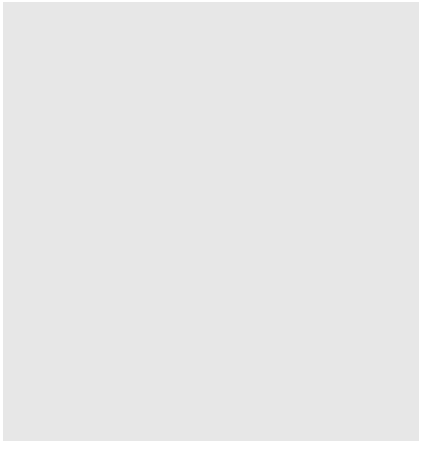
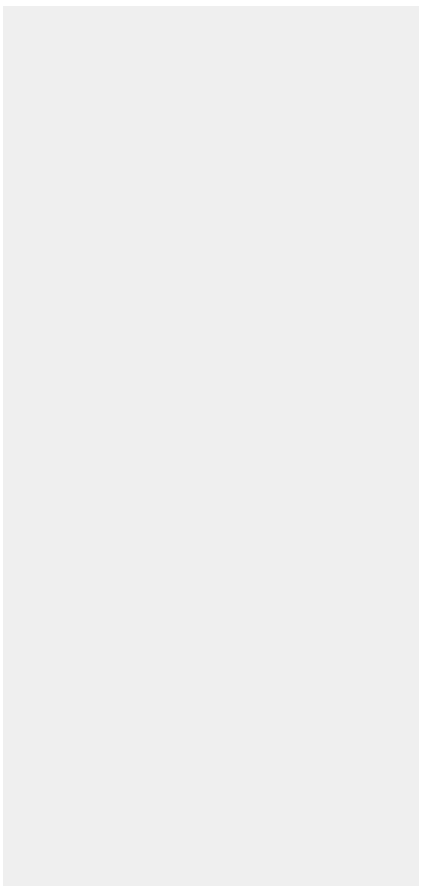
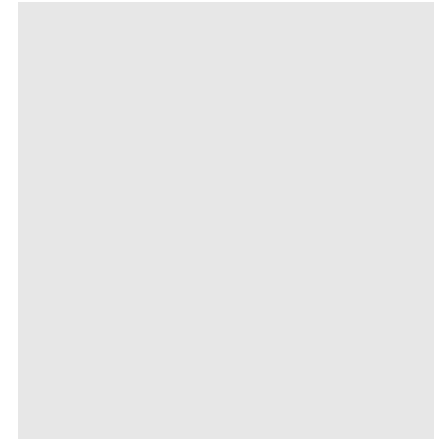


{ Not
so
long
ago. }



Publication
Nº8.





Got the gist?
Independent studies have unquestionably demonstrated that people working with flicker free monitors, simply work longer. It's all to do with the notion of eye fatigue.

So if you want yourself, and all others in your firm to stay working longer you simply must be looking at monitors that refresh their screens above the 60 times a second of standard VGA.

The cost isn't \$4,500, or \$3,500, or \$2,500, or even \$1,500, our unlimited colour MAG MX15F costs just \$999,*** unbelievable. For that pittance you unpack an ultra high resolution of 1280 x 1024, our remarkable flat screen technology picture tube with the innovative Invar shadow mask, a purposeful LED status indicator, an overscan capability, and an intelligently practical swivel base.

Our MAG MX17F weighs in at just \$1,850,*** again utterly unbelievable. It comes complete with unlimited colour capability, dynamic focus circuitry, manual degaussing and daisy chain capabilities.

And lastly, there's our just released MAG DX15F, which is the world's first 'Green Ready' monitor, which saves a staggering 80% of power.** It also meets all Swedish MPR II guidelines. Not \$2,500, just \$850,*** again unbelievable. Right out of their boxes they'll all plug into any power supply, and any system, MS DOS or Mac.

Really, filling in the coupon only once will do, or call Grant Morrison on Sydney 975 3727, or Melbourne 888 8288, or Brisbane 267 1687, for the name of your closest flicker free dealer.

Do pop in the post, or call, today.

MAG
INNOVISION

These same independent studies suggest a refresh rate of 70 times a second. Well, we can vertically refresh 120 times a second. But hang on, before we launch into selling you our monitors we'd like to sell you on the company that makes them.

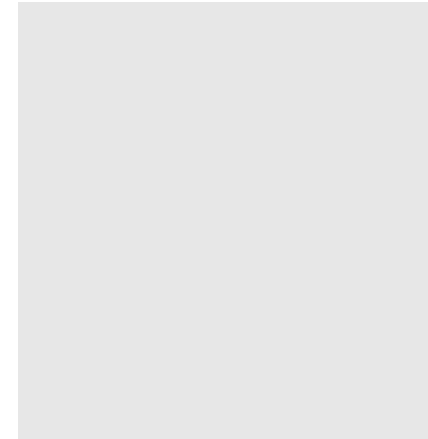
Despite the cold breath of the recession, MAG Technology has gone from start up to \$150 million a year, in just five years. That's the stuff industry legends are made of, but what's about to be even more legendary are the monitors that roll off their production line.

We don't say that, our peers keep on repeating it. In 1991, and 1992, PC World awarded our colour monitors 'Best Buy'. In 1991, 1992 and 1993, PC Magazine awarded our monitors 'Editors' Choice'. Again in 1993, PC World awarded our MAG MX15F and MAG MX17F 'Best Buy'.

Impressed? Well hold the 'ohhs' and 'ahhs' until you've seen the prices.

We won this account in a pitch. They wanted ads that were as innovative as their new range of monitors. The series of double page ads appeared in major computer magazines. The series was also completed as single page versions and appeared as full pages in The Australian Financial Review. They sold out of their quota for Australia. Epson also liked the ads and we were asked to do their launch of notebooks. That was successful and we were asked to do the marketing for their printers. When Peter Dawson, Marketing and Sales Director, was headhunted by Samsung he took us with him. He kindly said we were a large part of his success.

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We are larger than you think.



For Letter, Australian Professional Income Protection, April 27, 1995

Somewhat misguidedly, many people may judge the size of an insurance company solely by the size of its advertising activities.

We think that there is a more important measure. We'd like you to judge us by the size of our insurance activities.

No doubt, you'd be a little impressed to learn last year we paid out more in income protection claims than AMP wrote in income protection new business.

That's a large amount of insurance.

Then, with even less doubt, you'd be even more impressed to learn that we paid out a lot more than that. In fact, last year we paid out about the same in income protection claims as National Mutual and AMP wrote in new income protection sales. That's a very large amount of insurance.

Again, somewhat misguidedly, many of you may

decide to place your risk insurance with us, solely by the size of these numbers. We suggest that more important than numbers, are people.

We have devised a range of products that offer more benefits to our clients than many of our competitors. And history has shown that 80% of the claims we get from our clients are processed within 48 hours. As well, we have devised management priorities for our advisers to ensure that new business is processed on the same day, with all mail processed by the next day.

Lastly, we'd like you to judge us not by the size of our numbers, or how we treat others, but by how we treat you.

We'd like that opportunity. To begin, fax or post the coupon to your adviser, for our facts sheet. Or call your adviser.

Today.

Australian Casualty & Life

Write a lot larger than I thought, send me more claim information.

Name _____ Title _____

Company _____

Address _____

Postcode _____

Telephone _____ Facsimile _____

Adviser's name _____

Coupon can only be obtained by completing a request application form. All information contained in this form has to cover as of July 1995. Please post or fax this coupon to your adviser.

After years of earning our stripes in the insurance industry with campaigns for Lumley Life, QBE, MLC Life, Friends Provident, Greater Pacific Life, and GIO we were asked by Australian Casualty to bolster the awareness of the company.

The completed series of double page ads were also the centre page spreads in the marketing brochures we did that were distributed to agents, policy holders, and enquirers.

Back then, all done by post.

The campaign was noticed by ANZ Life, and we went on to do their marketing for business insurance and annuities.

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Become The World's Fastest Accountant.

7.00am. Hotel room in Perth. Your TravelMate is receiving the last of the faxes** from your earlier rising audit team in Sydney.

8.10am. Breakfast arrives and your power up Windows 3.1 is under 30 seconds with our unique Windows Optimized Disc.

8.40am. Back into the telephone socket and your TravelMate networks with the mini at head office, as the down loaded data pages will be ready for you to dispatch this afternoon, printed and bound.

9.05am. In the taxi and on the plane with 256 colours, a VGA 640 x 480 screen and an ultra accurate Microsoft BallPoint you are direct pages of your audit presentation with shots of wedding plant and rolling mill equipment, so the audit will be full of interest, not just full of figures.

1pm. One hour out of Sydney, you fill out last week's billings diary, add to your expenses list, finish your monthly partner's report and reply to your mail.

3pm. While you're out hunting a sandwich, back on your desk, your TravelMate is plugged into your micromini*** printing your letters and their envelopes, and is receiving the faxed copy for this month's newsletter from your public relations team. It can also stay connected to Ethernet**, Token Ring* and other SCSI compatible devices.

4.06pm. For the next hour you fly through the creation of tomorrow's sales pitch to the bank for their investment funds tax work.

5.32pm. And you're humper to bumpering your way home, early again. Your TravelMate falls off the back seat, but that's nothing, it's built to withstand shocks of 3G.

7.00pm. In case tonight's Mini Series is a let down, you'll be able to polish up your Rotary speech, finish off your Car Club correspondence, and plug your TravelMate into the socket to get the mail from your American Software Club.

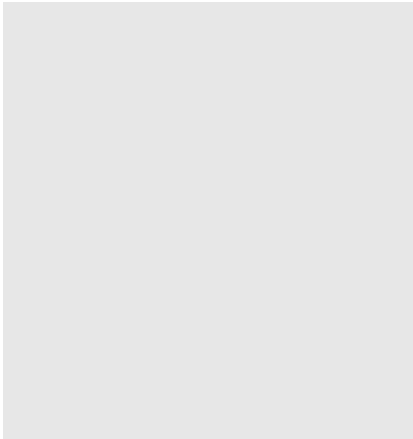
It may not even need a recharge yet, because it's been tested at five hours and beyond. There's our remarkable BatteryPro software on board. And the processor innovatively shuts down between key strokes.

To find out just which of our 7 new 486 notebooks is best to help you, call Sydney on 878 8000, Melbourne on 696 1211, or toll free 008 024 853. Or if you're too busy to call, we also send help by post.

TEXAS INSTRUMENTS

EXTENDING YOUR REACH WITH INNOVATION.™

*Not available with some screens. **A network without money is its responsibility system. ***Sustainable high quality 800 x 600 dpi color printer with resolution from Texas Instruments. All other trademarks are the property of their respective owners. © 1997 Texas Instruments. All rights reserved. This advertisement is a trademark of Texas Instruments Corporation. Texas Instruments is a registered trademark of Texas Instruments Corporation. Windows is a registered trademark of Microsoft Corporation. BallPoint is a registered trademark of Texas Instruments Corporation.



Campaign notes.

This was one of our very first vertical marketing campaigns.

Texas Instruments wanted to take their message away from the usual feature by feature comparisons in computer magazines.

They stopped all public advertising.

All their competitors thought they had dropped out of the market.

Not at all.

We completed a series of double page ads that were placed in vertical industry journals. This particular one for accountants.

The sales team then called all major accountancy firms in Australia, arranged presentations in front of the partners and staff, and sold out of their quota.

The rights to both the text and design of this ad are owned by our client, rights reserved.



And it'll start helping you fast, from the start of the day.

7.15am. At home. Your TravelMate has just finished receiving the fax** confirming the dimension schedule of the marble being shipped from Italy.

It can also snap contact to Ethernet*, iBeez* (ring), and other SCSI compatible devices.

7.45am. As you warm up the grid, you power up Windows .NET in just 30 seconds, with our unique Windows Optimised BIOS. In 3 minutes you've added this latest materials data to that of the steel trusses, and plate glass. And in just 10 minutes you've finished your scheduling report, and have fixed it to the construction office on-site. MSN 10 (8 KB) is also pre-installed.

8.00am. On floor 16. On advice from the structural engineer you reconfigure the supporting columns from floor 16 through 16 right before her eyes with a 256 colour VGA screen. As you talk your

TravelMate redraws every floor with 186 power, at a mighty 50MHz.

10.20am. Plugged into your CAD printer in the on-site office your TravelMate outputs the new set of plans for all the floors, and fixes the new materials schedule to the steel supplier.

11.55am. In half an hour in a coffee shop. You update last week's billings, look on your recent expenses to your office management file, reply to your mail, make notes about the recent quotes on the concrete stressing and write a letter to your daughter in Spain.

2.15pm. Out in the suburbs, on a bare muddy plot, you click your ideas about a split level up on screen right in front of your client couple. On the way back in to the office your TravelMate is plugged into your mobile faxing through the plans to the husband's office for their work on the weekend.

4.45pm. Back in the office with a 640 x 480 screen and an ultra accurate Microsoft Ballpoint you layout the photographs, tables and scanned sketches for your pitch on the warehouse conversion tomorrow. Finished, you plug your TravelMate into your microLaser*** and output all 3 copies of the 311 pages.

5.15pm. Another early night. And as you fumble for the car park card you're already looking forward to a quiet evening smooched on the balcony doodling at 50MHz with the facades of your holiday cottage, and tightening up your article for the journal.

If needed, your TravelMate, with our unique BatteryPro will keep on CAD'ing all evening. It probably won't need a recharge just yet, because it's been tested at 5 hours and beyond.

To find out just which of our 7 new 486 notebooks is best suited to help architects rediscover that they're architects, call Sydney on 910 3100, Melbourne on 039 1211, or toll free 088 021 854.

Or if you're too busy to call, we also do trials, courtesy by post.

TEXAS INSTRUMENTS

EXTENDING YOUR REACH WITH INNOVATION.™

Do Architects Have Enough Time To Still Be Architects?

- It's the best of both worlds. The world's most powerful laptop.
- More power. More speed. More performance. The TX2 is a 50MHz processor.
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This double page ad appeared in the architects industry journal. The sales team then called the major architectural firms, and did presentations to partners and staff.

The rights to both the text and design of this ad are owned by our client, rights reserved.



8.10am. Dropping by the office you plug your TravelMate into a microWriter*** for printing the 8 copies.

For Returns That Could Last A Career Invest The Next Forty Seconds.

9.45am. In the presentation you plug your TravelMate into the overhead video unit and orate your sales pitch with many colourful phrases, graphics, charts and tables, 256 colours in fact.

12.05pm. At the back table in your favourite restaurant, you write a short report on the presentation for your partners, update last week's billings, add to your business expenses file, reply to your mail, earmark bills to be paid, and finish a letter to your son in Dallas.

1.15pm. Back in the office, your first client arrives. At 50MHz a custom investment plan is created right before their eyes. Fine and not-so-fine tunings are made there and then. They get a hard copy 3 minutes after nodding an approval, and you get complete transaction papers for the fund managers in 2.

For each client appointment this happens like clockwork, with a 50MHz clock.

7.06am. In your study your TravelMate is just finishing receiving the daily market report faxed** from New York. Stocks are up. Property Trusts are faring well. Soya bean is hotting up, and the coffee's about to boil over. It can also simply snap connect to Ethernet**, Token Ring**, and other SCSI compatible devices.

7.08am. With coffee in one hand and your superannuation pitch in the other you sit down in front of your TravelMate. Windows 3.1 is powered up in just 30 seconds, with our unique Windows Optimised Bios. For the next hour you finesse up this sales pitch, clicking backwards and forwards between the document and your own custom spreadsheet. MS DOS 6.0 is also pre installed.

8.10am. Dropping by the office you plug your TravelMate into a microWriter*** for printing the 8 copies.

9.45am. In the presentation you plug your TravelMate into the overhead video unit and orate your sales pitch with many colourful phrases, graphics, charts and tables, 256 colours in fact.

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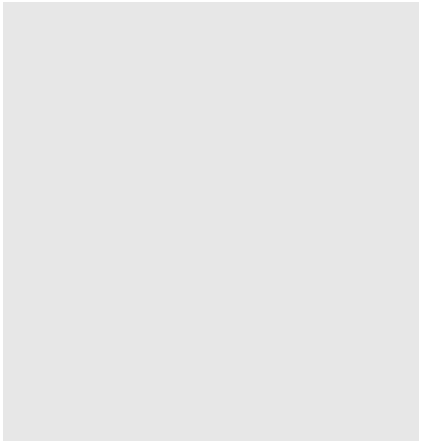
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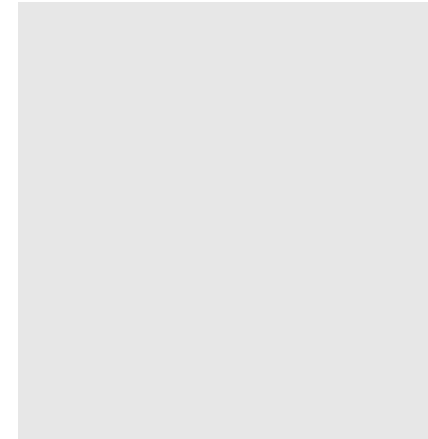
TEXAS INSTRUMENTS

EXTENDING YOUR REACH WITH INNOVATION.SM



This double page ad appeared in the financial planners industry journal. The sales team then called all the major financial planning firms, and did their presentations to partners and staff.

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We had competed a successful vertical marketing campaign for a client, and when they were headhunted to the accountancy firm of Howath and Howath we went with them.

This double page ad was placed in the franchise vertical journal.

The directors tasked with winning clients from that vertical then called the major franchise companies, and did their presentations.

Other accountancy firms worked for include Duesburys and Pannell Kerr Forster.

The rights to both the text and design of this ad are owned by our client, rights reserved.

Our big advantage is, we're both. So while we're experts at audits and business planning, we're also experts at franchising documentation and royalty arrangements. So we can not only get you into franchising, but also keep you there.

We think that's ultimately important for franchisors, because advice and action in one part of their business will eventually impact on all others. Some others who have also thought that advice and action based on a

If you're a genuine franchisor, or a somewhat less genuine bod who just likes freebies, this is for you.

This something is our new Horwath Franchising Kit.

In this era of user pays we would like to offer something for nothing.

It's available right now. And it'll cost you nothing.

Our proposition is simple, we think that everyone reading this is serious about franchising. So being, everyone could benefit by becoming more informed about the inner cogs and gears of how franchising works.

Upon reading our kit you'll know more about how a feasibility study can be done on a bright idea, how a royalty scheme can be set securely in place, how a franchise idea can be accurately valued, and much more. Less altruistically, we'll also be subtly informing you that we have one big advantage over our competitors. Some of whom are only accountants. Some others of whom are only franchise consultants.

holistic understanding of their business is important, have included the likes of Shell, Australia Post, Wendy's Supa Sundaes, Telecom, NSW Tourism Commission, and Avis.

Now, in this era where something for nothing is a rarity, we're expecting a run on our Horwath Franchising Kits, so to secure yours, call Claude Jugmans today, on 02 372 0777, or post.

Of course, I'd like something for nothing, send me a kit, today

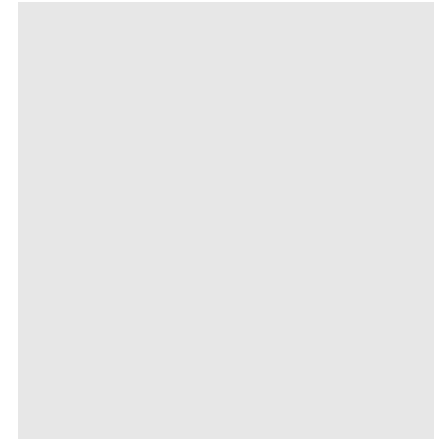
Name: _____
 Franchise type: _____
 Address: _____
 Telephone: _____
 Facsimile: _____

Level 10, 1 Market Street, Sydney New South Wales 2000.
 Postal address: GPO Box 1433, Sydney, New South Wales 2001.

Horwath
 Horwath Franchising Services

Some of our services: All accounting tasks, Taxation planning, Strategic review, Taxation audits, Dispute resolution, Franchise royalty audits, Business strategy planning, Master franchising strategy, Franchise documentation, Franchise agreement advice, Licensing programme planning, Valuation of businesses, Expert advice for litigation, Franchise feasibility studies, Franchise implementation programmes.

Horwath Franchising Services (NSW A/64) is registered under the Franchising Code of Practice dated 1 February 1995, has agreed to comply with that Code and will provide a copy of the Code available on request.



Just when everyone is enthusiastically pointing out to you just how low the price is of their new plain paper fax, a remarkable OKI OF-150 comes along, with a price they simply can't beat.

It's free.

And to snare it at this nonprice all you need do is part with a year's subscription to 'My Business' of \$60. And that's a small price to

**IT'S FREE,
AND THAT'S A
SMALL PRICE
TO PAY.**

pay for the chance to be the envied by all lucky subscriber pulled out of our hat on October 29, 1993.*

Just \$60 gets you an issue every fortnight brimmed with ideas and advice for small business owners.

Just \$60 may get you a fax with a monstrous 40 page memory, automatic redial for busy numbers, and an inbuilt directory.

If you have a small business, but don't have an OKI fax, now's your chance. call John Briggs on 552 3688.

Or POST. John Briggs, Australian Presses of Print, Pty Ltd, 244, Pyrmont NSW 2009. ACN 007 055 7080 004 OKI OF-150 is an office.

OKI
People to People Technology

Name _____
Fax/Modem _____
Address _____
Postcode _____
Telephone _____
Fax/Modem _____
Date _____

*Mark to win the OKI Fax.

Oki wanted to pay for black and white ad placement which gave them 3 times more ads than colour. But in order to make their black and white ads stand out they needed them to be creative. A number of firms were asked to pitch. We won. The Managing Director said that our ads were the best they ever had in all their years of business. We went on to launch the mobile phone range for Oki.

The rights to both the text and design of this ad are owned by our client, rights reserved.



With all the talk going on, you'd be forgiven for thinking that just having a RISC processor on board a printer was reason enough to buy nothing else.

Well, yes and no.

Our new 4 pages per minute OKI OL400E also has all this fabulous RISC ASIC technology on board to print your project presentations, sales' reports, and memos even faster to meet even the tightest of deadlines.

But only we have linked this faster processing technology to the ultra clarity of light emitting diode printing technology and added an auto switching dual interface. So suddenly the competition is no competition at all.

The RISC technology means you'll get even the most complex of images created by Microsoft Excel for Windows, Microsoft Word for Windows, and WordPerfect for Windows printed faster, without

Complex business graphics (OKI's smart base memory)

The OKI OL400E has a RISC technology processor.

The raster resolution has been officially resolved at 600.

It prints with 12 bit digital resolution from a full five year warranty.

Only OKI has the ultra clarity of light emitting diode printing.

It prints with an auto switching dual interface.

Complex text compares with our new technology across the board.

It's built with excellence, it's got 100,000 hours of life, it's got 100,000 hours of life.

SUDDENLY, OKI'S GOT NO COMPETITION.

the need for extra memory. You'll be able to use it as you unpack it, because it comes standard with a Centronics Parallel and an RS232C Serial interface, with automatic interface switching, 512Kb of RAM, 42 bit mapped resident fonts, and a font card slot. It uses our new technology micro fine toner for even crisper print definition. And it's the world's smallest page printer.

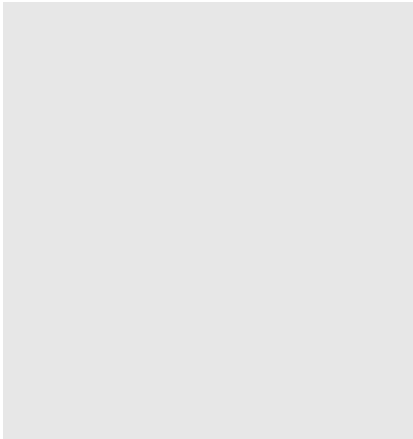
There's no competition on warranty either, we have a 5 year warranty on our printhead.

Now, when the competition wants to talk just technology, we want to also talk price, suddenly, there's no competition there either.

For the name of the closest business store with no competition call the IPL Group. In Sydney, call 02 698 8211. In Melbourne, call 03 690 9855. In Brisbane, call 07 568 3292. Or post to 65 85 Victoria Street, Alexandria NSW 2015. Today.

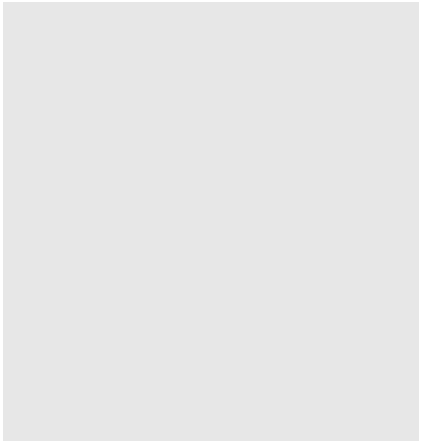
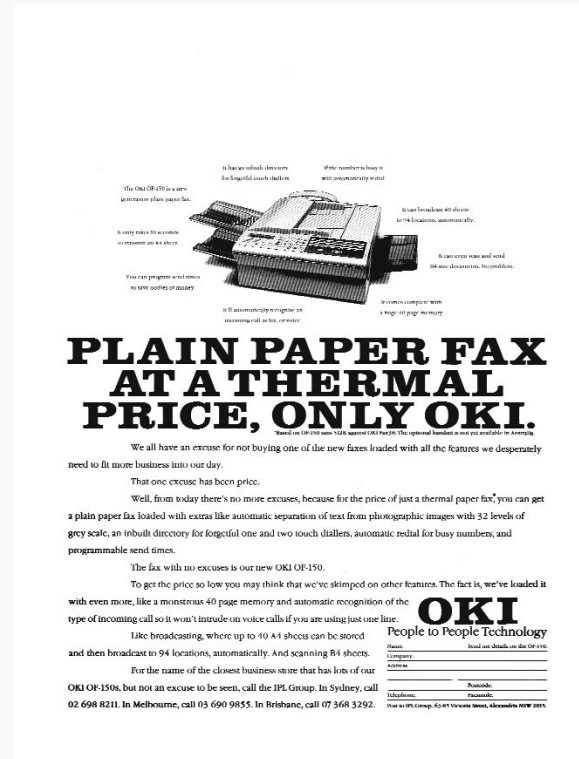
OKI
People to People Technology

Name: _____
Company: _____
Address: _____
Postcode: _____
Telephone: _____



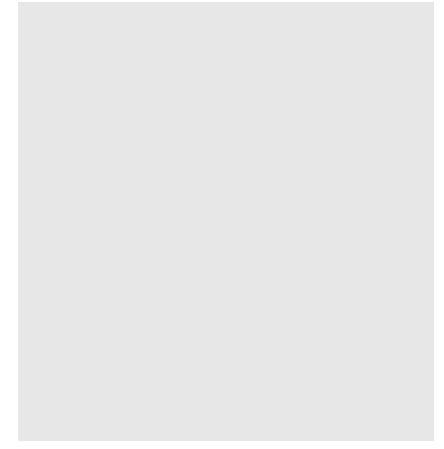
Another black and white ad in the series. The single page ads were redone without the coupon and used as in-store posters. Each 1 metre high on white high gloss paper.

The rights to both the text and design of this ad are owned by our client, rights reserved.

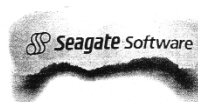


Another black and white ad in the series. This one also redone without the coupon and used as an in-store poster.

The rights to both the text and design of this ad are owned by our client, rights reserved.



For a presentation on why clients choose us call our competitors.



Competition is good.

Good competition is even better.

So just how good are our competitors? Well, we'd like you to call them and find out.

If you're about to tie the performance of your company to the performance of your

business intelligence tools, you should choose the most intelligent ones available.

During all these presentations from our competitors you should be asking if theirs are intelligent enough to access data warehouses from a Unix, and a Mac client?

Are their tools intelligent enough to incorporate Web and client/server, OLAP and relational analysis, reporting and querying, Unix and Windows NT functionality, or are you forced to choose one or the other?

Are their tools intelligent enough to

straight away start mining a new data mart using only that new data mart's very own metadata, or firstly do they or your busy IT department have to spend ages, and ages reconfiguring metadata just so that you can then understand what you're looking at?

Are their tools intelligent enough to do very simple things like following a hunch and doing a new drill-down to anywhere, or do they only let you follow pre-defined drill-down paths based on a cube?

Are their tools intelligent enough to have an enterprise report writer function capable of seamlessly

integrating with all their analytic tools? Is their portal intelligent enough to deliver all results to the Web browser, including that of their ever humble competition?

And are their intelligent enough to reduce network traffic to allow Web based analysis of data offline? Heck, it's human nature to say that you are the best.

But not everyone is, are they?

We would like to do a presentation to you also. We'd like to present our advantages for clients, and our list of clients with those advantages. Those who have chosen us over the

competition include leaders here in Australia like Leighton, AXA Australia, and leaders overseas like Avis, and Citibank.

When you want the best business intelligence tools, you want the best business intelligent people.

That's us. Welcome to Brio. To arrange our presentation call 1800 00 BRIO. Today.

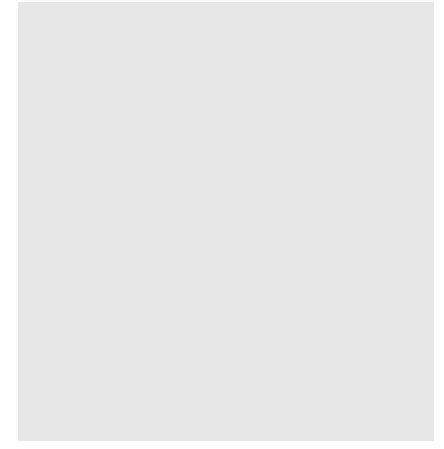


Following on from our successful packaging redesign and also relaunch of the accountancy software for Sage that went on to become the world's biggest seller for 3 years, we were asked to help market business intelligence software from a brand new company called Brio.

Rather than slowly build brand awareness, and slowly educate the market on where Brio fitted in, we proposed to instantly align Brio with the market leaders by featuring them in the ads.

With the help of also being priced less than the competition, Brio became the fastest growing business intelligence software in the market.

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Days spent in training have always been a pretty good measure of degree of difficulty.



Having the very best business intelligence tools is rather useless if they are so complicated you don't know how to use them.

We think that the best to use, can also be the best to learn to use.

As you compare our ease of learning with that of our competitors, we'd like you to ask them the following questions.

Do their products have the same interfaces, or do you have to learn which products to switch to in order to handle a specific functionality? Brio interfaces are the same.

Do they have five days training just to understand what business intelligence tools are all about? Not with Brio, you'll have your first results within more hours without any training.

Do their products have an alarming number of inconsistencies that permeate to the very core of your learned Windows behaviour and must need relearning? Not with Brio.

Do you have to learn how to manually set up the metadata as you are creating reports and cubes? Not with Brio.

To fully use the reporting capabilities do you need to learn to use its banded metaphor? Not with Brio.

Golly, it's human nature to say that you're the best.

But not everyone is, are they? We'd like the opportunity to show you how difficult Brio isn't to learn and to use. We'd like to present all our other advantages over our competitors, and also our list of clients who have chosen us. These include leaders here in Australia like Optus, Queensland Rail, and leaders overseas like Hewlett-Packard, and Lockheed-Martin.

When you want the best business intelligence tools, you want the best business intelligent people.

That's us. Welcome to Brio. Please call 1800 00 BRIO. Today.



Another double page ad in the Brio series.
This one also mentions the opposition.
And promotes support and training advantages.

The rights to both the text and design of this ad are owned by our client, rights reserved.

Here's what our beloved competition have been quietly hiding from you. Us.



And for very good reason. Nobody wants to battle it out with a very worthy opponent if they can help it.

And just how worthy are we? We'd like to do a presentation to you on the advantages of our business intelligence tools.

Are they hiding from you that you'll have to do a long five day course just to understand all the fundamentals of their tool's operation? With Brio you'll be getting your first results within hours.

Are they hiding from you that they don't have an enterprise



report writer that works naturally on most database environments? Brio does, and it's lightning fast.

Are they hiding from you that they can't access databases from a Unix, or even a Mac client? Brio can.

Are they hiding from you that to do some offline analysis, they'll need to install and maintain many different products to have all analytic capabilities? Not so with Brio.

And are they hiding from you that you'll need to choose between Web or client/server, OLAP or relational analysis,

reporting or querying, and Unix or Windows NT functionality? Not so with Brio.

Gosh, it's just human nature to say that you're the best.

But not everyone is.

We would like to show you why the competition is anxious for you not to know about us.

We'd like to present our advantages for clients, and our list of clients with those advantages.

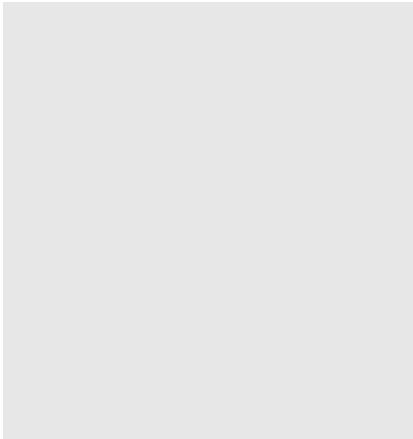
Those who have taken the time to find us, get to know us, and then choose us over the competition include leaders here in Australia like the large New South Wales Department of Education, the

West Australian Department of Transport, Westpac, Australian Customs, and leaders overseas like IBM, Hewlett-Packard, Sun Microsystems, and Compaq.

When you want the best business intelligence tools, you want the best business intelligent people.

That's us. Welcome to Brio.

We're out of hiding. So call 1800 00 BRIO. Today.



Campaign notes.

Another double page ad in the Brio series. This one also mentions the opposition. And promotes a list of functional advantages.

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and so is our input.
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You brief Greg Marshall
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and designing.
He will be creating all
your work guided by your
thoughts on how you express
ideas, the image you want to
portray, and how this task at
hand fits in with the direction
you want your firm to take.
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path is how you would like
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