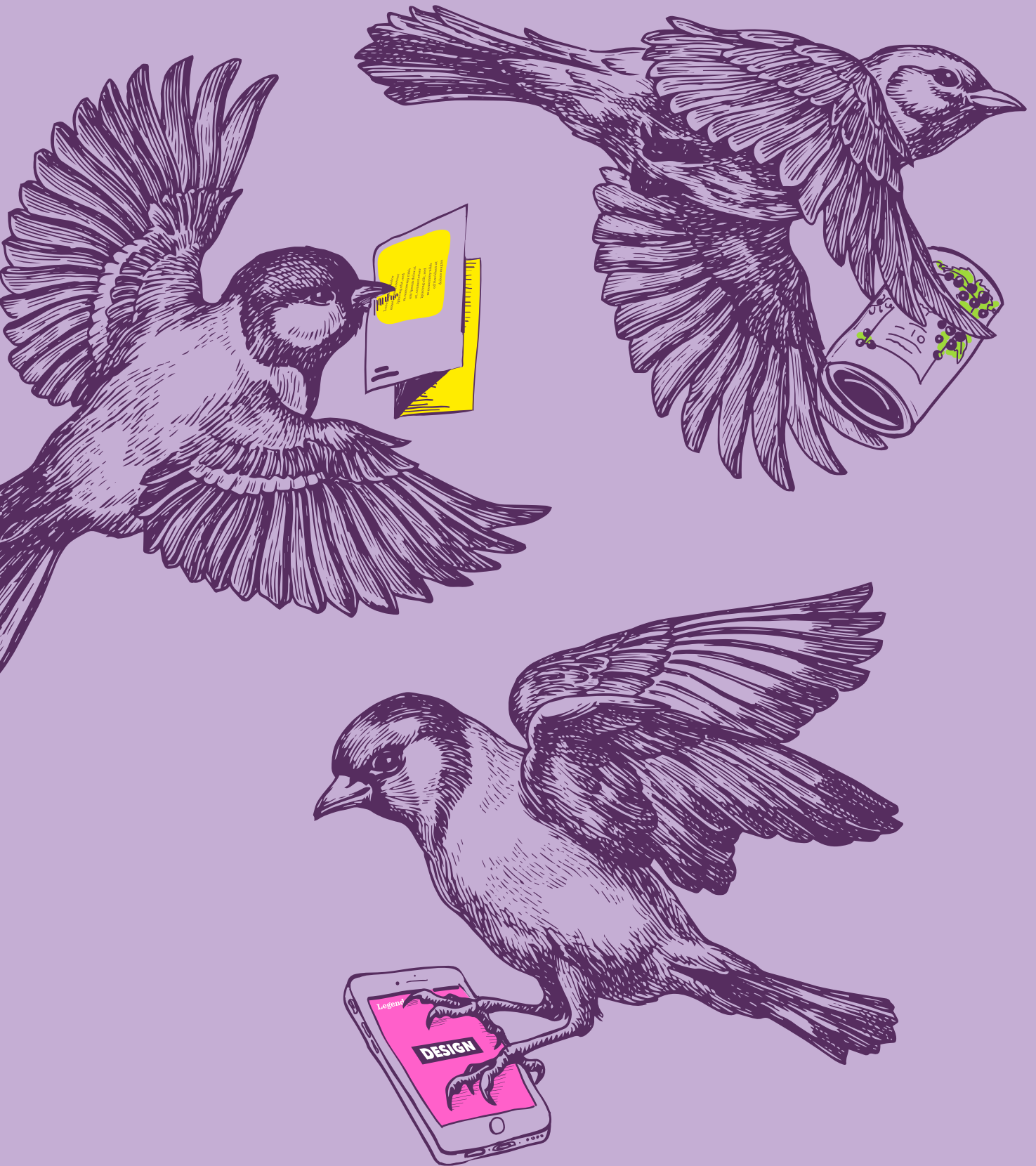
OUR CLIENTS.

Our clients are like family (the side of the family you actually get along with). We get to know your business AND your consumers. That way, we can collaborate with you to offer refreshing ideas and concepts – and build brands people truly give a damn about.

Our work spans a range of organisations. We work closely with large corporations, commercial entities, government agencies, not-for-profits, iwi, and SMEs.

Following is a selection of our clients. Let's chat and see how we can bring your brand to life.





SHOWCASE



Creating a brand from scratch

Legend was approached with the challenge of coming up with a name and identity for a new and very unique company centered around positive ageing.

The name and visuals needed to be invigorating and inspire a lust-for-life, but still be trustworthy and professional.

'Reviva' was born. This is a brand that makes you want to get up and move. **It's colourful, energetic, and inspiring.** Just some of the assets we've created for Reviva include brand name, logo, e-books, e-commerce website, exercise resources (with unique illustrations), social media content, and more.

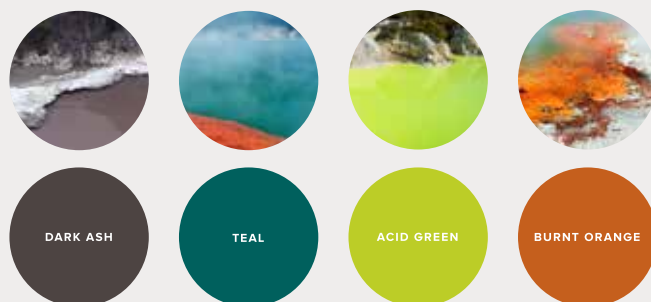


The logo features a stylized white 'W' with a small bird-like shape above it. Below the logo, the text 'WAI-O-TAPU' is written in a large, bold, white sans-serif font, followed by 'THERMAL WONDERLAND' in a smaller, all-caps sans-serif font, and 'Rotorua, New Zealand' in a medium-sized sans-serif font. The background is a vibrant landscape of a turquoise lake and orange-brown thermal pools.

WAI-O-TAPU

THERMAL WONDERLAND

Rotorua, New Zealand



Relaunching a top tourist attraction

Wai-O-Tapu is a geothermal wonderland in Rotorua. It's an institution in the Central North Island and incredibly popular with tourists. Legend was chosen to update and modernise their branding.

This brand refresh was inspired by the vibrant pools, rock formations, and mineral deposits that are the hallmark of Wai-O-Tapu. The new logo was **a simplification and refresh** of their previous logomark. We then brought the brand to life through colours inspired by the landscape, stunning imagery, and emotive copy.



It's a runderful life

Fast, flat, fun; that was the brief, and the perfect tagline from Tauranga International Marathon. This marathon was to be the first of its kind in arguably New Zealand's sunniest city, so we had to stand out from the crowd, and be first off the line when it came to branding.

Legend created an abundance of colourful collateral including the website, logo, banners, photo backdrop, and more. The result was **a creative and unique brand** which distinguished itself from other marathons.

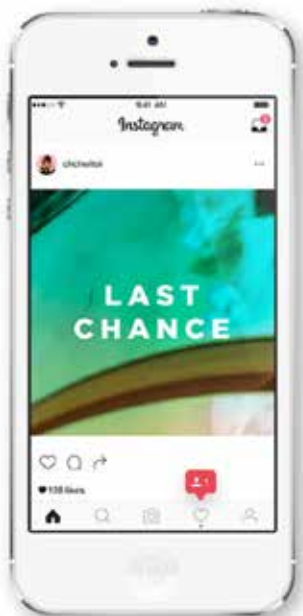
WHAIORA



From ideation to inception – launching and marketing a brand

Whaiora is a unique, New Zealand made natural smoothie blend. From positioning workshops to uncovering its unique selling point (USP), this brand development has been an epic collaboration with the parent company, Miraka. Since the get go we've worked alongside the Whaiora team to create an innovative and premium brand that appeals to lifestylers in New Zealand and Asia, while also staying true to its intrinsic Maori values and tikanga.

We worked alongside their brand team to execute the marketing strategy. From creating social media content, writing blogs, and EDMs, through to guiding their sponsorships, producing a **highly successful PR campaign** – we made sure Kiwis knew about Whaiora.

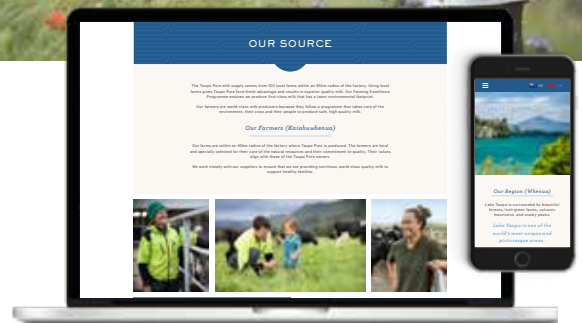
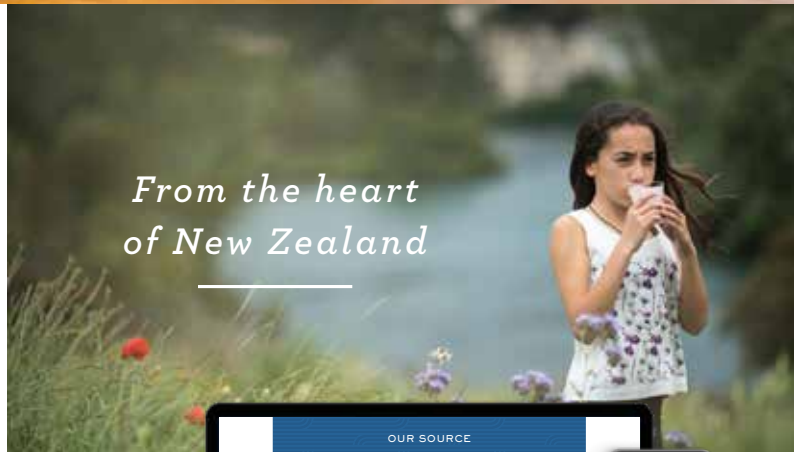


Snow doubt about it

In 2016 Ruapehu Alpine Lifts (RAL) restarted sales for its limited-edition Life Pass. They planned a campaign of epic proportions and they needed artwork to match.

Starting with the idea to capture moments up the mountain in goggle reflections, Legend brought this project to life through billboards, posters, table toppers, massive banners, Google Ads, Instagram animations, and a microsite.

With a tight deadline, the team helped pull together an impactful campaign that **smashed estimated sales**.



The importance of storytelling

Taupo Pure is a consumer milk brand produced by Māori owned milk company, Miraka. Internationally, consumer milk powder is a crowded category, so it needed to stand out from the competition. We tackled this challenge head-on by working closely with key Miraka stakeholders to build the sourcing and location story - from the heart of New Zealand.

Using strong storytelling and photography we created the brand from scratch, along with the supporting brand elements, to ensure Taupo Pure grabbed the **attention of target consumers**.



Taking the Devil out of Bookkeeping

Freedom

When you realise the difference a bookkeeper can make, you'll wish you found The Admin Angels earlier.



Bookkeeping



Payroll



GST



Financial Reporting



System Setup Or Improvement



Other Services



News

Radio

Podcasts & Series

Topics

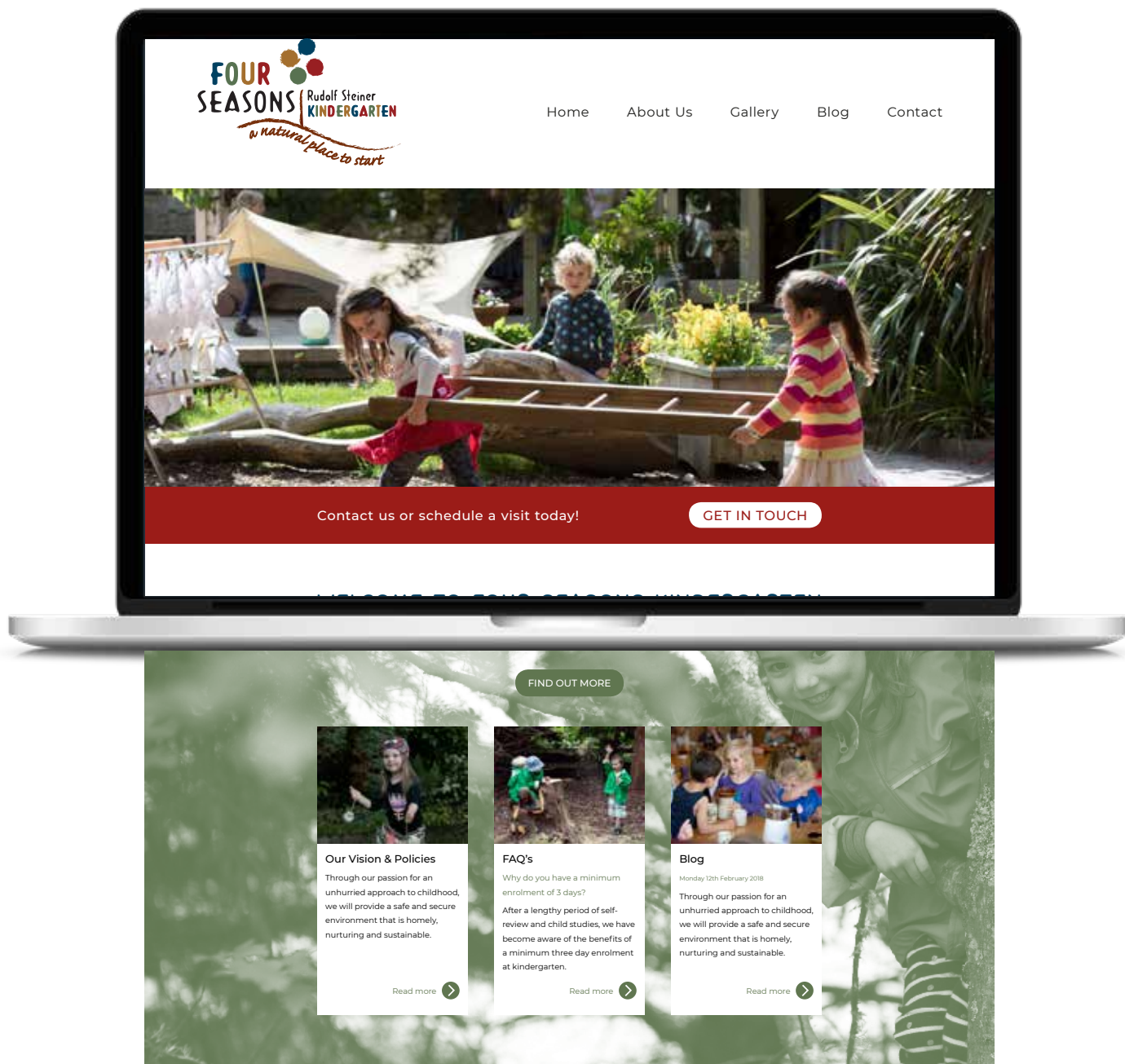
Pacific



Read all about it!

Admin Angels is a bookkeeping firm helping organisations around the North Island better manage their paperwork and clutter. They approached Legend for help sharing their story via the media.

Highlighting their one-year business anniversary, their business success right from day one, and their unique Taupo location, the Legend PR team reached out to their media contacts. Impressive national media coverage was achieved with the story appearing on the front page of the New Zealand Herald Business section, and Radio New Zealand featured them on Morning Report's business news.



When beauty and functionality collide

Four Seasons Kindergarten had an outdated website in need of some love. Their brief to us was a website that's simple to use, encouraged enrolments, and looked good.

We took the old website and transformed it into a modern masterpiece. The new website is blazing fast and built using the WordPress content management system - so it's simple for Four Seasons to update and add content themselves (but we're still around for support if needed). The strong call to actions encourage parents to enrol their tamariki and the results shone through. Best of all, it's now fully responsive and looks great on all devices.

You can see more work at legendhasit.co.nz

TESTIMONIALS.



Traceylee Hooton
Director

"Just wanted to pass on our gratitude for the mahi you and your team did on our website.

The measure of a great website from our perspective is when a new whanau visits it and gets a sense of who we are and what we do, prompting them to enquire about us as a possibility for their child to spend their early childhood education with us."

FOUR SEASONS KINDERGARTEN



Jason Te Brake
Commercial Manager

"Miraka has worked closely with Sarah Matheson and the wonderful Legend team for the past six years.

They have supported our business with a range of marketing, communications and design, and have been heavily involved in the recent development and launch of our consumer brands business. This involved being key contributors to the brand strategy, design of packaging and marketing materials, and execution of our go-to-market strategy.

The team are always energetic, able to react and move quickly with our needs, and are able to complete their work with a consumer lens in mind. I am a huge supporter of having such a talented team based locally in Taupo that is able to support our needs."

MIRAKA



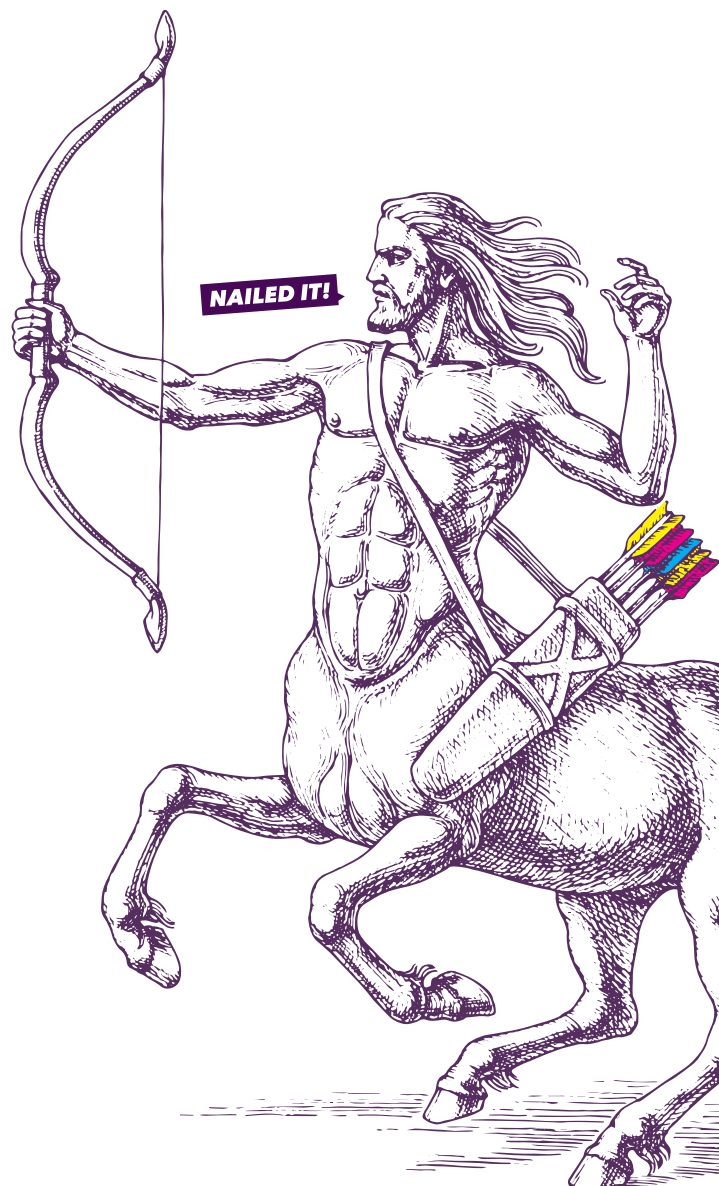
Louise Foley
Partner

"The team at Legend have been instrumental in helping us build an incredible online and paper-based presence throughout our region.

Working with the team is always an absolute pleasure; they are responsive, effective and think outside the box.

An awesome team doing awesome work!"

LE PINE & CO



THANK YOU.

Legend.

***SEIZE THE DAY,
POP IN FOR A COFFEE...***

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 legendhasit.co.nz

