



MINING & RESOURCES
MARKETING & COMMUNICATIONS
SPECIALISTS.

wahoo.

contents.

A UNIQUELY SPECIALISED AUSTRALIAN BUSINESS	3
MARKETING SOLUTIONS FROM COAST-TO-COAST	4
A STRATEGIC PARTNERSHIP	5
WHY WAHOO MARKETING	6
OUR SERVICES	7
OUR MINING & RESOURCE SHOWREEL	9
OUR WORK	10
CONTACT US	29

a uniquely specialised Australian business.

Wahoo is a full-service, specialist agency that's dedicated to meeting the strategic needs of Australia's Mining & Resources sector.

As a collective we've got over 35-years' experience working together with clients at iconic mine sites that have become synonymous with the success of the industry for decades.

From corporate advocacy campaigns and crisis management to ESG, DEI, Talent Attraction and Stakeholder Engagement, we understand what the industry needs and how to deliver.

You see at Wahoo, we feel just as comfortable at a longwall as we do in the boardroom. From underground operations to open-cut extraction, right through to processing and refining plants - we've worked on brand campaigns and operational assignments that have showcased some of the best people and sites the mining and resources sector has to offer.

wahoo. Proud *supporters* of Australian Mining.



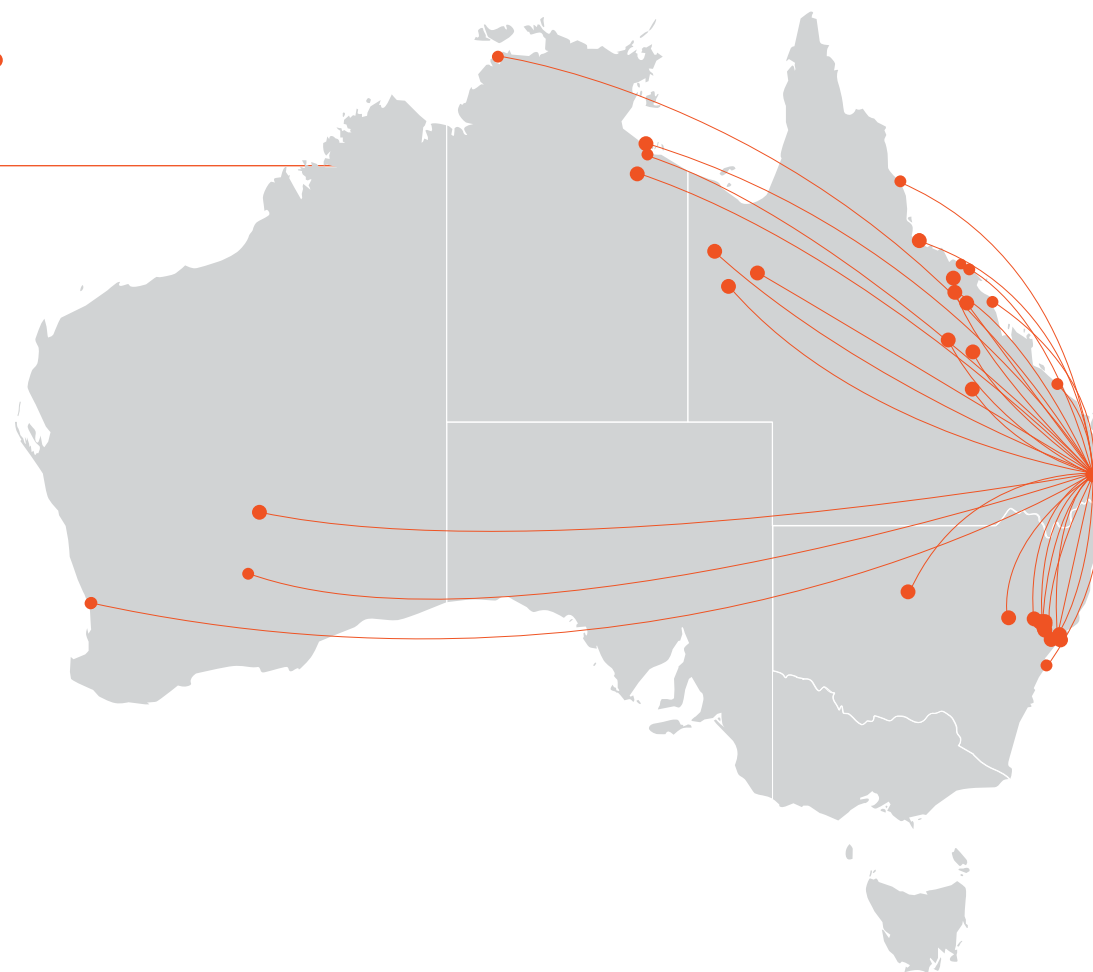
The Company we keep



marketing solutions from coast-to-coast.

⁶ C CARBON 12.011	²⁷ Co COBALT 58.933	²⁸ Ni NICKEL 58.693	²⁹ Cu COPPER 63.55	³⁰ Zn ZINC 65.4	⁴⁷ Ag SILVER 107.868	⁷⁹ Au GOLD 196.966	⁸² Pb LEAD 207
--	--	--	---	--	---	---	---

We've delivered for coal, copper, silver, lead, zinc, gold, nickel and cobalt commodities in Queensland, New South Wales, Northern Territory, Western Australia, and globally.



a strategic partnership.

DELIVERING GREATER VALUE THROUGH MEDIA INTEGRATIONS

As of 1 April 2025, Wahoo officially joined forces with COG Advertising - majority-owned by Prime Creative Media. This new partnership marks an exciting evolution, significantly enhancing the strategic value Wahoo can offer to clients across the mining and industrial sectors.

Prime Creative Media is Australia's largest B2B publisher, renowned for its integrated marketing platforms and strong industry connections.

Prime Creative Media publishes mastheads such as Australian Mining, Mining, Australian Resources and Investment, PNG Mining and Energy Today, along with Cranes & Lifting, Earthmovers and Excavators and Earth Moving Equipment magazine.

Prime also owns and organises some of Australia's leading mining industry events such as QME, AIMEX, WA Mining Conference and Exhibition and PNG Expo.

Our partnership unlocks exclusive access to a trusted media and event network, which can be tailored to reach and influence decision-makers.

Through this alignment, our clients can now tap into high-impact editorial and advertising opportunities including:

- Access to premium Industry thought leadership opportunities.
- Seamless media placements in targeted industry publications.
- Enhanced media savings through strategic print and digital media partnerships.



why wahoo marketing.

MINING INDUSTRY SPECIALISTS

Over 15 years of proven expertise in marketing communications for mining, METS, and industrial sectors.

STRATEGIC + CREATIVE EXCELLENCE

Full in-house services from strategy to creative execution, digital media buying, content creation, and production.

NEW STRENGTH THROUGH STRATEGIC PARTNERSHIP

Now backed by COG Advertising and Prime Creative Media, offering unrivalled reach into the mining sector through flagship industry publications and networks.

INTEGRATED NATIONAL REACH

Offices in Brisbane, Sydney, and Melbourne — understanding both metropolitan and regional markets.

COST-EFFECTIVE MEDIA OPPORTUNITIES

Access to significant media discounts and value-add packages across Australia's leading B2B platforms.

CLIENT-FIRST PARTNERSHIP APPROACH

We work as true partners — understanding your goals deeply, building tailored strategies, and growing with you over the long term.



our services.

+ LOGO & BRAND DEVELOPMENT

- Logo
- Brand Identity
- Brand style guide

+ CREATIVE

- Advertising campaigns
- Corporate communications
- Annual reports
- Corporate stationery
- Brochures
- Marketing collateral
- Digital presentations
- Tender documents
- Print management
- Custom publications

+ CONTENT CREATION

- Copywriting
- Copy editing & proofing
- Scripting

+ DIGITAL & SOCIAL MEDIA

- Content strategy & planning
- Social media marketing
- Social media management
- Digital marketing
- Google campaigns
- Digital display advertising

+ MEDIA PLANNING & BUYING

- Media strategy & planning
- Rate negotiations
- Post campaign reporting

+ WEBSITES

- Website design & development
- Content creation
- Content management
- SEO
- Campaign landing pages
- Mobile websites
- E-commerce platforms

+ VIDEO & PHOTOGRAPHY

- Videography
- Television commercials
- Animation & motion graphics
- Stills photography
- Drone video & photography
- Post production services

+ EVENT MANAGEMENT

- Conferences & Seminars
- Product Launches
- Virtual & Hybrid Events
- Workshops & Training Sessions
- VIP Panel/Round table Events
- Client Appreciation Events
- Gala Awards Evenings
- Exhibitions & Trade Shows



WE WORK WITH:



**PEOPLE &
PERFORMANCE**



**HEALTH &
SAFETY**



ESG



**SOCIAL
PERFORMANCE**

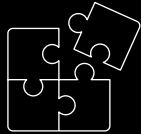


OPERATIONS

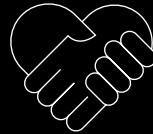


**CORPORATE
COMMUNICATIONS**

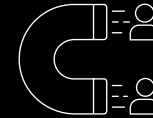
TO DELIVER:



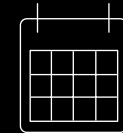
**EMPLOYER BRAND
& EVP**



**DEI &
CULTURE**



**RECRUITMENT
CAMPAIGNS**



**CAREER EVENTS
MARKETING**



**SAFETY &
TRAINING CONTENT**



**COMMUNITY & STAKEHOLDER
ENGAGEMENT**



**ENVIRONMENT &
SUSTAINABILITY REPORTS**



**MINING ADVOCACY
CAMPAIGNS**

mining & resources creative show reel.



explore our work.

We're proud of the work we do
and the clients we work with.

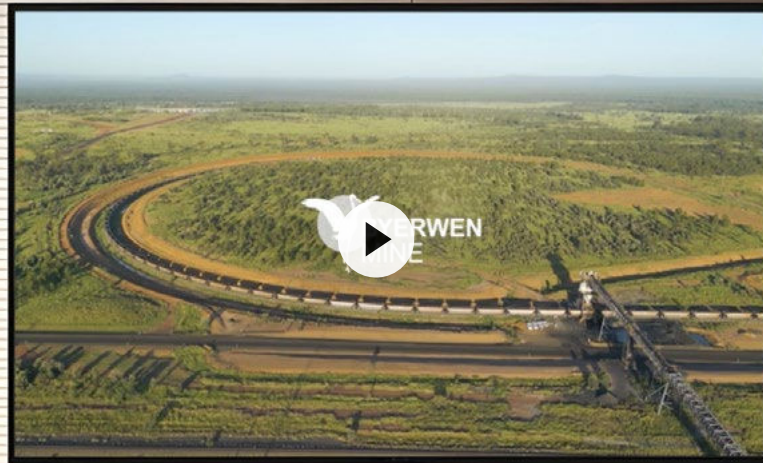


VIDEOS



← BACK TO CONTENTS

MINING OPERATION



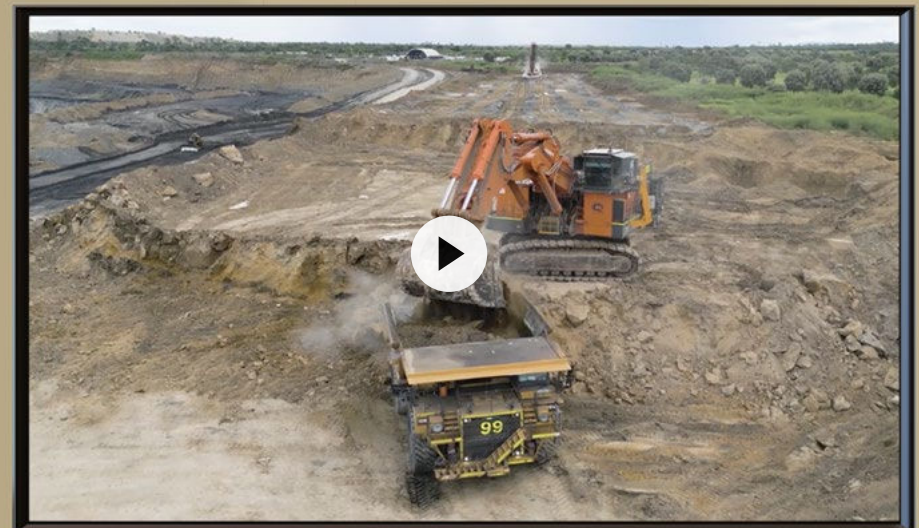
MINING OPERATION



MINING OPERATION

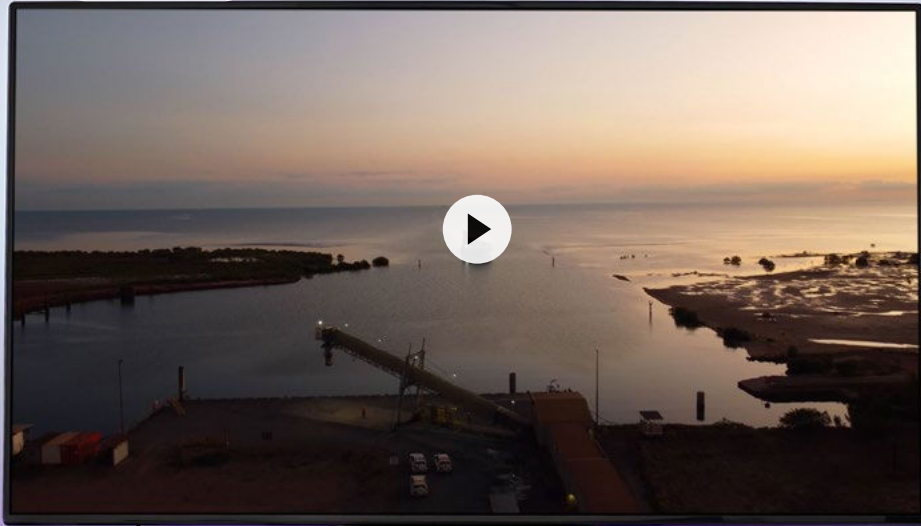


MINING OPERATION



← BACK TO CONTENTS

PORT OPERATIONS



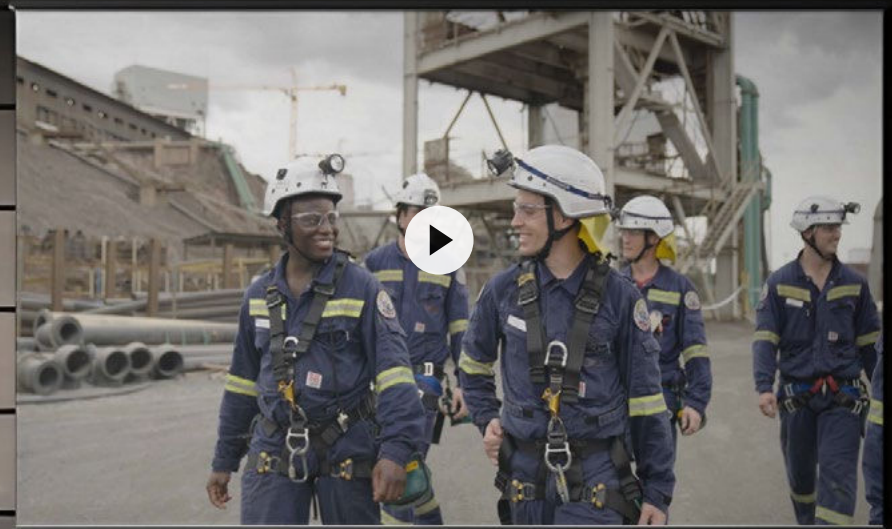
TVC



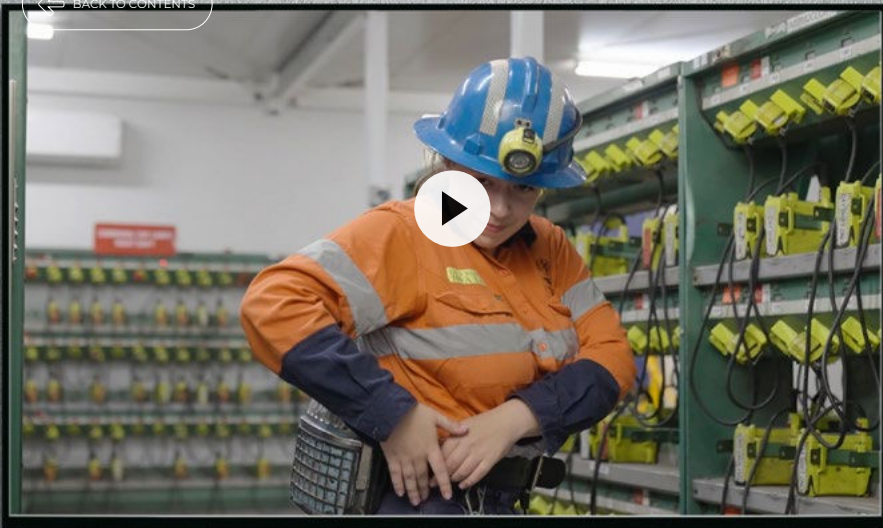
TALENT ATTRACTION



TALENT ATTRACTION



← BACK TO CONTENTS



WOMEN IN MINING



TALENT ATTRACTION

CAMP LIFE

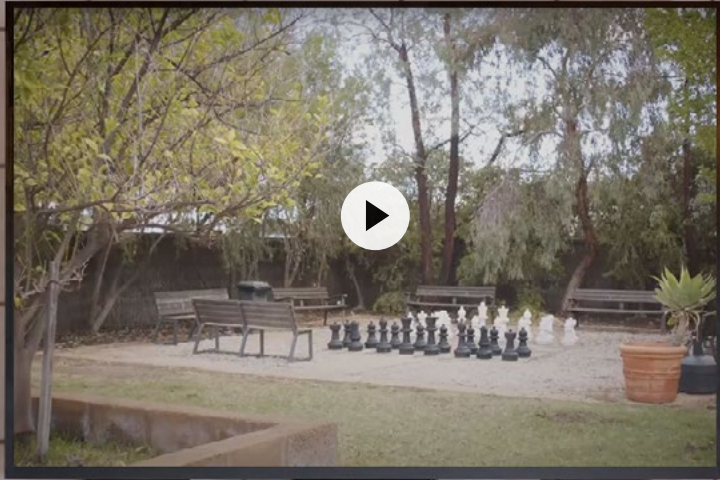


ENVIRONMENT



← BACK TO CONTENTS

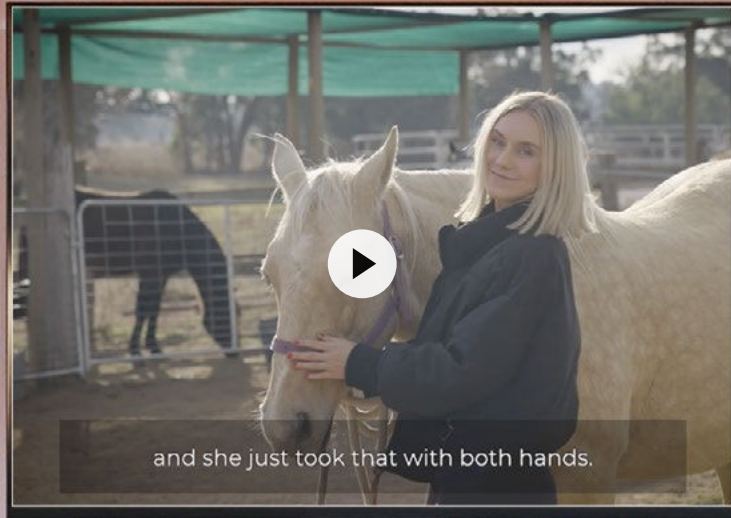
VILLAGE LIFE



TALENT ATTRACTION



COMMUNITY



ENVIRONMENT



CAMPAIGNS



Advance your
career in mining

Join Hail Creek

Apply now

glencore.com.au/hailcreek

HAIL CREEK
OPEN CUT

GLENCORE

← BACK TO CONTENTS

CORPORATE ADVOCACY – ENERGY RESOURCES QLD CAMPAIGN

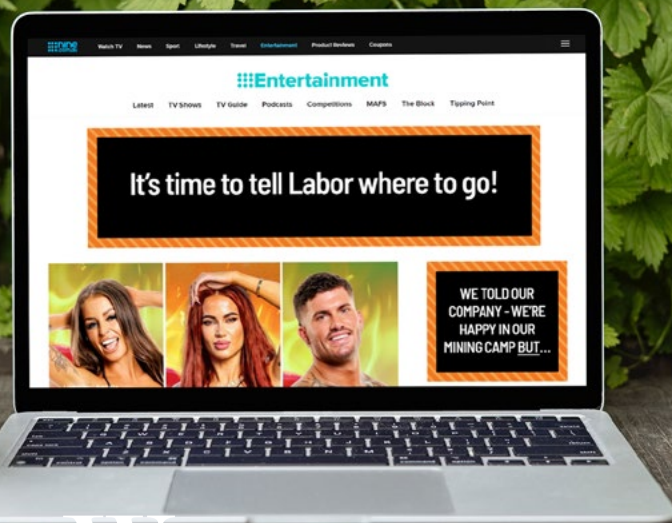


OUTDOOR

WEBSITE



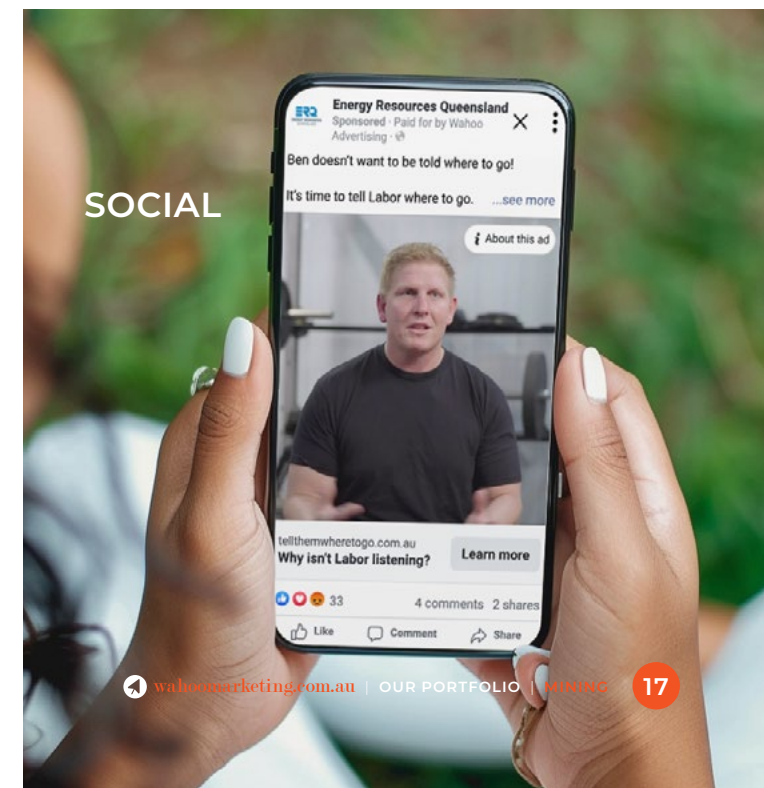
DIGITAL



PRESS

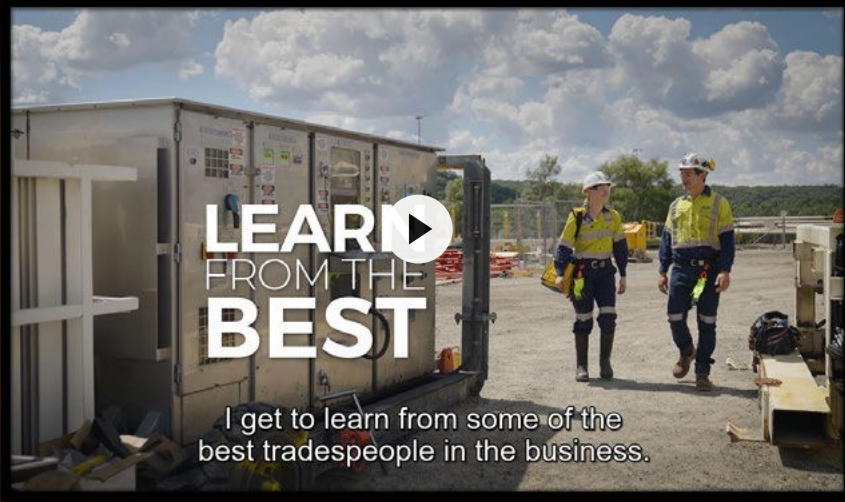


SOCIAL



← BACK TO CONTENTS

APPRENTICE CAMPAIGN CINEMA



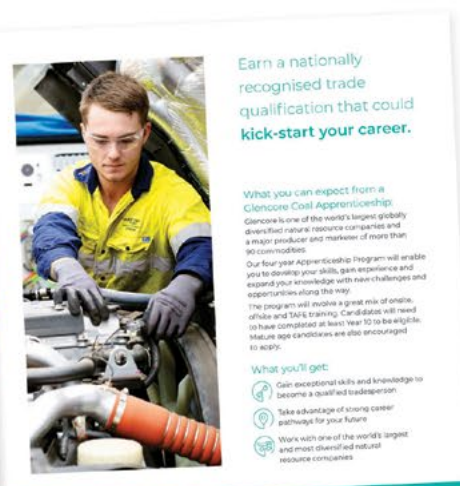
OUTDOOR



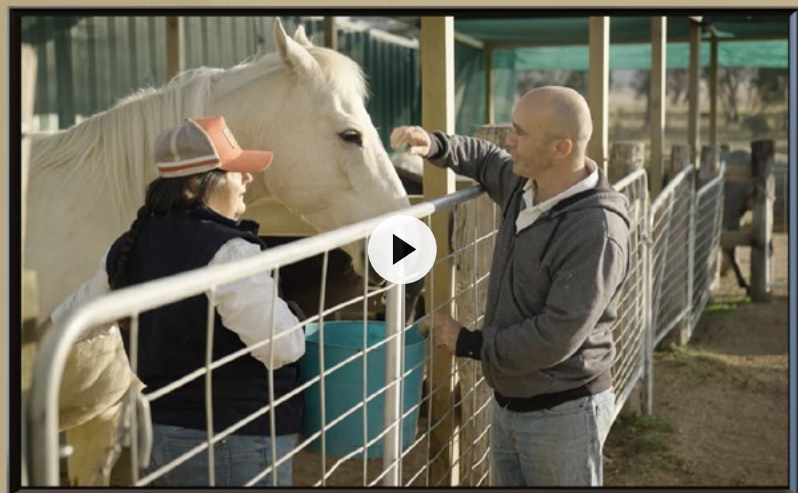
SOCIAL

W.

BROCHURE



TALENT ATTRACTION CAMPAIGN



VIDEO

OUTDOOR



BROCHURE

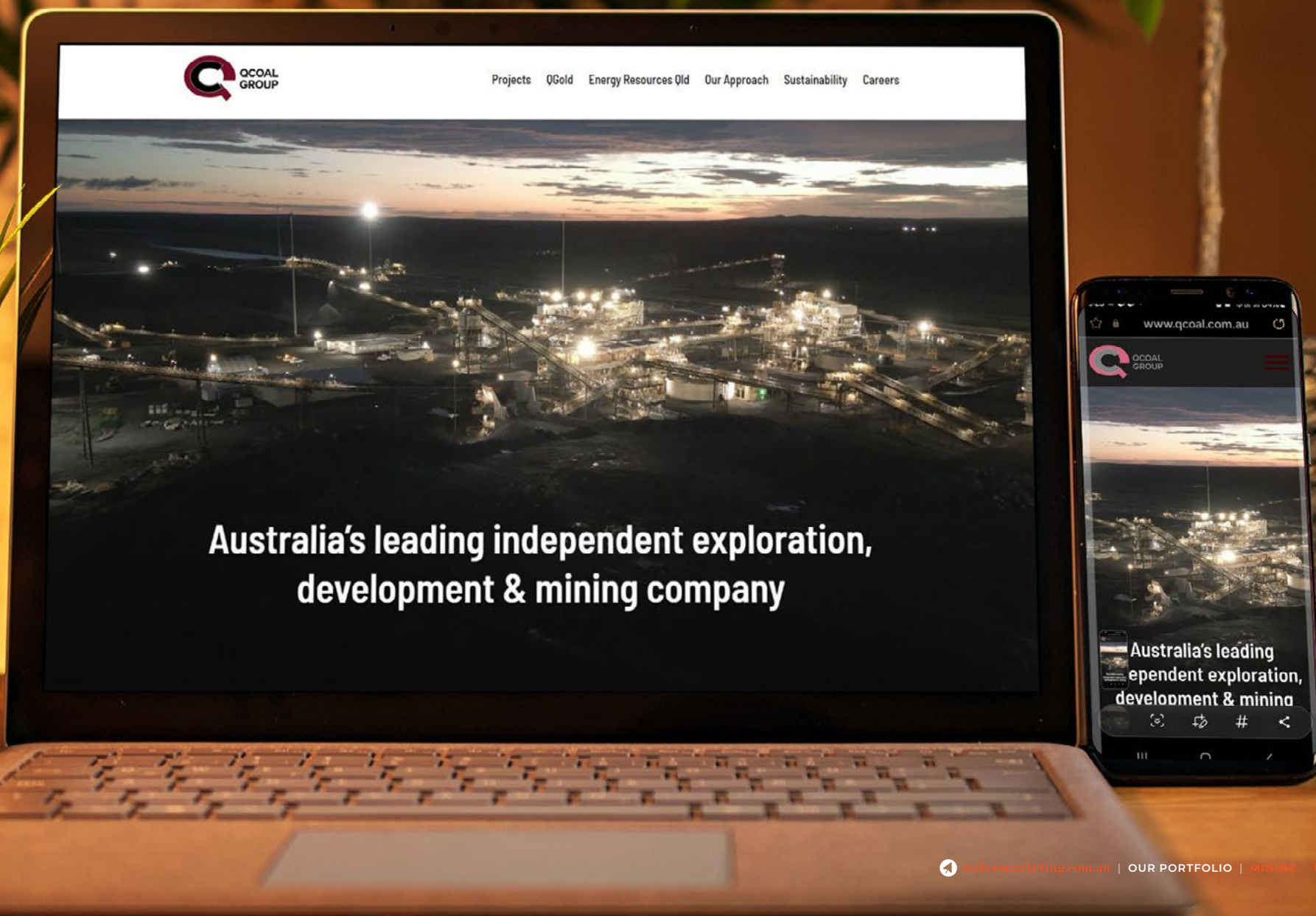


PRESS

SOCIAL



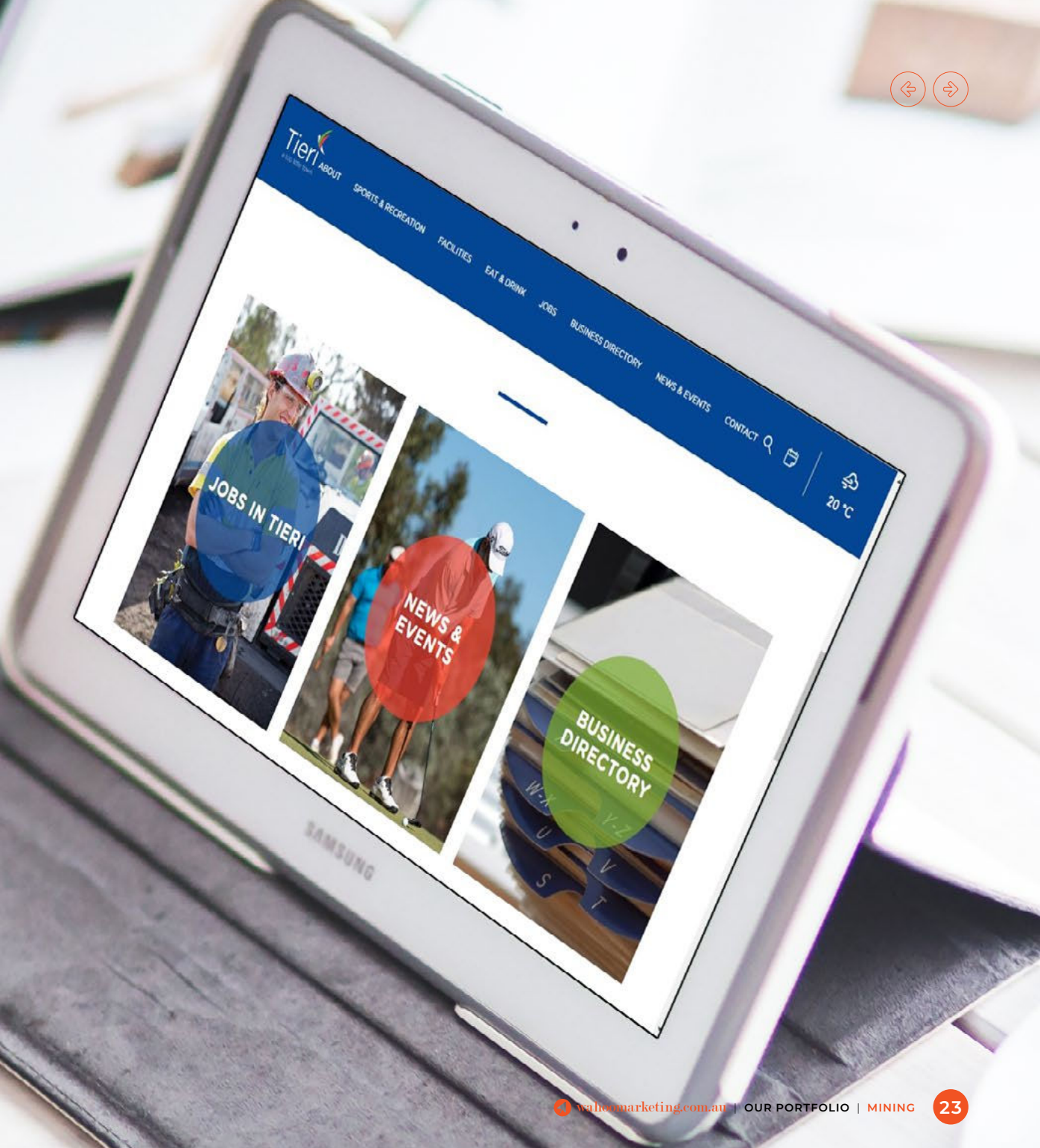
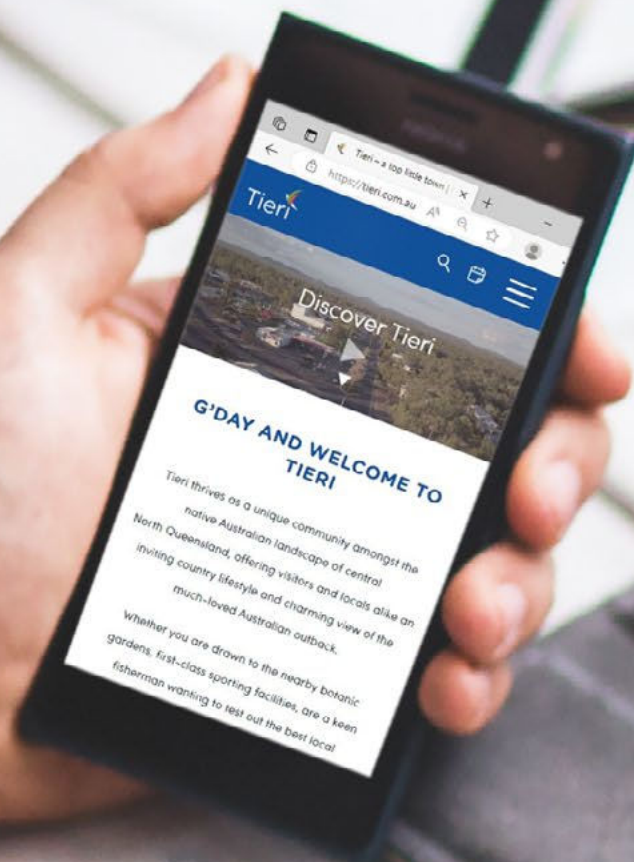
WEBSITES



WEBSITES

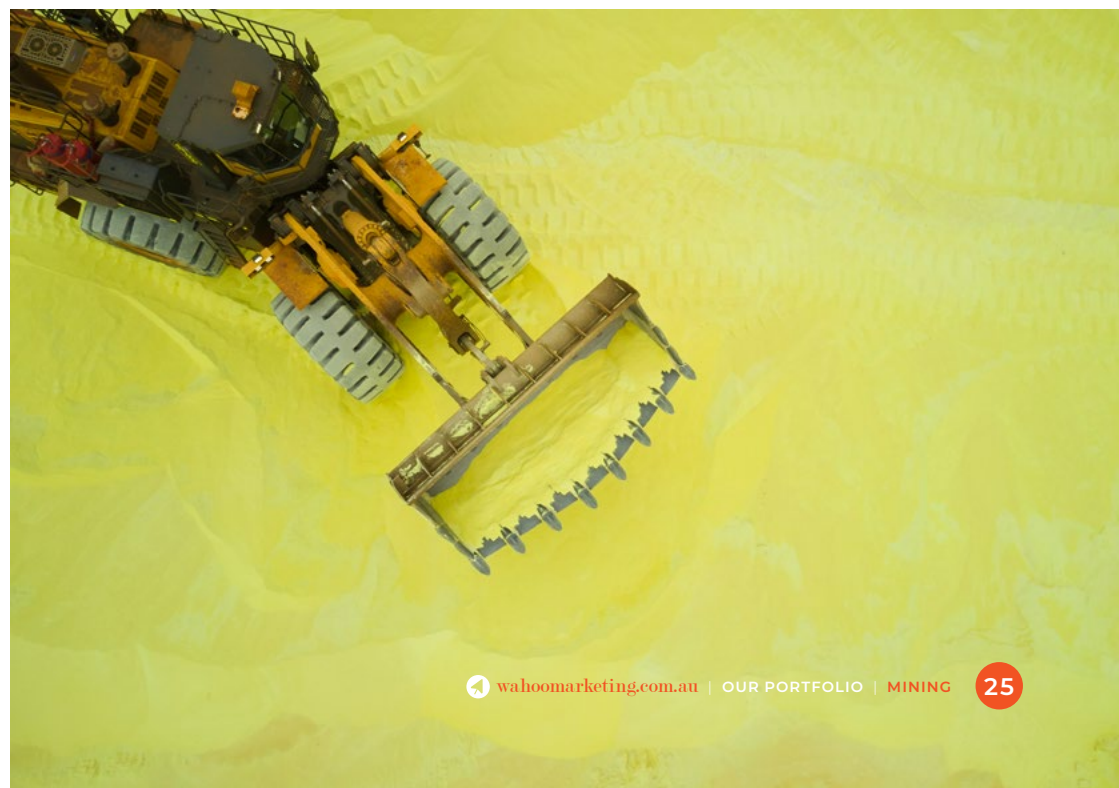


WEBSITES



PHOTOGRAPHY







MARKETING COLLATERAL



EMPLOYEE ON-BOARDING

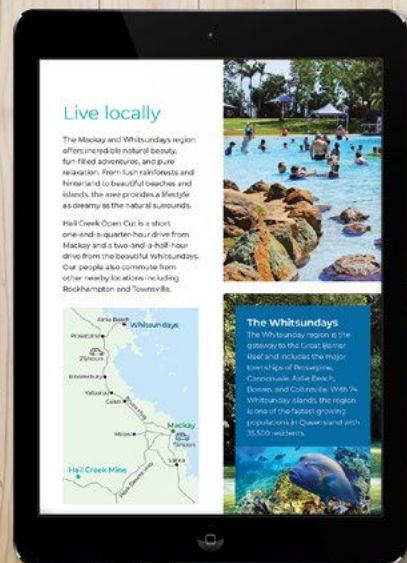
← BACK TO CONTENTS

COMMUNITY ENGAGEMENT



NEWSLETTERS

PRINT & DIGITAL BROCHURES



Advance your career in mining

Join Hail Creek



HAIL CREEK
OPEN CUT
GLENCORE

EMPLOYEE ONBOARDING

Onboarding with Glencore



wahoocommerce.com.au

OUR PORTFOLIO

MINING

28

contact us.

JANINE PAYNTER

GROUP ACCOUNT DIRECTOR

07 3230 2800 | 0412 528 947

jpaynter@wahooadvertising.com.au

OFFICE LOCATIONS

Brisbane: Level 6, 87 Wickham Terrace, Spring Hill, 4000, QLD

Sydney: Level 11, 201 Miller Street, North Sydney, 2060, NSW

Melbourne: 379 Docklands Drive, Docklands, 3008, VIC

wahoomarketing.com.au

wahoo.