

COGdesign[®]

PERFORMANCE CONTENT DESIGN

Case Study – Bondi Active

BONDI~ACTIVE

DISCOVER



THE COG DESIGN APPROACH TO PERFORMANCE CONTENT

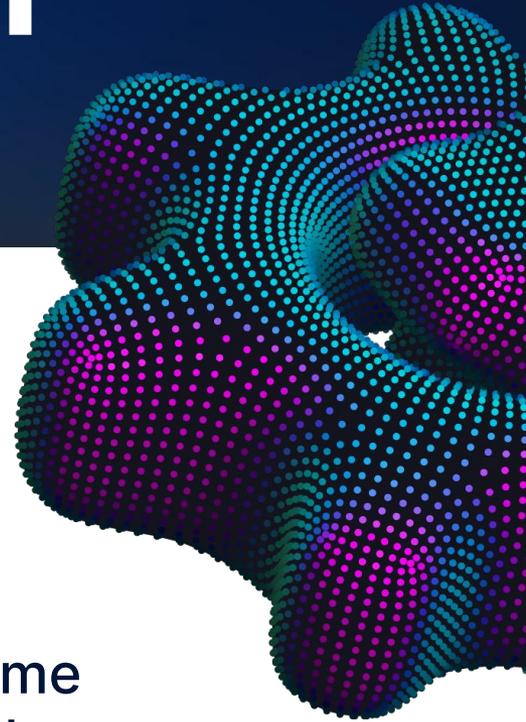


BONDI~ACTIVE

This document will introduce you to one of the COG Design Performance Content projects as a simple case study.

It supports our work experience and provides some insight to how we connect brand to business and provide value in our brand and marketing services.

Read through, enjoy, and get in touch anytime!



START!







WHAT WE KNEW FROM THE START

We knew that [Bondi Active](#) needed a proven Australian brand design agency to generate some noise in their space and cut through with unique and innovative creative solutions.

We also knew that the Bondi Active brand needed a Sydney Design agency that is affordable, understand how to tap into the creative directors vision, and above all how to create performance content for social media.

Plus, their business wanted a team of branding experts to offer solutions for campaign deployment and rollout across various social media platforms.



ABOUT THE CLIENT

Born and raised in Sydney, Bondi Active is where sweat meets the sea, the perfect active wear for beach-side bodies that will work hard and play fair with you.

Designed with fitness in mind from Australia's unofficial outdoor training capital, Bondi Active represents everything we love about the place we call home. Whether it's pounding the promenade at dawn, soft-sand sprints by dusk, cheeky mid-arvo dips or pre-coffee chin-ups, our gear is stress-tested to go the distance.

With comfy, locally designed pieces for both men and women, Bondi Active is everyday active wear that will keep its shape and hug you in all the right places, that you don't have to sacrifice brunch for.

Inspired, created, and sold by the beach, it's easier than ever to get a bit of Bondi in your wardrobe. Wear confidence in active wear, that's a little bit, Bondi!



BONDI~ACTIVE

Interior
storm flap

...POMDI ACTIVE POMI...

Coated
watertight
front zip



00:13

📶 ⚙️ 🔄 vimeo

FROM THE CLIENT

“COG Branding simply lifted us. Prior them coming onboard we fumble our eCommerce opportunities. They not only increased our revenue but also our teams knowledge around digital marketing and trading online”.

- [Chad Ketting](#), Operations Manager



THE KEY COG DESIGN CREATIVE & BRANDING IN THIS PROJECT.

Video Editing

Video editing is the manipulation and arrangement of video shots. Video editing is used to structure and present all video information, including films and television shows, video advertisements and video essays.

COG Design takes video editing to the next level with motion graphics and visual effects. We shoot clips to create stunning videos with effects, dynamic audio for lifestyle brands.

Social Media Video Assets

Videos are synonymous with websites and social media channels like [Facebook](#), [Instagram](#) and TikTok. These pieces of content can be used in various types of marketing campaigns. These assets have business value.

The content you share builds your brand, and the more planning and effort you put into your svideo assets, the more you're likely to get out of it.

Performance Content

Performance Content is our process of creating and optimizing content in pursuit of business outcomes.

Performance-driven content is a data-driven approach to content that can ensure your content ecosystem evolves the way it should, meeting the needs of your content consumers.

Brands use data-driven approaches to redefine which content they create and how they do so.



MAIN CHALLENGES

Whether you are starting your first project or have a lot of experience, one thing is for certain nothing that is worth doing is easy, nor is it meant to be.

All projects have challenges and people really rely on COG Design for our astute and confident project management.

Our team proactively engages with our clients during the project planning phase to ensure we meet the exact requirements as well as understand the expectations.

- **Managing Talent on location.**
- **Ensuring best product features rise to the surface.**
- **Create a suite of performance content that appeals to all individuals within the brand targeted demographic.**
- **Deliver an onbrand experience in a world famous location so the brand is dominant.**





BRIEF SUMMARY



Bondi Active approached COG Design with a brief to deliver the asset production and digital marketing for the launch of the Bondi Active brand to the world.

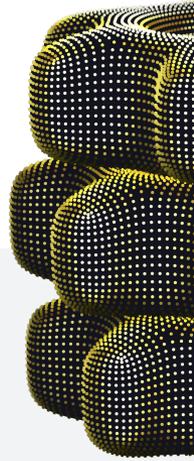
#BondiActive is where sweat meets the sea. Activewear that will work hard and play fair with you. Activewear that's a little bit, Bondi!

With a successful store at the iconic Bondi Beach, [COG Design](#) were briefed with a performance content production requirement that would provide both physical retail stores and online store engaging and uplifting branded content. The Bondi Active eCommerce and content marketing strategies demanded that the performance content marketing functioned as an innovative suite of creative assets, that when deployed across instore and online platforms resonate with the targeted audience and engage them to take action.

Bondi Active wanted to partner with a Sydney Design agency that can provide full service solutions in design, digital marketing, video content production and editing, photography and rich media. Importantly, the integrated agency solutions on offer via the broader COG Branding group was to deliver digital marketing elements in research, key insight, and eCommerce conversion focused advertising executions across the Google DoubleClick and AdSense platforms.



SOLUTIONS SUMMARY



Simple straight forward video and image assets to offer a virtual brand experience.

A series of product shoots and video and photography edits, showcasing a range of seasonal apparel and accessories. Performance Content from the location shoots edited, optimised and refined for a variety of digital and retail platforms.

By having access and control to all Bondi Active digital touchpoints we were able to create a comprehensive Performance Content solution to provide campaigns and brand marketing that would be relevant to a global seasonal market (northern and southern hemisphere's functioning in opposing seasons).

Key to our Performance Content strategy was to generate assets that coincide with this global strategy, and, to support organic growth where possible. COG Design focus on Owned Media, and , are focused on ensuring that the content we produce is a value asset that remains timeless and supports an organic brand growth opportunities.

As Bondi Active is largely a destination brand, the emotional reinforcement from Performance Content is unsurpassable and a key requirement in this strategy that takes Bondi Beach active to the world!



LOND CASH

Water/
Windproof



RESULTS SUMMARY



Go live with project Success!

- Exceeding 200%+ ROAS on average for over 12 months from Google Ads and Facebook Campaigning for the Bondi Active brand.
- Local recognition also increased store visitation and retail sales which delivered against the omni-channel aspect of the brief.
- With domain authority increasing and the brand increasing its stock holding and product range size, the digital assets continue to achieve growth off the strong foundation COG Design performance content created.
- Key brand theming that is closely connected to the geography of Sydney and Bondi Beach, allowing leverage of what is a world famous beach to be part of the Bondi Active brand via performance content.



THE COG BRANDING PRODUCT SOLUTIONS

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Creative[®]
Direction

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**WE'VE DELIVERED PROJECT SUCCESS
FOR COMPANIES THAT YOU KNOW.**

**BUT WE'RE SMALL BUSINESS
SPECIALISTS READY FOR NEW
PARTNERSHIPS.**



CLAIM YOUR FREE 30-MINUTE BRIEFING SESSION

Getting results like this case study is only a phone call away.

If you're serious about dominating your market and maximizing — down to the last dollar — your branding ROI, you must step up and take brand marketing seriously.

If you have any questions, or would like our help on implementing the type of strategy we've presented here take advantage of our free 30-minute strategy session where we'll discuss your business goals and challenges.

Please note this is not a sales call. You will be speaking with one of our highly experienced marketing experts, not a salesman.

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