

Advertising Experience – by category

Airlines

- Singapore Airlines - worldwide
- SilkAir - Australasia
- Cathay Pacific - Worldwide
- Garuda Airlines – Australasia
- Air New Zealand - Worldwide
- QANTAS - Worldwide
- Thai Airways – Worldwide
- Ansett Airlines - Australia

Alcohol

- Beers – Molson; Heineken; Tooheys; VB; Emu
- Spirits – Smirnoff Vodka; JohnnyWalker Scotch
- Wines – Lindemans; & Jacobs Creek, Australia

Apparel

- Levis jeans – Asia
- Speedo Swimwear – Australia
- Australian Wool Board – Asia & Australia
- Sportsgirl fashion label – Australia
- Bonds cottonwear – Australia & New Zealand
- Playtex Bras – USA & Canada

Automotive

- Mercedes – Asia
- Toyota Rav4 launch - Australia

Beverages – Non-alcoholic

- Coca Cola – Australia & New Zealand
- Pepsi Cola - Asia
- Sprite – Asia
- 7-Up – Asia & Australia
- Maxwell House Instant Coffee
- Bushell's Tea
- Cottee's cordials - Asia
- Orange Juice – Australia & New Zealand

Cultural Events

- Australia's Bi-Centenary 1988

Charities

- International Red Cross Appeal 1990
- Clean Up Australia launch 1986
- Homeless Youth Appeal 1991
- Anti-drug Program – Singapore

Domestic Cleaners

- Pine-O-Clean Furniture Polish
- Ajax Cleaners
- Air Fresheners

Electronics

- Philips - Asia & Australia
- SONY - Asia

Finance & Banking

- MasterCard – Asia & Australia
- HSBC launch – USA
- Visa Card – New Zealand
- Westpac launch – Asia & New Zealand
- BankCard launch – Australia
- UOB Bank – Singapore
- KPMG - Worldwide

Foods

- Australian Meat & Livestock Corporation
- Australian Egg Board
- Sydney Fish Markets launch
- New Zealand Milk Board
- Steggle's Chicken
- Campbell's Canned Soups
- McDonalds
- Kentucky Fried Chicken
- Steggle's Frozen Vegetables
- Lean Cuisine
- Butter and Margarine
- IXL Canned Fruits
- Woolworths foodstores chain – Australia
- Coles foodstores chain – Australia

Government Services

- Australian Tourism Commission – Worldwide
- Decimal Currency launch – Australia
- Australia Postal Services - Australia
- Australian Water Board - Australia

- NSW State RailWays - Australia
- Sydney Zoo - Australia
- Singapore Ministry Home Affairs – SE Asia
- N.C.A.D.A. Anti-Drug Program – SE Asia

Hair & Beauty

- Thermasilk shampoo
- Neutrogena skincare
- Nivea skincare
- Schwartzkopf shampoo
- Lux International

Household

- ICI Dulux paint – Asia
- Reverse Cycle Air Conditioners - Australia

Media

- Sydney Morning Herald newspaper
- The Australian newspaper
- TripleM Radio network - Australia
- TV Network 9 summer relaunch 1987 - Australia
- CNBC Asia network launch 1998 - Asia

Mining Industry

- BP Australia - Australia
- Esso Oil – Australia & New Zealand
- Exxon Mobil - USA

Retail - Apparel

- Grace Bros department store chain – Australia
- David Jones department store chain - Australia
- CK Tangs department store chain – SE Asia
- Macy's department store chain - USA

Sports & sportswear

- Nike soccer shoes – Japan
- Adidas leisurewear - Asia
- Benson & Hedges OneDay Cricket Match launch

Tobacco

- Benson & Hedges – Australia & New Zealand
- Rothmans - Asia
- Hamlet cigars - Asia
- Freeport – USA
- Marlboro - Asia

Utilities services

- Sydney Gas Company
- Telecom Australia
- Singapore Electricity