

Service Brochure.

lange.
creative lab



Executive Summary.

Bold. Unapologetic. Authentic.

Here to make you look good as well as seen.

We exist for the daring, the audacious, and the brands ready to stand out, not blend in. Our mission is simple: empower you to be seen, heard, and understood with confidence, providing the strategy, creativity, and space to bring your story to life.

We celebrate fearless ideas, unconventional thinking, and work that pushes boundaries. Excellence isn't optional — it's our baseline. Recognition, collaboration, and unapologetic expression are woven into everything we do, shaping every interaction, every project, and every space we create.

Our portfolio spans real estate, hospitality, and not-for-profits — working with brands that want more than a polished look, they want impact. From strategy to design, content to digital, every project is meticulously tailored to amplify your personality and make your presence unforgettable.

At Lange Creative Lab, we believe the world is better when brands and creators embrace their boldest selves. We provide the tools, guidance, and fearless energy to break through, make your mark, and leave a legacy that can't be ignored.

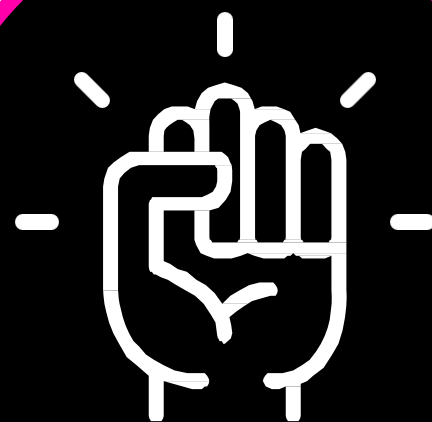


Our Values.



Respect

We foster an environment where every voice is valued and diversity drives creativity. Respect underpins everything we do, from how we collaborate to how we show up for our clients. It builds integrity, trust, and relationships that last.



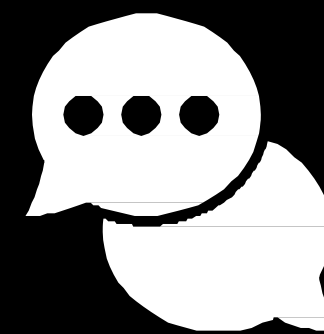
Empowerment

We see beyond boundaries, empowering brands, and the people behind them, to grow fearlessly. Through creativity, strategy, and innovation, we create opportunities that spark confidence, inspire action, and drive meaningful progress.



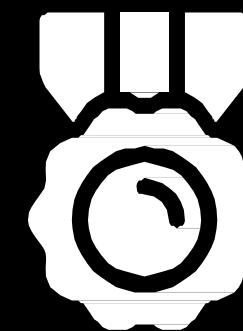
Excellence

We're driven to deliver work that goes beyond expectations. Every project is crafted with purpose, precision, and passion, ensuring our clients stand out for all the right reasons.



Communication

We believe in clear, transparent, and intentional communication. We listen actively, collaborate openly, and speak honestly to keep creativity flowing and goals aligned.



Recognition

We celebrate wins, big and small. From client milestones to team growth, we acknowledge effort and impact, knowing that recognition fuels motivation, strengthens relationships, and cultivates pride in every achievement.

Our Team.

A passionate team turning ideas into compelling visuals, brands, and stories that connect with people.



Sophie Wyllie

Sophie specialises in shaping impactful branding and digital strategies for businesses ready to stand out. With a career that spans across print, digital media, branding, and web design, Sophie is passionate about crafting cohesive and visually compelling stories that resonate with audiences. Accredited by the Design Institute of Australia (DIA) she actively contributes to the design community while always looking for the next project.



Karen Lewis

Karen Lewis is a seasoned Web and Digital Ads Strategist with over 18 years of experience driving growth across retail, finance, and insurance. She specialises in data-driven digital marketing, campaign strategy, SEO/SEM, and brand development. Karen excels in leading high-impact projects that boost engagement, conversions, and long-term business success.



Taylah Cate

Taylah, our incredibly talented Head of Content & Producer, is a visionary storyteller and a multi-skilled filmmaker and director. She has credits on Mortal Kombat 2, (not for martial arts) Subway, and My Kitchen Rules, and has made incredible content and video in our business.



Britta Davies

Britta is a photographer and designer specialising in branding, weddings, and families. She blends photography, graphic design, and social media content to craft authentic, cohesive visuals. With a passion for storytelling and connection, Britta creates work that captures personality, builds brands, and celebrates life's most meaningful moments.



Aether Lobb

Aether is the one running the ship behind the scenes while we're out and about, keeping us together. Aether is a studying photographer, emerging social media enthusiast, and loves a good yap or attempting to roll a Nat 20 in D&D.

Our Services.

We've got all things digital and creative to drive your business.

We're your creative partners in building brands that stand out and strategies that stick. From bold brand identities and high-performing websites to scroll-stopping content and campaigns that convert, everything we do is tailored to your story and your goals.

With expertise across branding, web development, content, social, and print, we bring it all together, seamlessly and strategically, to create one powerful, cohesive brand experience. Because your brand deserves more than visibility; it deserves impact.



Brand Development.

Brand development involves crafting a comprehensive strategy to define your brand's mission, vision, and values. It starts with designing a unique visual identity, including your logo, color palette, and typography. Effective brand messaging is also key, as it communicates your brand's voice and core messages clearly.

Market positioning plays a crucial role, helping to identify your brand's unique value proposition and distinguish it from competitors. Customer research and competitive analysis provide insights to refine your brand's market stance.

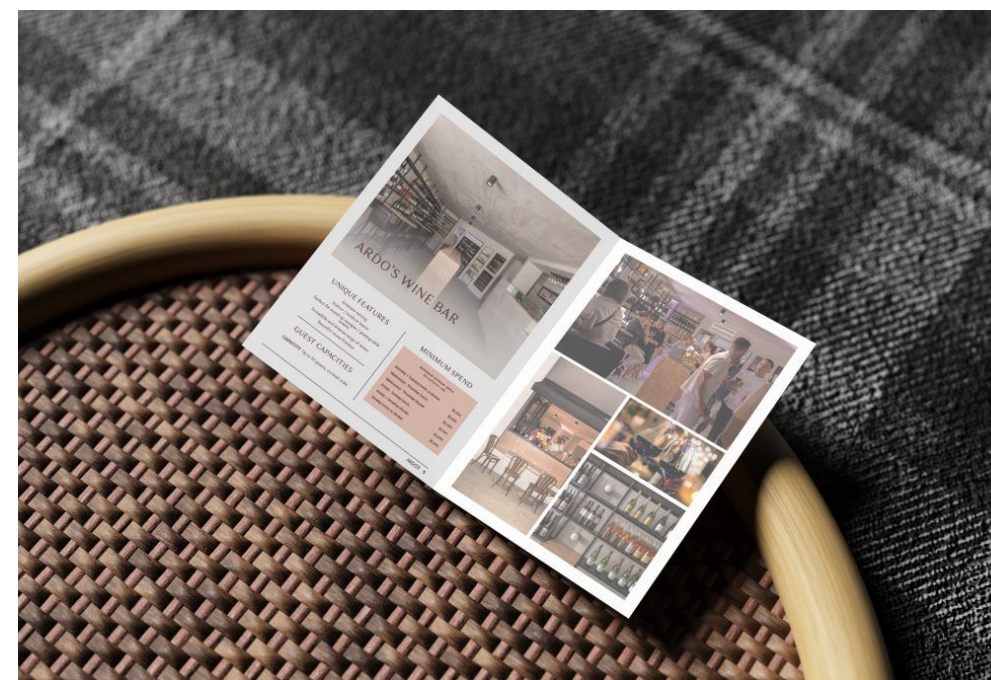
To ensure brand consistency, detailed brand guidelines are created. This includes a unified online presence, integrating your brand's identity across all of your branded touch points. This holistic approach ensures your brand stands out and engages effectively with your audience.



Graphic Design.

Our graphic design services bring your vision to life with creativity and precision. Specialising in a range of design solutions, our talented team creates eye-catching visuals that capture your brand's essence and make a lasting impression. Whether you need a striking logo, engaging marketing materials, or compelling social media graphics, we deliver designs that are not only aesthetically pleasing but also strategically aligned with your goals.

We focus on crafting custom designs that resonate with your audience, ensuring consistency and coherence across all your brand's touch points. From initial concept to final execution, our graphic design services are dedicated to helping your brand stand out and communicate effectively. Let us transform your ideas into visually stunning designs that elevate your brand and drive success.

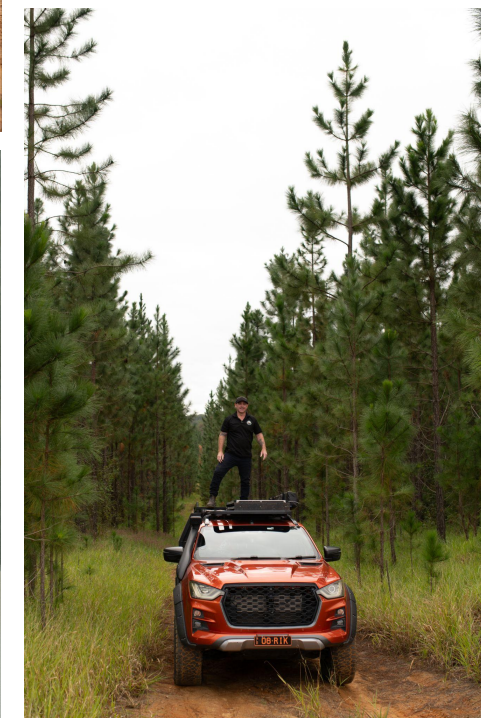


Brand Photography.

Your brand deserves to be seen in the best light. Our brand photography blends portrait and commercial imagery to create visuals that embody your identity and values.

Whether capturing the essence of your team or showcasing your products in a dynamic environment, we ensure every shot tells a story. From head shots and lifestyle images to creative branding concepts, our approach is all about authenticity and connection. We take the time to understand your vision, crafting visual narratives that reflect your brand's personality and engage your audience on a deeper level.

Our approach combines attention to detail with a creative eye, ensuring that each photo reflects the true character of the subject. We use advanced lighting and composition techniques to create high-quality images that attract attention and enhance your brand's visual presence. Whether you need striking photos for e-commerce, marketing materials, or catalogs, we ensure each image presents your products in their best light.



Product Photography.

Every product has a story to tell. Our product photography is designed to make your offerings stand out, whether for e-commerce, social media, or marketing campaigns. With a focus on lighting, composition, and detail, we ensure your products look their best while reflecting your brand's aesthetic. Whether it's food, retail items, or handcrafted goods, we create crisp, eye-catching visuals that drive engagement and conversions.

Our product photography service showcases your items with exceptional clarity and detail, designed to highlight their features and appeal. We use advanced lighting and composition techniques to create high-quality images that attract attention and enhance your brand's visual presence. Whether you need striking photos for e-commerce, marketing materials, or catalogs, we ensure each image presents your products in their best light. Our goal is to capture the essence and unique qualities of your products, making them stand out and engage potential customers. Let us help you elevate your product presentation with professional, eye-catching photography that drives interest and sales.

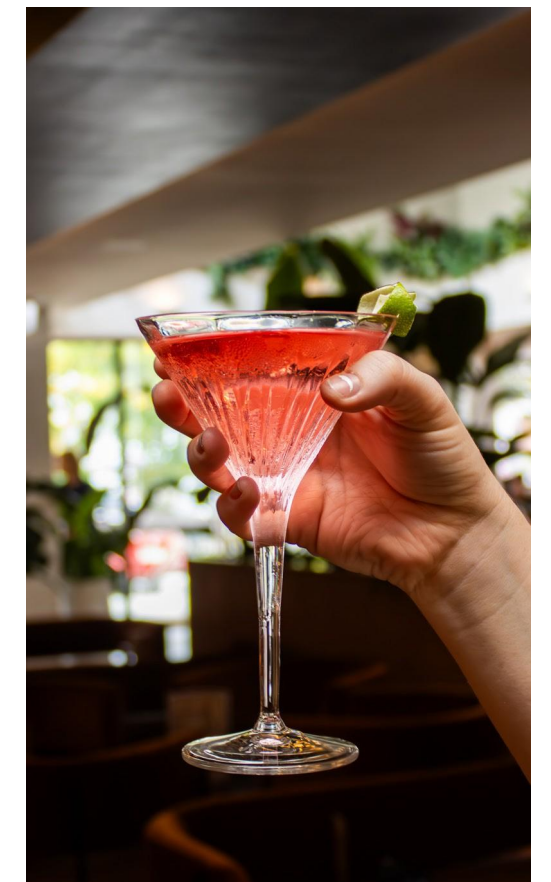


Hospitality Photography.

In the hospitality industry, visuals are essential for creating an inviting and memorable first impression. Our hospitality photography services are designed to showcase your venue, atmosphere, food, and team with captivating imagery that reflects your brand's unique vibe.

We capture the essence of your space, highlighting architectural features, ambiance, and the little details that make your establishment special. From beautifully plated dishes to candid shots of happy customers, our photography tells a story that entices guests to experience your venue in person.

Our team works closely with you to understand the mood and message you want to convey. Whether it's an intimate café, a bustling restaurant, or a sophisticated cocktail bar, we tailor our approach to fit your style and goals. The result is a collection of images that not only showcase your offerings but also immerse your audience in the experience you provide.



Real Estate Photography.

In real estate, first impressions sell. Our photography captures more than just spaces, it tells the story of lifestyle, light, and design that turns a property into a place people can imagine themselves in.

From sweeping architectural shots to intimate lifestyle moments, we highlight the details that make every home, apartment, or development unique. Whether it's showcasing off-the-plan projects, high-end residences, or community spaces, we create imagery that connects emotionally and drives engagement.

We work closely with developers, agents, and property marketers to understand your vision and audience. The result? Striking, purposeful visuals that elevate your listings, strengthen your brand, and make every property unforgettable.



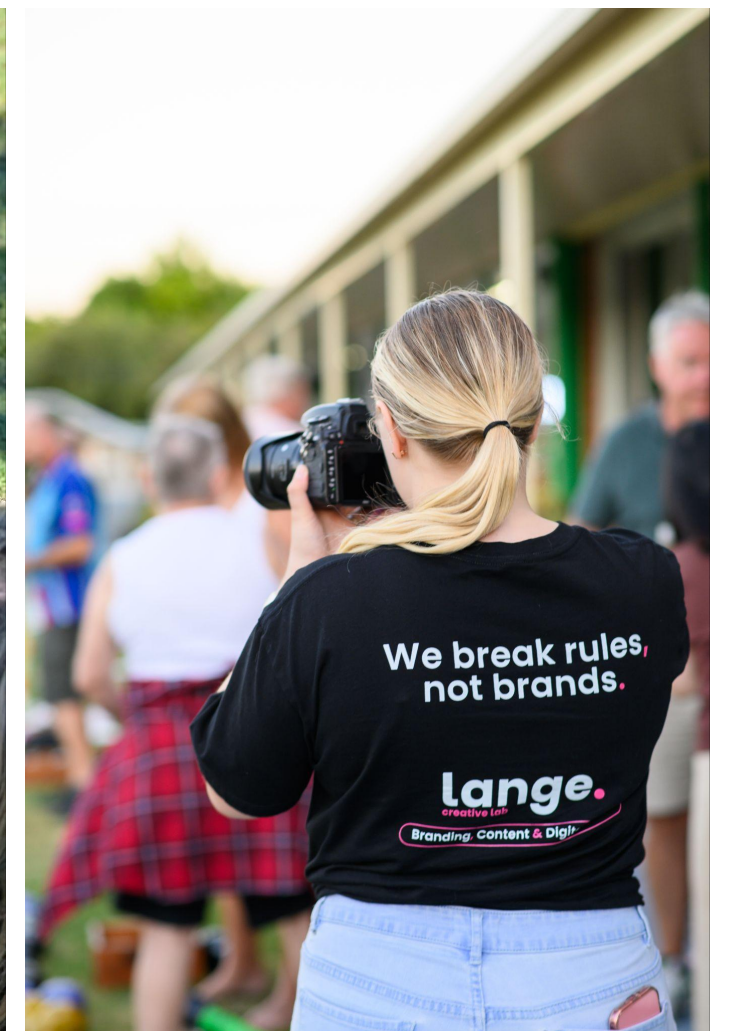
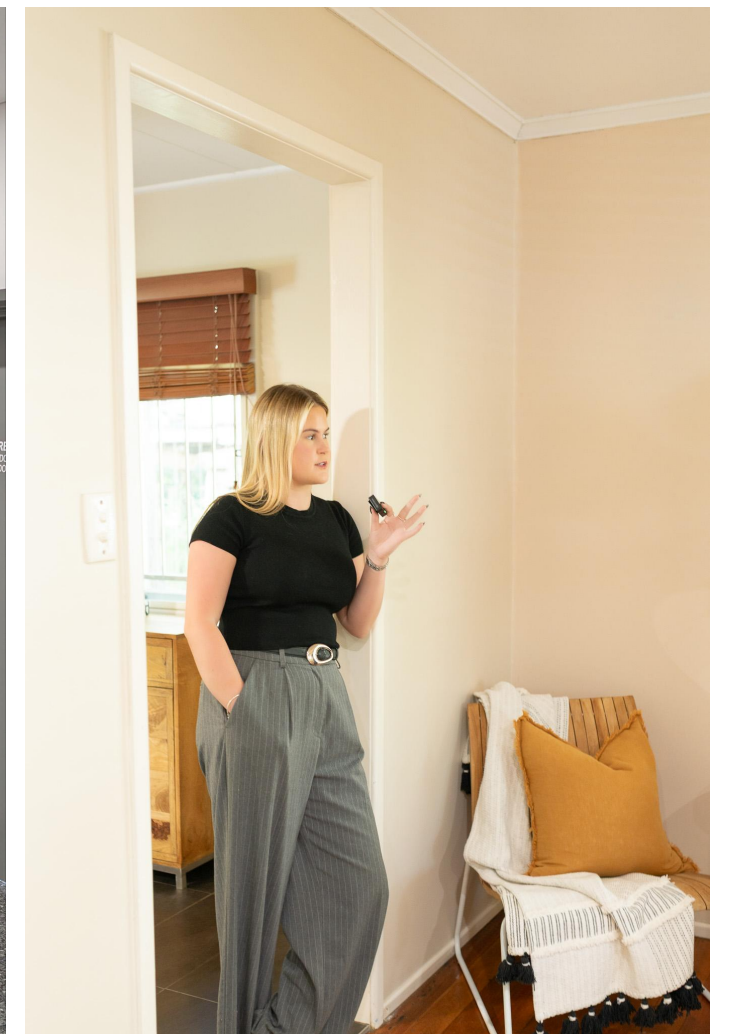
Content Creation.

Content that connects starts with intention and a team that knows how to bring it to life. Our in-house photographers, producers, and creatives craft purposeful content that captures attention and keeps your audience coming back.

From concept to delivery, we develop and produce high-quality visuals, campaigns, and stories tailored to your brand's voice and goals. Whether it's social media, digital marketing, or branded storytelling, every piece is designed to inspire action and elevate your presence across every platform.

Our team works collaboratively with you to understand your brand, audience, and objectives, ensuring each image, video, or post feels authentic and impactful. With a keen eye for detail and a flair for creativity, we turn ideas into content that not only engages but builds trust, credibility, and a strong connection with your audience.

We don't just fill feeds. We create content that builds connection, amplifies your brand, and leaves a lasting impression. By managing the full process in-house, from production to editing to delivery, we make sure your content is as bold, cohesive, and strategic as your brand itself.



Videography.

Our videography service has been refined to boldly articulate brands and businesses, capturing events, property, menus, landscapes, and much more. Whether it's handheld, cinematic, behind-the-scenes, or drone, every piece is designed to inspire action and elevate your presence across every platform. Video remains one of the most powerful ways to communicate who you are, and we treat every shoot as an opportunity to do that with intention.

We work collaboratively with you to understand your brand, audience, and objectives, ensuring each video feels authentic and impactful rather than generic or templated. From pre-production planning and shot lists through to on-the-day direction, we make sure every frame serves a purpose and every story has a clear beginning, middle, and end.

By managing the full process in-house, from production to editing to delivery, we make sure your content is as bold, cohesive, and strategic as your brand itself. There's no juggling multiple vendors or chasing down files; one team carries your vision from first concept through to final cut.

Our videography spans promotional content, event coverage, property walkthroughs, hospitality storytelling, and branded campaigns, always tailored to the platform it's destined for. Whether the result is a polished hero video for your website or a fast-paced reel for social, every output is built to perform in the space it lives in.



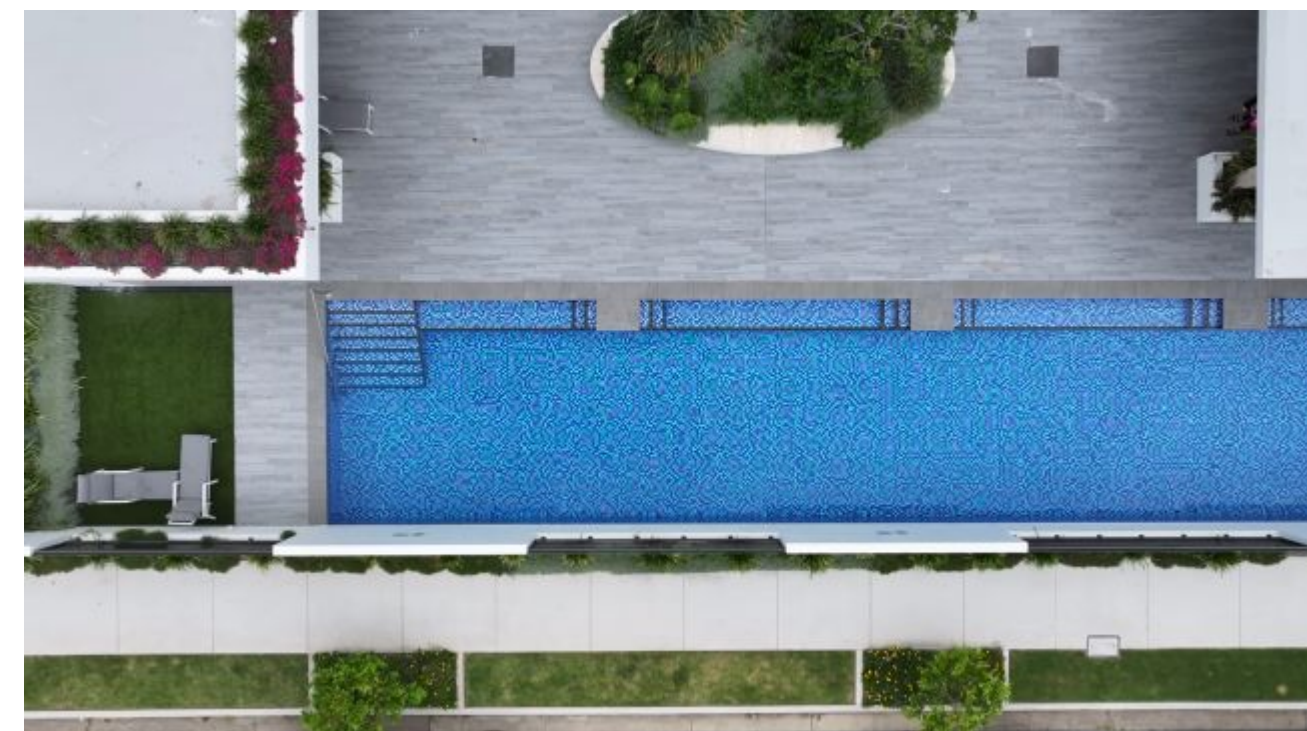
Drone Footage.

Some stories need a different vantage point. Our drone footage adds scale and cinematic impact to property, events, and landscapes, capturing the sweeping shots that ground-level cameras simply can't reach. There's a reason aerial footage stops people mid-scroll: it shows context, scale, and ambition in a single frame, instantly elevating the perceived value of whatever it's capturing.

Whether it's showcasing a development site, framing a venue at golden hour, or adding a final hero shot to a promotional video, drone footage gives your brand the kind of polish that stops the scroll. We plan every flight around your location, your lighting, and your story, so the footage feels considered rather than bolted on as an afterthought.

Fully licensed and insured, our drone operators work to the same standard as the rest of our production team, meticulous planning, careful execution, and footage that's edited to sit seamlessly alongside your other content. It's not about flying for the sake of it; it's another tool in the kit, used with intention, to make your brand impossible to ignore from every angle.

From real estate listings to hospitality venues to large-scale events, aerial footage gives audiences a sense of place that's hard to capture any other way. Paired with our ground-level photography and video, it rounds out a complete visual story, one that shows your brand at every scale, from the smallest detail to the bigger picture.



Podcasting.

From concept to recording, editing, and distribution, we craft podcasts that cut through the noise, spark conversation, and keep your audience coming back for more. A podcast is one of the most direct ways to build trust with an audience, it's intimate, it's ongoing, and it gives your brand a voice in the truest sense of the word.

Every episode is designed to showcase your story, amplify your expertise, and leave a lasting impact, all while staying on-brand and on-schedule. We help shape the concept, define the format, and build a content calendar that keeps momentum going long after launch day, so your show doesn't fizzle out after episode three.

Whether you're launching a new show or levelling up an existing one, we handle the full process in-house. That means professional recording, considered editing, branded show assets, and distribution across the platforms your audience actually listens on, so you can focus on the conversation while we handle everything else.

We also help podcasts work harder for your broader content strategy, repurposing episodes into short-form clips, quotes, and social content so a single recording session fuels weeks of material. It's not just a podcast, it's a content engine, built to grow alongside your brand.



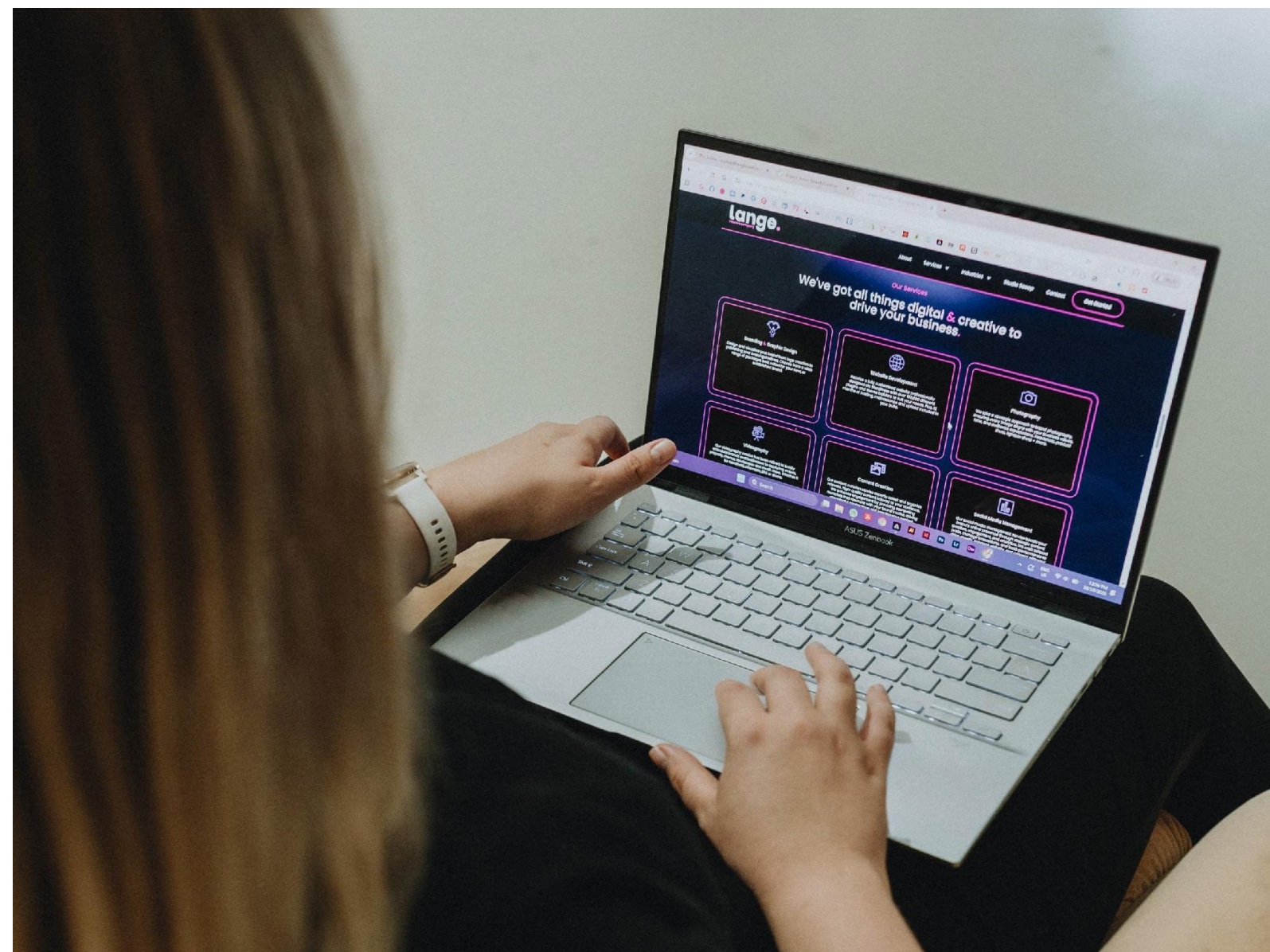
Website Design & Development.

Your website isn't just a digital presence, it's your brand in action. We design and build high-performing, custom websites that reflect your brand's unique personality, values, and vision. Every layout, interaction, and visual element is carefully crafted to captivate your audience while telling your story with clarity and confidence.

We go beyond aesthetics. Every site we create prioritizes seamless user experience, intuitive navigation, and responsive functionality that works flawlessly across devices. Advanced features, smart integrations, and strategic AI tools ensure your website isn't just beautiful, it's intelligent, adaptable, and built to perform.

SEO, speed, and performance are baked into every project. From metadata to site structure, we optimise for visibility, engagement, and conversion, making sure your audience finds you — and stays. Fast loading times, smooth interactions, and thoughtful design all work together to keep visitors engaged and coming back.

And we don't stop at launch. Our ongoing support ensures your website remains secure, up-to-date, and evolving alongside your business goals. By combining creative design, technical innovation, and strategic optimisation, we deliver websites that don't just look exceptional, they drive real, measurable success.

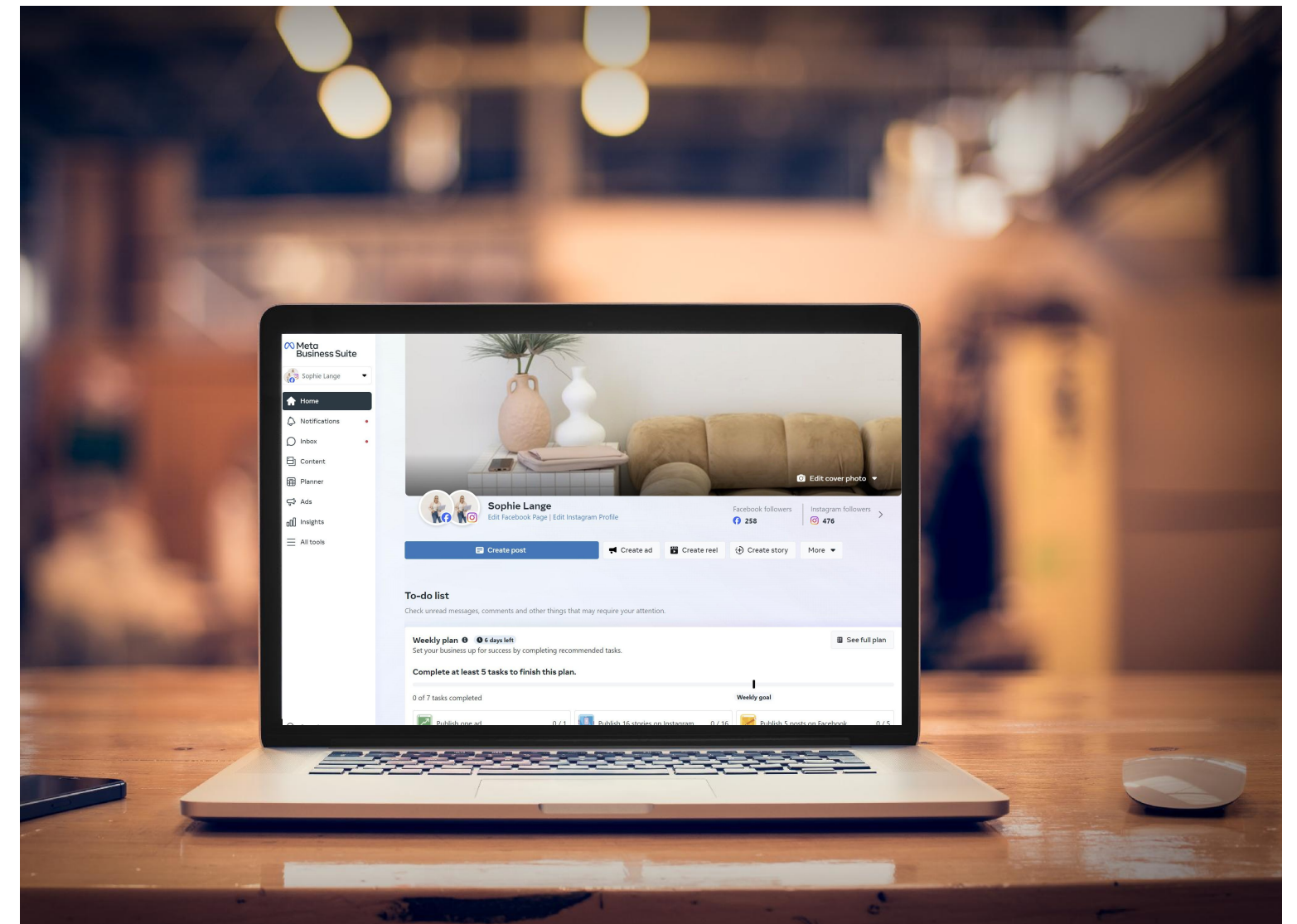
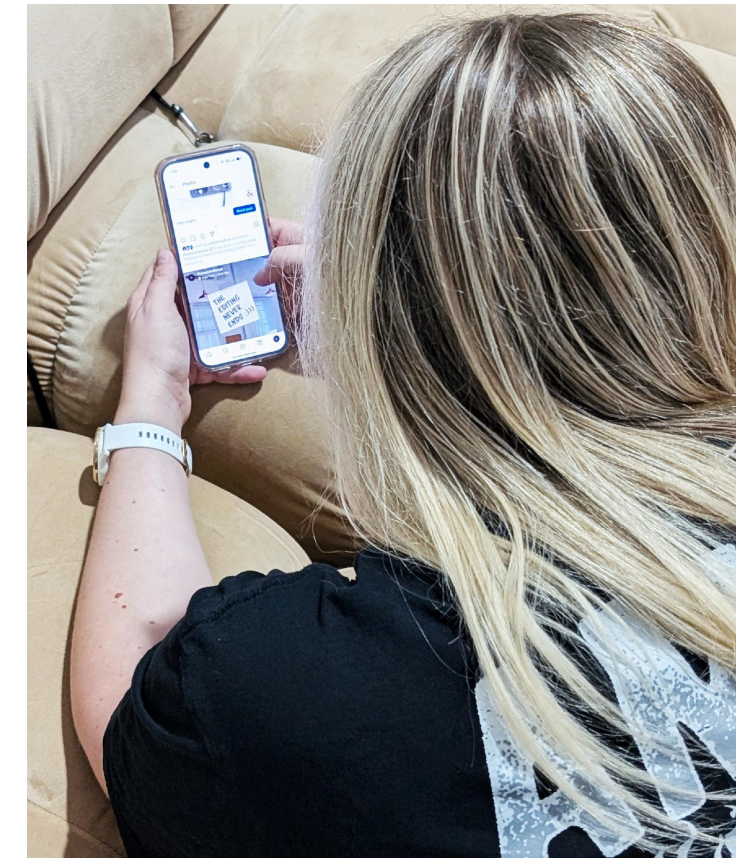


Social Media Management.

Our social media management service, paired with strategic planning, elevates your brand's online presence with precision and creativity. We don't just manage your social media accounts; we develop a comprehensive strategy tailored to your business goals.

Our approach includes crafting engaging content that resonates with your target audience and aligns with your brand's voice. We implement data-driven strategies to maximize reach and engagement, ensuring your social media activities drive meaningful interactions and results.

We also handle the scheduling, monitoring, and analysis of your social media performance, providing insights to continuously refine and improve your strategy. By focusing on both creative content and strategic execution, we help you build a strong, consistent presence across all platforms, enhance your brand's visibility, and achieve your marketing objectives effectively. Partner with us to transform your social media into a powerful tool for growth and engagement.



SEO, SEM, & Analytics.

Our analytics service delivers in-depth insights to drive business decisions and optimize performance. We transform raw data into actionable intelligence using advanced tools, tracking key metrics, monitoring user behavior, and measuring campaign effectiveness.

Our service includes detailed reports and visualizations that uncover trends, opportunities, and areas for improvement. Beyond creating and scheduling posts, we analyze performance metrics to refine our approach and drive better results. We help you understand your audience's preferences, optimize marketing strategies, and make data-driven decisions that enhance business outcomes.

By choosing us, you gain a partner dedicated to boosting your social media and website presence with effective strategies and creative solutions. We ensure your brand stands out in a crowded digital landscape and connects meaningfully with your audience. Let us turn complex data into actionable insights that drive growth and success for your business.

In partnership with

OCEANIA
MARKETING GROUP



Out of Home Advertising

With coverage of 85% of major and secondary arterials, investing in out of home advertising is perfectly placed to reach and impact the target audience.

- ★ Billboards are the **most impactful** of all OOH, and are **35% more likely** to capture attention
- ★ 2X more likely to improve the stature of a brand
- ★ Street Advertising is the **most efficient OOH channel** to drive mass reach and frequency

If your brand doesn't impact customers, sales growth will be impossible. Top of mind brand awareness and consideration are the foundation for driving transactions.



Public Relations.

Our public relations service is designed to elevate your brand's reputation and visibility through strategic communication and media engagement. We craft compelling narratives and manage your brand's public image to ensure it resonates with your target audience and aligns with your overall branding goals.

We handle everything from press releases and media outreach to event coordination and crisis management, ensuring that your brand is consistently represented in a positive light. Our team works to build and maintain strong relationships with key media influencers, bloggers, and industry leaders, positioning your brand prominently in the public eye.

By leveraging our expertise in public relations, we help you enhance your brand's credibility, increase media coverage, and manage public perception effectively. Let us manage your public relations strategy to build a strong, influential brand presence and foster meaningful connections with your audience.



Print Production.

Lange Creative Lab partners with a sustainable, affordable Australian based trade only printer. We're proud to state that we have been certified as a Sustainable Green Printer by the Printing Industry Association of Australia.

For every 1000 business cards printed, a tree is planted in devastated bushfire land all across Australia to restore our beautiful bushland. Our paper stock is Forest Stewardship Council (FSC) Certified papers. It doesn't end at our business cards, all production that runs through our print shop is sustainably sourced and nurtured ethically in accordance to the FSC.

If you're worried about cost, don't be. Because we'll not only price match, we'll do better.



Promotional Gear.

Your brand deserves to be seen on more than a screen. At Lange Creative Lab, we source, design, and deliver branded merchandise and corporate gifts for every occasion — from everyday essentials to the completely unexpected.

Apparel, tech, homewares, curated gift boxes, client thank-yous, event kits, if you can put a logo on it, we can make it happen. And if you're not sure where to start, just tell us the occasion, the vibe, and the budget, and we'll handle everything from concept to delivery.

Bold, intentional, and always on-brand, because the details are what people remember.



Signage.

We know that impactful signage is key to making a strong first impression and creating lasting brand visibility. That's why we've partnered with Artica Printed Goods to deliver exceptional signage solutions tailored to bring your brand to life.

From storefront displays and window decals to event banners and custom signage, our collaboration combines Lange Creative Lab's strategic branding expertise with Artica's quality craftsmanship. Together, we offer a seamless process, from concept to installation, ensuring that every sign is visually compelling, durable, and perfectly aligned with your brand's identity.

In partnership with



Why us?

Lange Creative Lab is proudly female-owned and operated, led by Managing Director Sophie Wyllie. We challenge conventions, push boundaries, and lead with creativity and strategy that's as bold as it is smart.

When you work with us, you're not just getting an agency, you're joining a team that thrives on curiosity, collaboration, and doing things differently.

Creativity without purpose is chaos, and data without personality is dull. The magic happens when curiosity leads the way, when ideas are not only bold but also intentional, crafted to make an impact. At Lange Creative Lab, we believe that the best results emerge at the intersection of strategy, creativity, and fearless experimentation. Bold ideas aren't afraid to chase what truly matters, and we guide our clients to embrace that mindset every step of the way.

Every project is an opportunity to push boundaries, explore new perspectives, and tell stories that demand attention. We don't settle for the ordinary; we seek out the unexpected, the striking, the unapologetic. Our team thrives on curiosity, collaboration, and a relentless drive to turn insight into action, whether that's through brand identity, website design, content creation, or digital strategy.

We help brands and creators step into their most confident, authentic selves, creating work that resonates, engages, and leaves a mark. Because in a world full of noise, it's not enough to exist, your brand needs to be seen, heard, and remembered.



Your success is our success.

We are dedicated to continuously refining our services, ensuring they remain relevant, impactful, and aligned with evolving market demands. By embracing innovation and implementing strategic scaling, we aim to drive lasting value and help our clients achieve their own success. Growth to us means not only increasing our footprint but also building a reputation for quality and reliability. Through adaptability, consistent improvement, and a commitment to delivering exceptional results, we aspire to make a long-term impact in every partnership we undertake.

We're Trusted.

Just to name a few, we've worked with a large and extensive network of clients and suppliers who trust us and our services.



Let's start the conversation.

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lange.
creative lab

