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Creds Crush

\$9.00

A bold, full-flavour pour that showcases our skills, experience, and what we can deliver across every project.

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Product Information

What do we do?

We operate via two key pillars of our business – Retail and Live.

For retail, we create strategies and ideas to connect shoppers with brands where it matters most to the purchase decision. For live, we focus on immerse brand building experiences to foster brand love & ongoing relationships with customers.

Our offering for both of these pillars includes:

Strategy: Strategy underpins our work and outputs. We consider the challenges and objectives of our partners holistically to unpack the consumer, shopper, customer and brand context and identify the most impactful opportunities to activate.

Creative & Design: Diverse in-house capabilities from Comms Planning, Ideation, Concepting and Finished Art to Experience Design, CAD Drawing and 3D renders. Our team have the connectivity and flexibility to move fast on opportunities, whilst maintaining creative control throughout the process to execute in market work brilliantly.

Production: Expectation meets reality in the capable hands of our production team. Our experienced staff and build partners pride themselves on delivering true to concept projects nationally, obsessing over finishes as much as the logistical challenges to deliver brilliant work.

Project Management: Dedicated teams to deliver projects from start to finish. A go to contact for day to day requirements, and to hold IP around your clients and required ways of working. Ultimately, a group acting as an extension of your team.

Data & Loyalty: Meaningfully connect activations & experiences with the management of customer data together with a core focus on retention, ongoing loyalty and ultimately, growth. We overlay digital and real world channels to build out metrics and opportunities to maximise impact and develop a meaningful ROI story back to our partners.

How do we do it?

Our projects are underpinned by our operating principles and data-first approach. Efficiency, effectiveness, transparency and partnership.

Efficiency: Streamlined teams & operations, agile to our clients' needs, collaborative across functions.

Effectiveness: A relentless focus on data and proving the effectiveness of work.

Transparency: Open and honest communication & shared folder systems with clients.

Partnership: Genuine partners operating as an extension of your team.

How do we work?

A Union of the best subject matter experts to ensure your business challenges are addressed first time, every time – and are not constrained by internal capability. A Union to deliver our clients agility, cross-functional planning, and results-focused thinking, unencumbered by holding group lead times, overheads and politics.

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Info IPA

\$7.50

Packed with layers of clarity and insight, this hoppy IPA gives you everything you need to know about who we are and how we work.

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Product Information

Company Name

Activation Union

Completed by

James Neale – CEO & Founder

Date of RFI completion

15th October 2025

RFI to be sent to

michael.dole@asahibeverages.com

Your agency

Activation Union Pty Ltd
479 South Downing Street, Surry Hills, 2010
www.activationunion.com.au
ABN: 32 660 7333 504

Your agency's parent company

Activation Union Pty Ltd

Your agency's CEO/Managing Director

James Neale
james@activationunion.com.au

When was the agency formed

March 1st 2023

Key people

Key People	Role	Years in Role	Years at Agency
Rosie Carter	Managing Partner	2.5 years	2.5 years
Danny Martinez	Head of Design	2.5 years	2.5 years
Bianca Ellershaw	Head of Live	2.5 years	2.5 years
Simon Porter	Head of Retail Strategy	2.5 years	2.5 years
Katie Leslie	Senior Account Director	1 year	1 year
Adriana Ivanek	Senior Account Director	1 year	1 year
Andrew Clinch	CFO	2.5 years	2.5 years
Nick Jamieson	Creative Director	1 year	1 year

Your agency's turnover (AUD)

2022	2023	2024
NA	3,608,189.00	5,867,361.00
	-	-

Your agency/parent offices in other markets (& activities per location)

N/A

List any connected companies (Partnerships in Australia including exclusive partners)

Name of Connected Company	Type of service
Howatson & Company	Creative, Data & Digital
Kerfuffle	Creative

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Light, transparent, and sparkling with answers, this zingy ginger ale keeps things simple while covering all the basics.

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Rank the listed BTL streams in order in relation to your organisational strength

1. Creative
2. Shopper
3. Experiential
4. Digital

What is the mission & the philosophy of your agency?

We are a creative activation agency, specialising in a new era of measurable experience delivery. Our philosophy is quite simple – create great, measurable work that delivers fantastic results – all underpinned by 4 key principles – 1: Efficiency, 2: Effectiveness, 3: Transparency & 4: Partnership.

What is your agency's business strategy?

Before launching AU in March 2023, we spent a lot of time looking at the market with colleagues and old clients and found a gap – lack of accountability in the BTL space. Not only do we want our work to deliver results, we also want to make sure we as an agency are 100% accountable – hence one of our core agency pillars is all about transparency. Our overall business strategy is to have 10 multi branded client / partners – in the first 2 1/2 years, we currently have 5 core amazing partners. Most importantly as an agency, we also want to ensure a great work life balance for our team hence our efficiency principle. Underpinning all of this is to have fun whilst creating great measurable work.

What does your ownership structure look like and what does that mean for Asahi?

We are very proudly an independent Australian agency. 95% is owned by our founders James (CEO) and Amelia Neale and the remaining 5% by Rosie Carter our Managing Partner. This means we have the flexibility and freedom to make our own decisions – efficiency at our core. Whilst not hindered by holding company politics, we do have full financial backing by our founders who have been in the industry for over 25 years having built and run previous creative agencies here in Australia and over in the UK.

Who do you regard as your key competitors in Australia?

VML Commerce (Shopper), The Idea Shed (Shopper), Bastion (Experiential), Amplify (Experiential).

What differentiates you from your competitors?

Accountability. Every project that passes through our agency benefits from a holistic TTL approach to creative and planning. That is, considering the most relevant brand, consumer, and customer context rather than viewing any one component in isolation and most importantly what results it should deliver. We keep our finger on the pulse of the latest consumer trends, retail initiatives, audience insights and more to identify the most impactful opportunities to activate in market. Another big differentiator is our transparency – this needs to be across the board in order to make us most efficient – basically, we don't hide anything and give our clients full access to our working project folders which our partners are finding 'refreshing'.

What makes your agency the perfect fit for Asahi?

We believe AU and Asahi could be the perfect blend – Why? We believe in efficiency and effectiveness across the board driven from project side at AU but also processes and WOW with our partners. We drive transformation that requires full service, perfectly connected, data powered retail capabilities. We work as an extension of your team and are led by people who have been passionately associated in the industry for 20+ years. We make the magic together, in a collaborative and transparent spirit. We want to support creating purpose led and strategic solutions for Asahi. Finally, we love what we do and would love the opportunity to work with you.

Where do you think Asahi has opportunities to improve across shopper/trade marketing and experiential?

As we haven't had the opportunity to work with Asahi yet, this is a tricky question to answer. Saying that it would be remiss of us not to comment on the overall plan that was presented to us on the 24th September 2025 with the full alc & non alc brand teams. Considering the current restructures that have happened at Asahi, the consolidated plan was one of the best we have been presented – concise and well structured, considering the number of brands, categories and customers to consider – the opportunities are endless.

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Strategic Soda

\$2.50

A refined blend of insight and intention, this soda is our strategic signature, crafted to align flavour, focus, and fit.

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Product Information

How does your agency ensure its work aligns to a client's broader business and brand strategy?

Activation Union exists to bridge the gap between brand ambition, retail reality, and shopper behaviour. We start every brief by interrogating the client's commercial objectives and brand strategy – not just the activation task. Our approach, called "From Intent to Impact", translates upstream brand intent into downstream activation impact.

Our model is built on matching agendas – between brand, retailer, and shopper – to ensure every activation drives shared value. We interpret brand strategy through commercial and customer lenses, identifying the behaviours, occasions and conversion moments that move the dial. This thinking shaped our "Owning the Moment" framework. We translate the brand ambition into a retail and shopper strategy that educates shopper, elevates the category, and creates joint value and conversion with retail partners.

Strategic principle:

- 1: Start with business intent.
- 2: Match agendas 'Three-way win' (brand x retailer x shopper).
- 3: Translate into activation impact that sells and is scalable.

Example – Johnnie Walker “Blue Room”. We aligned Diageo’s luxury positioning to a retail context by creating a world-first retail experience that delivered on premiumisation, education & awareness and sales conversion. From conceptual design and visualisation through to data capture and ongoing conversations with the customer, every element of the campaign ladder up to the brand’s “Keep Walking” purpose and luxury principles while driving measurable sales, driving footfall and recruitment into the Johnnie Walker Blue + above range.

What is your approach to tailoring strategies across different channels (on-premise, shopper, experiential) and across a multi-brand portfolio?

We reject the old model of siloed channels. We design activations as connected TTL ecosystems, not channels in isolation. Today, On-Premise, shopper and experiential are all connected by data and behaviour. Our approach is to build “ecosystem platforms for multi-brands” ideas that flex to each channel’s role but share one data spine and creative idea. We don’t create campaigns. We build systems of activation that can scale across brands, customers, and different channels.

Our “Union Model” unites our expertise in Retail and Experiential capabilities with strategic partners with industry leading expertise in technology, data and loyalty under a single strategic spine – so the idea flexes by context but stays consistent in purpose.

On-Premise: Build advocacy and occasion ownership through immersive experiences, staff engagement and sensory storytelling.

Shopper: Translate brand narrative into category navigation, retail theatre and data-driven conversion tools.

Experiential: Create culturally-led experiences that earn attention and feed CRM and loyalty pipelines.

How do you integrate consumer insights and category trends into your activation strategies?

We believe in the principle of “insights that sell.” Data alone isn’t insight until it’s made actionable in-store, on-premise, or at shelf. Our approach combines shopper decision-tree analysis, category mapping and behavioural data to identify friction and opportunity along the purchase journey – then design interventions that convert at the moment of choice or purchase. We translate category trends into creative tools retailers can actually use to sell more.

We combine behavioural data, category insight, and on-ground shopper observations to ensure creative earns its commercial keep. We partner with data-driven agencies to enrich shopper data with machine-learning tools, enabling us to plan activations where the brand’s growth audience physically shops or socialises.

Describe your experience supporting NPD launches or major brand campaigns (‘big bets’). How did you ensure activity was strategically aligned, scalable, and drove measurable outcomes

Our approach to NPD is establishing a brand experience platform that can scale across markets, formats, and retailers. Every ‘Big Bet’ starts with a foundational idea that can flex from hero to local execution. We design launch systems that define the occasion, link it to shopper need states, and provide retail toolkits that translate easily across on ground field teams, retailer banners, and partners.

How do you balance delivering short-term activation results with supporting long-term brand building and portfolio growth?

Activation Union is built on the belief that “experience is the new loyalty.” Every activation is both a brand moment and a data moment – designed to drive immediate trial or purchase but

also capture insight for ongoing engagement. The best activations build brands up, because they earn the right for the activity to be repeated.

We track participants, preferences, and purchase triggers to inform the next campaign, enabling a compound effect over time. You could say we build activations that perform in the moment but plan for the long game. Our frameworks are designed for short-term return and long-term value.

We do this through:

- *Occasion-led planning*: linking short-term occasions to long-term brand positioning.
- *Data capture and feedback loops*: every activation fuels CRM and retail intelligence.
- *Retailer collaboration*: building evergreen joint ongoing platforms rather than one-off campaigns.

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Creative Kombucha

\$3.50

Fizzing with inventive ideas, unexpected twists, and bold experimentation, a drink that embodies our creativity and innovation.

Quantity

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Product Information

Describe your creative process — how do you generate, refine, and select ideas for activations? How do you ensure they are both strategically aligned and executionally feasible

Our creative approach to retail is to hack the last three feet to find salience and meaning.

Every project that passes through our agency benefits from a holistic approach to creative and planning. That is considering the most relevant brand, consumer, and customer context rather than viewing any one component in isolation. We keep our finger on the pulse of the latest consumer trends, retail initiatives, audience insights and more to identify the most impactful opportunities to activate. Whether this is delivering the ultimate fan experience at the cricket, developing bespoke partnership experiences with on premise venues, or developing retailer first exclusive concepts.

Please provide examples of innovative BTL activations your agency has delivered in the past 2–3 years. What was new about the approach, and what impact did it have on consumer engagement or business outcomes?

Casamigos Margarita Truck: AU took over an existing brand asset for Diageo that was old, stagnant, and expensive to operate. We crafted a model with Diageo's Events & Sponsorship team addressing all the pain points they had about a mobile asset and addressing the objectives Casamigos had as a brand, and the wants and needs of flagship On Premise Venues and Events across the country. Building a modest monthly retainer model this allowed a production team to work on the calendar plan of activity and work closely with the E&S team, venue and event contacts on activating Colin (The Casamigos Marg Truck) in as many locations and events as possible. With full visibility and control over the calendar of activity we were able to tap into other events and locations en route to the major events to ensure as much exposure, visibility and sales for the marg truck as possible whilst also being as sustainable and environmentally conscious on our movements across the country. We took on the risk of paying for the truck's storage (when not out on the road) from our own pocket as we believed in the model so much we backed its full success. This model is still in place across the current year. Previous year's results being 1: Zero Months in storage. 2: 40 Activation Days. 3: 71,500 Casamigos drinks sold. 4: 11,150 KM travelled along the Eastern Seaboard. 5: 11,115,000 OTS and EST with \$2.95M OOH Value.

Johnnie Walker Blue Room: AU were tasked to create an immersive luxury gifting experience for Johnnie Walker across OND to driver consideration, trade up and conversion in the most prominent gift buying months running up to Christmas. We addressed the brief by bringing an Aussie first activation for this brand – a pop-up luxury store front on the highest footfall street (Pitt Street) across Nov, Dec & Jan 2023–2024. Operating as a luxury whisky tasting experience and one stop shop personalised gifting solution. Driving \$350K+ in sales, 5.2 million mass impressions, 10,500 engagements and 1,500+ JW ritual tasting sessions. Sales over this period from the pop-up store exceeded the total sales from the x5 top performing JW sales Dan Murphys stores over the same period. Data captured via all sales & ritual experiences to continue the conversation driving brand visibility, awareness and saliency.

How do you collaborate with clients during the creative process. How do you balance bold ideas with client constraints (budget, timelines, compliance)

Brilliant question! We believe a great idea can come from anywhere and anyone in the team – not just someone with the word Creative in their title. Saying that, the best ideas nearly always come about when we collaborate with our clients. At the end of the day our clients are the experts in their brands, we are the experts in the environments in which to operate so when we brainstorm together, real magic can happen. 'Balance' of bold ideas with budget and timeline constraints is always an ongoing challenge but one we have plenty of experience in – what client doesn't want 'more for less'? As long as we are transparent across all parties involved, then we will land with a great result. A key learning is to be very honest and upfront about expectations at briefing and ongoing through the project process.

How has your agency supported new product development launches with creative activations? Please share examples where creativity helped deliver stand-out cut-through in a competitive category

We have supported many NPD's and have showcased a couple in the 'Past Collections' section. Namely the Smirnoff Crush Launch, Imperial PHB campaign and the Sparkling work for Vinarchy

What creative trends or new consumer engagement techniques do you see shaping the next 2–3 years of BTL? How is your agency preparing to leverage them?

Data is king! Coming back to our accountability promise – every campaign for us needs to be measurable. Where we are constantly collecting data, this is treated like the start of a relationship, and this first party data is only growing in importance.

We are also working very closely in the AI space to automate the roll out component of campaigns and execution (All media and retail touchpoints across multi customer groups etc.) in order to provide greater efficiencies and localisation.

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Breadth Bitter

\$6.50

A bold, hop-forward bitter that showcases our capability and breadth. Layered, balanced, & confidently crafted.

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Product Information

Which BTL streams does your agency deliver as core in-house capability (shopper, on-premise, sampling, experiential, sales drivers, creative services)? Which streams do you partner or outsource for?

We have 2 core divisions in our business – Retail & Live. Our Retail offer creates strategies and ideas to connect shoppers with brands where it matters most to the purchase decision (Shopper, Sales drivers etc.). Our Live division focuses on immersive brand building experiences to foster brand salience & ongoing relationships and conversations with customers (experiential, sampling, On-prem activations). Both divisions are supported by an inhouse Strategy, Creative, Design, Production and finally Account Service team. We collaborate with many different partners / suppliers especially in the experiential field – think builders, producers, merch suppliers, staffing agencies etc. etc.

Please outline your experience delivering BTL activations in the beverage category (alc & non alc) beverage sectors. What makes your agency particularly well-suited to this category

Across our collective team, we would have over 60 years of alc & non alc category experience which is invaluable – we are also passionate about it. Our client experience includes Diageo, CUB, Schweppes, PepsiCo, Lion Nathan, Brown Forman, Suntory, Heineken, Penfolds and Vinarchy to name a few.

How does your agency approach creative ideation and artwork development for BTL campaigns? Please share examples where your creative work directly enhanced execution or consumer engagement.

Strategy underpins our work and outputs. We consider the challenges and objectives of our partners holistically to unpack the consumer, shopper, customer and brand context and identify the most impactful opportunities to activate. Supporting this we have diverse in-house capabilities from Comms Planning, Creative Ideation, Concepting and Finished Art to Experience Design, CAD Drawing and 3D renders. Our team have the connectivity and flexibility to move fast on opportunities, whilst maintaining creative control throughout the process to execute in market work brilliantly.

Describe how your agency has shaped activation strategies for clients — from NPD launches to portfolio campaigns. What role do you play in aligning activity to broader brand or channel strategies?

At Activation Union we exist to close the gap between brand ambition and retail reality. Our role is to connect what the brand wants to mean with what the retailer needs to sell and what the shopper chooses to do.

We don't start with a channel plan — we start with a growth problem and build the activation system around it. Whether launching a new product or elevating an entire portfolio, our goal is to make every activation earn its place in the brand and retail ecosystem.

From NPD to Portfolio: building systems, not stunts.

For every client, we build a Strategic Activation Framework – a blueprint that translates brand strategy and category ambition into executable behaviour across retail environments.

For example:

- Define the category purpose
- Build occasion-based playbooks that flex across channels
- Created retailer-specific value propositions e.g. “Help Dan’s trade-up; help BWS recruit new drinkers.”
- By doing so, we aligned brand ambition to each retailer’s commercial goals, enabling the brand to grow category share while building long-term equity
- Aligning activity to brand and channel strategies

We see ourselves as an activation architect – sitting between the client’s brand planning, category strategy, and customer teams to ensure coherence.

Our process joins the dots between:

- Global brand strategy: purpose, positioning, and core assets.
- Channel strategy: role of on-prem, off-prem, e-commerce and emerging retail media.
- Retailer reality: customer mission, margin drivers, and execution levers.
- We ensure every idea ladders back to a strategic north star – and every activation earns its place within that system.
- Our role: to turn disconnected activations into a connected retail growth story.

The way we work is deliberately different:

- We co-design strategies with marketing and commercial teams – not take a brief, but build it.
- We apply data-driven tools (audience modelling, mix planners, retail performance indexes) to make every activation accountable.
- We design modular playbooks that scale from hero launches to everyday visibility, ensuring brand consistency and commercial efficiency.

We believe the future of activation belongs to agencies that can:

- Think like a brand, act like a retailer, and deliver like a production partner.

- That's the role we play shaping activation strategies that turn brand ambition into retail performance, one connected experience at a time.

To what extent can your agency manage end-to-end delivery across BTL — from strategy and creative through to activation and measurement? Please provide recent examples.

Our 2 biggest BTL clients include Diageo and our most recent partner win being Vinarchy (merge of Accolade and Pernod Ricard Wines) whereby we manage everything from strategy and creative ideation through to full roll out, production, execution and evaluation. Some clients or specific projects we work closely alongside an agency village for final execution and delivery of campaigns.

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Watermelon WOW

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Smooth, refreshing, and perfectly balanced, this watermelon blend keeps teams moving and ways of working flowing effortlessly.

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Please provide staff turnover rate (for last 2 financial years) of account managers and client facing teams

We are a team of 17 full time staff, 11 of which fall into the account management team. Over the past 2 years, excluding one of the Senior leaders who is currently on maternity leave, we have had 2 junior roles turn over.

What practices and initiatives do you have in place to retain talent and minimise disruption from staff turnover (e.g. training, succession planning, employee engagement)

We are very much a performance-based culture and support as such. We invest approximately 4.5% of our revenue on training and development – be that courses, seminars, conferences or education grants. On top of this we also offer some great cultural 'perks' such as early finishes before a public holiday long weekend, birthday day off, Xmas in July, Thanksgiving lunch, Christmas party celebration day. For our 'mums' in the team, we pay

ongoing superannuation contributions for the entire 12 months of maternity leave, on top of 12 weeks primary carers leave. It's a small cost to us but makes the world of difference to our people. Our parental leave policy also includes: 5 day's pay for 4 days work when returning to work.

How do you collaborate with clients and other roster agencies during campaign development and execution? Please provide an example where collaboration delivered a stronger outcome

The word 'Union' in our name is very purposeful. We don't profess to be experts at everything but have been lucky enough to make wonderful partnerships through our tenure and will bring these parties to our 'Union' where needed. Due to this philosophy, we are very open and collaborative when it comes to a client's agency village. A great example would be with a big data project for Diageo – we brought Howatson & Co in to be our data expert and to build and set up the platform – the results and accountability for all retail work ongoing are phenomenal (underpinning everything that they do and the decisions they make by data).

Which tools, platforms, or processes do you use for briefing, project tracking, and workflow management with clients? How do these improve efficiency

Due to our transparency principle we facilitate everything through SharePoint and all of our clients have full access to these project folders. Be that for file storage and file sharing, WIP's, running budgets, full production documents, creative responses, finished art files etc. We also operate off Teams, Monday.com, Slack and Figma.

How do you capture learnings from campaigns and feed them back into future activity? Please provide an example of how you improved efficiency, quality, or innovation through review and refinement.

As our philosophy is about creating great & measurable work, we are true to our word. Every campaign from a shopper led promotion to an experiential activation is measured, tracked, and reported. Every new brief then represents or reviews any previous campaign findings and M&E as we are constantly looking to improve / optimise / grow. A perfect example of this is through our Diageo Data Dashboard which we built – it tracks the success of each of our shopper campaigns down to brand, specific promotional activity, banner or down to store level. This dashboard also measures store execution and compliance over campaign live window.

Provide an overview of how your company would resource the Asahi account

If successful and obviously depending on the agreed scope of work, we would build a dedicated account service team and then allocate dedicated time for strategy, creative, design & finished art (pending the ask and deliverables of the SOW). Where possible and to ensure greatest efficiencies, we would want to dedicate our design team members to certain brands etc. – this ensures brand ownership and IP remains and is consistent – we want our design team to be brand custodians for the Asahi brands and to hold knowledge and IP. In terms of production, in most cases we would service on an ad hoc basis unless a full-time resource is required.

Share your approach to the briefing and response process

Every client has a different approach to briefing. We find the most collaborative way is to get us involved as soon as possible – in a lot of cases the best results come from writing the brief together. Every project that passes through our agency benefits from a holistic approach to creative and planning. That is, considering the most relevant brand, consumer and customer context rather than viewing any one component in isolation. We start every brief by interrogating the client's commercial objectives and brand strategy – not just the activation task. Our approach, called "From Intent to Impact", translates upstream brand intent into downstream activation impact.

Our model is built on matching agendas – between brand, retailer, and shopper – to ensure every activation drives shared value. We interpret brand strategy through commercial and customer lenses, identifying the behaviours, occasions and conversion moments that move the dial. This thinking shaped our "Owning the Moment" framework. We translate the brand ambition into a retail and shopper strategy that educates shopper, elevates the category, and creates joint value with retail partners.

Strategic principle: 1. Start with business intent. 2. Match agendas (brand x retailer x shopper).
3. Translate into activation impact that sells and scales.

We can work closely with the Asahi day to day contacts crafting appropriate briefing templates for the different brief types required & when receiving new briefs will always chat through initial kick off in person, work through any Q&A on the brief and then share a simplified one pager (Return Brief) back for alignment on direction prior to strategy and creative kicking off.

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Compliance Cherry Cola

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Sweet, structured, and responsibly crafted, this cherry cola keeps everything above board while still delivering a satisfying sip.

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How does your agency ensure brand guidelines are consistently applied across all creative outputs?

In order to ensure full compliance, both our Head of Design and also the leading Account Management team member have to sign off on any work before leaves the agency. We pride ourselves on our team becoming an extension of your brand team and constantly growing and holding brand IP and information. We want to be brand custodians that are pushing visually but adhering to all guidelines and rules consistently across all project work. It is important to note upfront that the key success here really comes down the induction process when onboarding – the more details the better.

Please provide an example where your creative recommendation was adapted or reworked due to compliance concerns — how did you manage the risk while retaining impact

One of the most regulated and restrictive industries is the tobacco industry and we have worked with Imperial Brands since starting the agency. As Australia is known as a 'Dark Market' every idea, regardless of how creative or complex, must be approved by their corporate and legal (CLA) team due to the penalties that could be implemented. For the past 2 years we have run their activation at the Metcash Expo in the Gold Coast and our work is a great example of where the brand / marketing client gets very excited but the final executional result can end up being very corporate and 'safe' – the case study highlights the original response activation renders vs actual final result / execution that went ahead. In essence, we now work very closely with the CLA team and ensure they are involved at initial briefing stage and communicate clear guardrails to make the process much more efficient and align to all approvals within the business.

If developing digital creative, how do you ensure compliance with privacy law and consumer data protection?

When developing digital creative we ensure both privacy law and all consumer data protection is covered by integrating privacy by design into our work and execution. Such as obtaining informed consent, age gating, using encryption and ensuring all privacy policies are available and transparent to access. We also conduct regular auditing to check ongoing compliance.

What processes do you follow to ensure compliance with advertising codes and industry regulations (e.g., ABAC in alcohol marketing, AANA code of ethics, retailer-specific creative guidelines)?

Internally here at AU all our employees are trained across our clients legal compliance and risk standards and inducted / educated across industry standard regulatory codes and bodies etc. We determine for each of our clients which are the relevant industry codes and ensure all team members are trained and educated and these key guidelines are captured in all training and onboarding documents and policies. We always involve our clients legal and compliance teams early on in the process (if we feel an idea is 'high risk' or 'controversial') and ensure that all campaign key assets are reviewed and approved by internal bodies and going through external regulatory approvals if required. Ongoing monitoring and review from senior team members to ensure compliance across approvals and the process in all campaign work.

We have access to an ABAC compliant checker – a custom tool that has been developed to ensure we adhere to ABAC regulations. This custom tool verifies and advises whether content that has been developed by our creative teams are ABAC compliant. The tool flags words or phrases that may not be ABAC compliant and provides suggestions on how to improve. This provides us another checkpoint in the creative process to ensure compliance and minimise risk.

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Commercial Cordial

\$4.50

Exclusive, smart, and carefully balanced, this cordial reflects the premium opportunities, clever strategies, and commercial agility we bring to the table.

Quantity

— 1 +

Add to Cart

Product Information

Do you agree with Exclusivity (in the beverage industry): Yes/No

Exclusivity is always an interesting question amongst partners. Some clients will pay for you to be exclusive across all areas, some will ask for certain categories. A lot of the time, exclusivity normally applies to when a scope of work is retained across a contracted period of time.

Example: We currently work exclusively with Diageo across their spirits portfolio, and Vinarchy across their wine portfolio.

Inflation mitigation: Pricing submitted as part of this sourcing activity will be fixed for the duration of the contract (Yes/No)

We are not aware of the scope or duration but would agree to 2 years fixed rates with a review for year 3.

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Sustainability Super Juice

\$7.00

Full of purpose, naturally refreshing, and consciously crafted, this juice leaves a positive mark on the planet and your palate.

Quantity

— 1 +

Add to Cart

Product Info

Are you working with suppliers and service providers to continually improve social and environmental practices within your supply chain and business? If yes, describe the process.

Yes, as an agency we are continually striving to improve our social and environmental practices within our supply chain. We work closely with our suppliers and partners to ensure we have process in place that sets goals to follow, review ongoing performance and implementing / executing around set guard rails. Some of our goals and measurable metrics consider selection process of suppliers, sourcing materials responsibility, optimising our companies' operations, continually promote and educate all employees on best processes both in social and environmental ways. It is also important to note that we also work very closely with some clients 2030 goals – e.g. how do we reduce the use of the cardboard in POS.

List the tools you have in place to reduce your carbon footprint

As an agency we use a variety of tools to reduce our carbon footprint and impact. When engaging suppliers or production partners we review the Green Procurement Market Assessment tool to evaluate how sustainable their operations and products are before engaging them for a project. We encourage projects to be briefed with a much lead time as possible to allow for supplier negotiations and most carbon efficient production & transport of items to Australia or within Australia. We also consider longevity and lifespan of physical assets and encourage asset production for ongoing use rather than single use. We also consider all materials used and how they can be recycled or reused post project – using a sustainability consultant to advise us in best practice across all projects. We are a 'paperless' agency where possible and if needed we use recycled paper for printing and also recycle any used paper within the agency.

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Past Collections

We have chosen multiple pieces of work that we are not only very proud of but certainly achieved and answered the brief.



Johnnie Walker Blue Room



Smirnoff Crush NPD





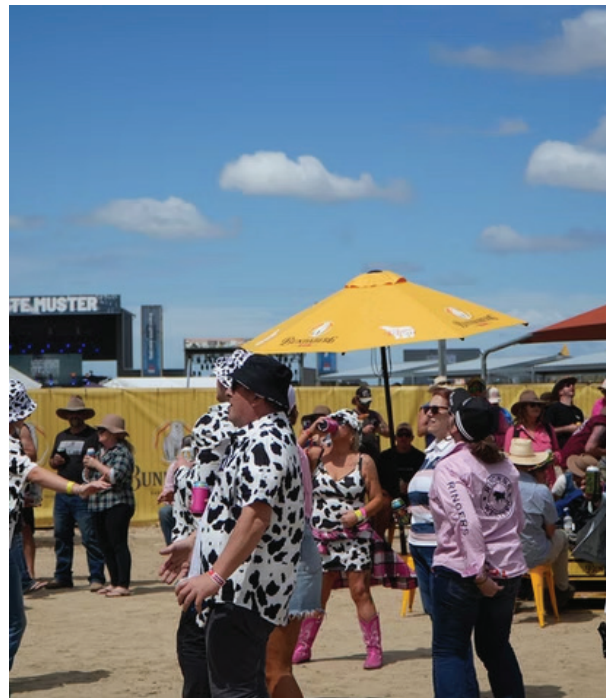
Casamigos Margarita Truck



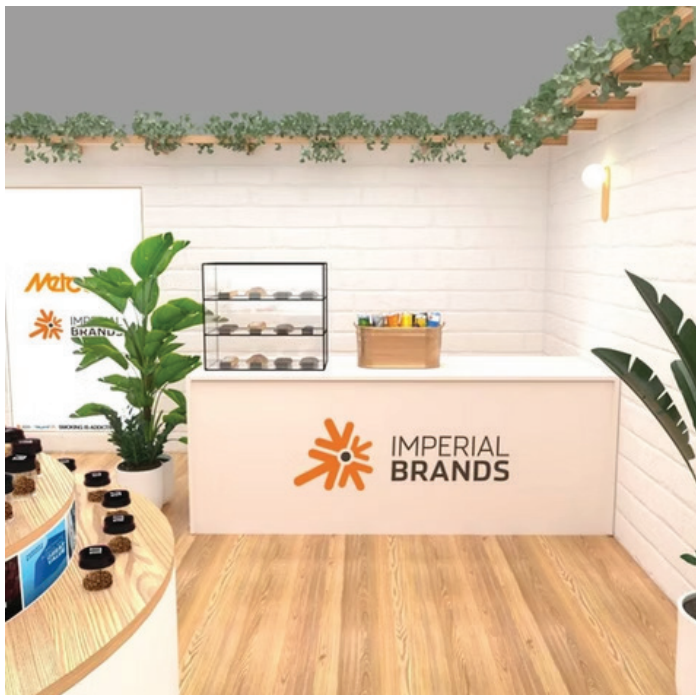
Smirnoff Vibe Match



Bundy's Big Cash Catch



Bundy's Backyard



IBA Metcash



Johnnie Walker Black Ruby





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JOHNNIE WALKER BLUE ROOM

An Australia first, Activation Union in collaboration with Johnnie Walker delivered luxury retail whisky experience – the Blue Room. Scotch lovers, first time tasters and gift-givers alike have been able to step into and immerse themselves in the luxurious world of Johnnie Walker Blue Label.

Over 7 weeks the Blue Room drove sales through immersive tastings & bottle personalisation, whilst building brand advocacy through positive experience. Importantly through every booking and form we are capturing 1st party data capture on engaged users to support ongoing relationships and loyalty.

5.2m mass	\$351K
impressions	sales



SMIRNOFF CRUSH

In a sea of premix innovation, launched Smirnoff Crush with impact by innovating key touchpoints & disrupting shoppers instore by landing key product benefits.

The goal was to drive efficiencies to reduce cardboard production and support 2030 global sustainability initiatives and deliver incremental awareness in an ever increasing 'clean store' environment.

We reinvented the case stacker to deliver a great ROI. This involved a complete redesign and roll-out, with all new Diageo SKU's to undergo the same process and redesign.



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MIELE MOBILE EXPERIENCE KITCHEN

Miele is more than a regular kitchen appliances brand; it is a luxury appliances and lifestyle brand. To build awareness and visibility of their luxury credentials, Activation Union and Miele have partnered to build a mobile kitchen experience centre that will be showing up at a mixture of consumer and trade events across Australia.





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CASAMIGOS MARGARITA TRUCK

Activation Union helped Diageo flip an existing under-utilised food truck asset into a mobile and more operationally efficient bar on wheels to promote Casamigos Tequila as the tequila of choice for margaritas.

Through a 3-tiered operating structure (partnership with licensees, on-prem venues and Diageo major events) the truck affectionately known as 'Colin' has truly become a more effective asset, connecting Australians across the Eastern Seaboard whilst also engaging key B2B venue partners whilst LIVE.

71,500	11,150km	\$2.95m
serves	travelled	media value



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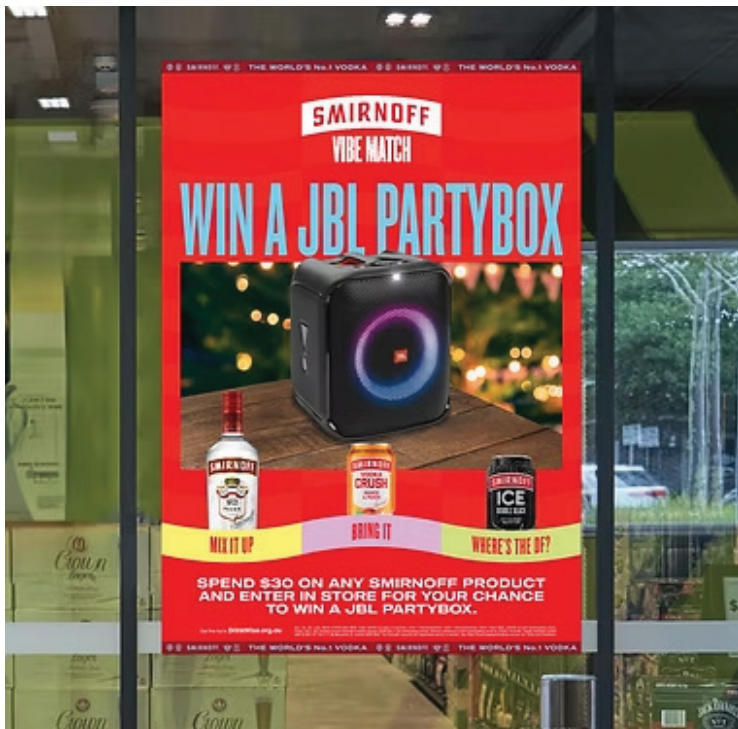


SMIRNOFF VIBE MATCH

With an extensive product portfolio range, Smirnoff was met with a challenge to build awareness of their Premix & Spirits drinks range to Gen-Z's.

We created the 'Vibe Match' campaign, to show shoppers that whatever occasion they were vibin', there's a perfect Smirnoff to match the occasion. This campaign made a splash across major Aussie retailers – matching every vibe, one sip at a time.





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TALLY-HO LIMITED EDITION PACKAGING

Tasked with bringing some vibrancy and excitement to the Aussie market for Tally-Ho Papers with our client Imperial Brands to celebrate their 90th Birthday. We worked on three different creative propositions to create some buzz and excitement around an iconic Aussie brand and a heritage rich country. Australia is a 'dark market' for Tobacco so we have heavy restrictions on how we can talk to and display products to consumers. The fun yet 'safe' option was selected to proceed with from the three creative solutions put forward.



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BUNDY'S BIG CASH CATCH

An integrated shopper promotion for Bundaberg Rum. We exploded the beloved \$50k Big Cash Catch promotion in store, in venue, in stadium, in home and beyond to cement Bundy as the drink of the Summer, and of the cricket.

We managed on ground activations at Adelaide Oval, MCG (x2), SCG and The Gabba to bring to life the \$50K Cash Catch. As well as activating an iconic Bundy Queenslander Patio at the Gabba to connect more cricket fans than ever with Bundy Rum through the ultimate viewing experience.

Overindexing with heartland – the promo saw great engaged/repeat entries on the campaign, and catch winners being die hard brand fans. Eg. Marlon who showed up to the catch with his own merch, has a dog named Bundy and even shared content from his Bundy Rum themed 21st!





Bundy at the Gaba, Brisbane





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BUNDY'S BACKYARD

We have been activating Bundy's Backyard for over 6 years now across an array of country music, muster and sporting events all over Australia. Connecting with our Heartland drinkers and cementing Bundy as the drink of choice in these occasions and when kicking back and enjoying good times with mates. Supporting different NPD launches over the activations and different sponsorships showing the breadth of the brand and that there is something for everyone to enjoy.

Our most recent activation at Deni Ute muster 2025 saw the return of Bundy R. Bear doing meet and greets with the punters and even showing off his best air guitar routine!

Bundy at Deni Ute Muster



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VINARCHY OUR HOME OF SPARKLING

Our first project with Vinarchy wines was to land with a creative platform that would gain momentum in the Aussie sparkling wine category in retailers over summer. Connecting the liquid to our beautiful country and showcasing how it sparkles. Bringing joy and celebration to the everyday. Landing the concept 'Our home of sparkling' the final campaign brings to life occasion and location and heroes some of the flagship brands across the sparkling Vinarchy portfolio.





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IBA METCASH EXPO

2025 was the second year we activated for Imperial Brands at the Metcash Expo in the Gold Coast – working closely with the customer teams and brand teams to land an activation concept that would create cut through, excitement and stand out next to their competitors whilst still adhering to the strict legal guidelines and approvals. Due to some heavy changes in the legal Public Health Bill, we were guided by imperial brands legal council to be 'cautious' for this year's activation. Landing us executing a clean & corporate style booth with more minimalist branding and activity.





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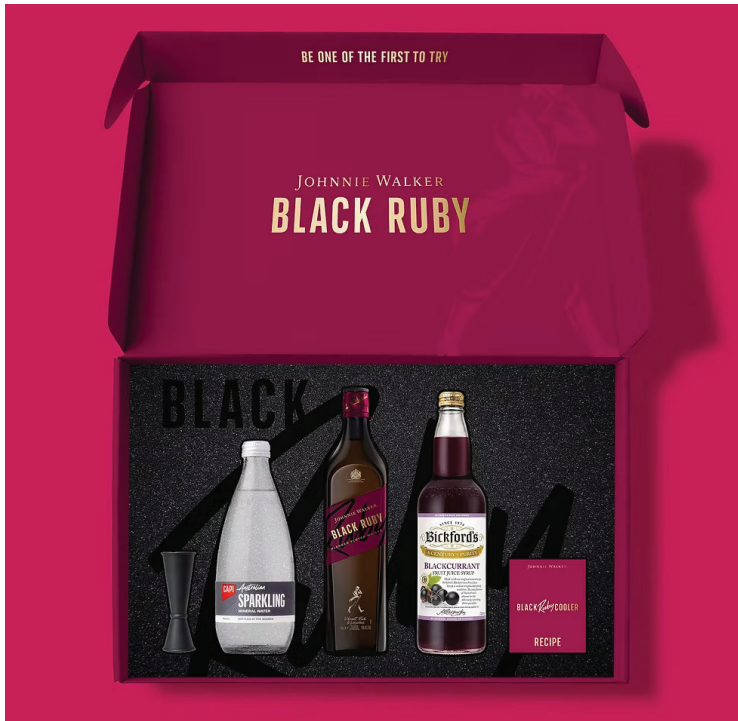


JOHNNIE WALKER BLACK RUBY LAUNCH

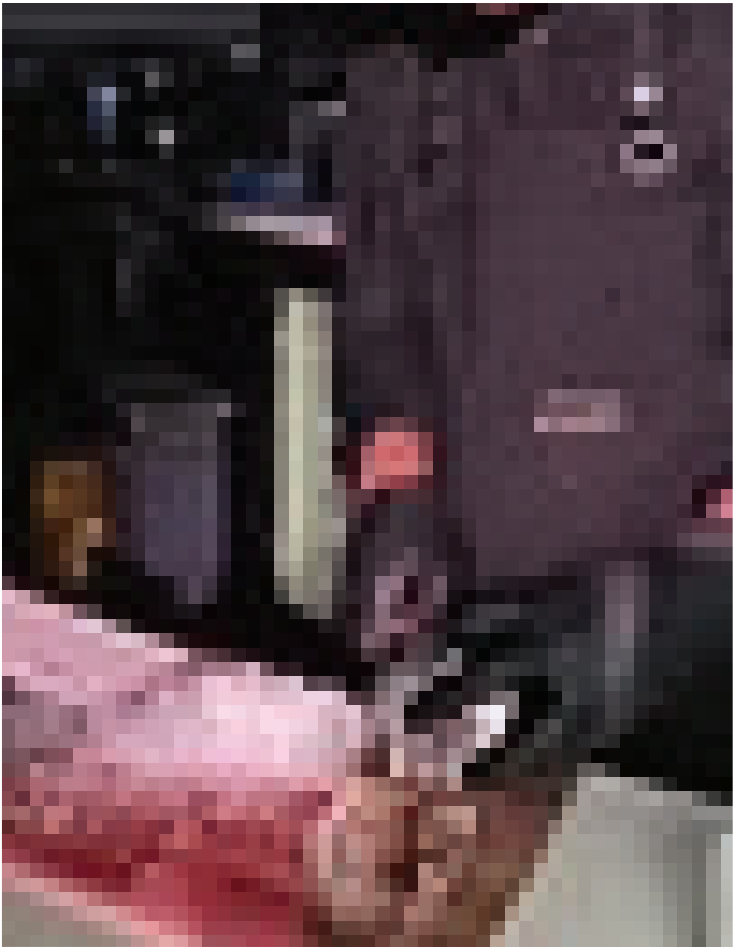
Activation Union partnered with Diageo to launch Johnnie Walker Black Ruby through a bold, multi-channel campaign designed to drive trial and recruit new whisky drinkers. From partnering with Fever-Tree to delivering in-store sampling and impactful POS, we sparked discovery and purchase.

To extend the experience, we brought Black Ruby to life with a vibrant takeover at Cherry Bar @The Star Brisbane. We activated signature Black Ruby cocktails served with a live carving performance of ruby-shaped ice cubes that created theatre, shareability, and lasting brand impact.

431% sales uplift during activity	86% conversion to sample	70 % uplift post (halo effect)
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Black Ruby at The Star, Brisbane



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DIAGEO LEARNING CENTRE

Create a connection between in-market activity, commercials, and supporting operations by redefining campaign activity and performance data processes to enhance team effectiveness and awareness.

What?	How?	Delivery
1. Architect a connection between marketing activity and commercial data.	1. Dashboard that connects A&OP and actual sales data.	1. Ability to measure, show ROI and optimise.
2. Define a new operating model to enable more efficient and effective leveraging the new data accessibility.	2. Planning dashboard for specific channels.	2. Parallel scale to support multiple campaign types.
	3. Data automation to pull activity data and depletion data from global centralised DB to regional DB for fast processing.	3. Operations process and accountability audit.



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Have a question?

We're here to help



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