

# DEPARTMENT OF THE FUTURE.

CONSULTATION | STRATEGY | VIDEO | DESIGN | COPYWRITING

/ GOVERNMENT

Department of Future is a content agency with with almost 20 years of experience in providing creative content services to brands and organisations big and small across a wide range of industries.

We harness the power of authentic storytelling to create unique, impactful content that is agile, responsive and relevant.

WHERE CONTENT MEETS  
CONTEXT.

OUR CREATIVE SERVICES

Consultation &  
Content Strategy

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Video Production

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Design

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Content Writing

## CONSULTATION & CONTENT STRATEGY

**“Deliver the  
right content to  
the right  
audience.”**



*At DOTF, we don't just make great, authentic content, we use a combination of expertise, industry knowledge and lateral thinking to find the best way to reach your audience.*

A consultation with our strategic team can pinpoint your content's strengths and weaknesses, allowing for customised content advice to help you achieve your brand goals.

The right voice and positioning in your content can bring your brand straight into the current conversation or create space for your community. Our content strategy humanises your brand, creating personalities and gathering communities – locally, nationally and globally

CONTENT AUDIT & OPTIMISATION

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GOAL-BASED STRATEGIC RECOMMENDATIONS

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CONTENT LOCALISATION

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AUDIENCE ALIGNMENT

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EMERGING TECH & PLATFORM INTEGRATION

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FULL CONTENT STRATEGY & ROADMAP

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PROJECT CONSULTATION

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## VIDEO PRODUCTION

**“The most powerful way to engage”**



*Whether it's a six-second pre-roll ad or a feature-length documentary, we can make your vision come to life.*

Department of the Future has been creating video content for brands and organisations for almost two decades. Our award-winning video production service includes concept development, scripting, videography and sound recording, voiceover, editing, colour grading, motion graphics, animation, sound design and omnichannel output. From concept to final delivery, our team can run your whole production or assist at any stage of the production process.

We work with a wide range of industries, including education, entertainment, ecommerce, health, finance, construction, NGOs and NFPs, tourism and hospitality. Our experience across such a variety of sectors offers unique insights in creating video content that speaks authentically to your unique audience - no matter the message.

BRAND VIDEOS

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SOCIAL MEDIA CONTENT

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EXPLAINER VIDEOS

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EVENT STREAMING

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ONLINE LEARNING CLASSES

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WEBSERIES

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PRE-ROLL ADVERTISING

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TVC

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SHORT FILMS

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BROADCAST TELEVISION

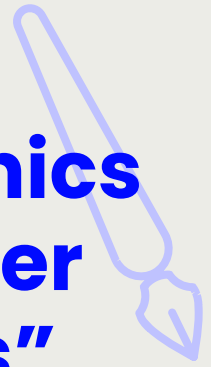
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FEATURE DOCUMENTARY

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## DESIGN

# “Good graphics speak louder than words”



*In the world of handheld devices, apps and socials, our culture is more visual than ever before. Good design is shorthand for your brand's personality, ethics and relevance.*

The DOTF team has a strong background in design. We've been designing for almost two decades, creating everything from logos, EDMs and websites to OOH advertising, promotional materials and merchandise. Our in-house team boasts experienced designers, illustrators and photographers.

Want to go beyond the still image? We've created environmental design, clothing and products, including card games, gourmet sauces and pet accessories. Our design services can help to grow your brand and meet your goals with engaging assets and strong branding, whether you need printed brochures for your clinic, t-shirts for your first year students or directional signage for your new construction.

BRANDING

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INFOGRAPHICS

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BILLBOARDS & ATL

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WEBSITES

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APPS

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SOCIALS GRAPHICS

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ILLUSTRATIONS

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MERCHANDISE

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## CONTENT WRITING

# “Your message – loud and clear”



*We believe that good copywriting forms the foundation of any content.*

Our talented writing team works across all forms of copy and content, from blogs and online content to video scripting and speech writing, and internal and external comms to complex websites with SEO and ready-to-publish eBooks.

Our content writers come from a range of backgrounds, from published poets to journalists, humanising your messaging through a passion for communication. In a world of AI-generated text, human-centric content writing stands out and connects authentically and accurately. Whether you're launching a campaign or refreshing existing assets to match a new brand voice, our wordsmiths can speak your language.

BRAND IDENTITY

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CONTENT WRITING

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ARTICLES & BLOGS

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EBOOKS

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WHITE PAPERS

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WEBSITE COPY & SEO

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SCRIPTING FOR VIDEO & AUDIO

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MANUALS

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EXPLAINERS

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## OUR WORK

CLICK ON THE PLAY BUTTONS TO WATCH THE VIDEOS



### CREATIVE VICTORIA

#### Music Lives Here

VIDEO PRODUCTION, ANIMATION, DESIGN, CONTENT WRITING



### MAJOR TRANSPORT INFRASTRUCTURE AUTHORITY

#### Ongoing Supplier

VIDEO PRODUCTION, ANIMATION



### CITY OF STONNINGTON

#### Better Access, Better Business

ANIMATION, CONTENT WRITING, DESIGN, VIDEO PRODUCTION



### THE CITY OF MELBOURNE

#### Melbourne Knowledge Week 2017 - 2019

VIDEO PRODUCTION, ANIMATION



### CITY OF STONNINGTON

#### Stonnington Jazz

VIDEO PRODUCTION



### CITY OF CASEY

#### Summer Sounds Campaign

VIDEO PRODUCTION, ANIMATION



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