



Arrivals

August 2001

MALE *Improve your lifestyle*

Body maintenance schedule

See your doctor every birthday. Every year!
Or at the first sign of unusual symptoms.

My annual check-up is due on

JAN	FEB	MAR	APR	MAY	JUN
JUL	AUG	SEP	OCT	NOV	DEC

Drink in moderation

Don't Smoke

Eat a balanced diet

Exercise Regularly

Remove System
Having regular eye and dental checkups
- Dry and itchy eyes
- Depression
- Indigestion
- Persistent or recurring headaches
- Lightheadedness
- Sleep
- Memory problems
- Tinnitus
- Regular maintenance checks
- Mental capacity

Respiratory System
Having regular eye and dental checkups
- Shortness of breath
- Wheezing
- Coughing
- Upper chest pain
- Decreasing fitness
- Regular maintenance checks
- Coughing, chest pain, or a chest x-ray may be needed

Heart
Having regular eye and dental checkups
- Chest pain
- Tingling or numbness
- Decreased activity
- Shortness of breath
- Regular maintenance checks
- Pulse, weight, blood pressure and ECG may be needed

Stomach
Having regular eye and dental checkups
- Nausea and vomiting
- Indigestion/heartburn
- Abnormal loss of appetite
- Blood in faeces
- Regular maintenance checks
- Weight gain/loss, blood test or x-ray

Bladder/Prostate
Having regular eye and dental checkups
- Frequent urinating of urine
- Pain when urinating
- Difficulty passing urine
- Change in colour of urine
- Regular maintenance checks
- Test urine sample, urine examination and blood test

Penis
Having regular eye and dental checkups
- Swell
- Painless erection
- Painless discharge
- Itching and redness
- Regular maintenance checks
- Physical and sexually transmitted diseases

Legs
Having regular eye and dental checkups
- Limping and burning
- Pain that makes when walking
- Regular maintenance checks
- Pains in the legs and feet

General Health
Having regular eye and dental checkups
- Lethargy
- Weight loss
- Poor sleeping
- Loss of appetite
- Regular maintenance checks
- Incorporate daily exercise in your life, walk or cycle instead of driving and include fresh fruit and vegetables in a low fat diet
- Keep up-to-date with vaccinations to prevent tetanus, polio and flu

Emergency Maintenance Numbers

000	Ambulance
	My doctor
	My dentist

Men's Health, it's serious.
Don't wait 'til it's too late!

EMERALD HEALTH OF HUMAN SERVICES

Improve your lifestyle

Preventative maintenance for men

Men's Health, it's serious.
Don't wait 'til it's too late!

Preventative maintenance for men

Men's Health, it's serious. Don't wait 'til it's too late!

My annual check-up is due on

JAN	FEB	MAR	APR	MAY	JUN
JUL	AUG	SEP	OCT	NOV	DEC

YEAR	Date of check-up	Done
2001		
2002		
2003		
2004		
2005		
2006		
2007		
2008		
2009		
2010		

Men's Health, it's serious. Don't wait 'til it's too late!

preventable.

First you have to get their attention!

Men's Health Campaign Dept. of Human Services

Getting people to notice the message is the first and most important part of an educational (or promotional) campaign. Getting people to keep the material so they can benefit from it is the next step.

In this men's health promotion for the Department of Human Services we used intense colour (orange) and quirky illustrations to attract attention and engage interest. The illustrations also serve to avoid issues such as age and race, making the message more universal.

Long-term exposure

A poster was used for the detailed information to suit display in health facilities and schools, extending the cost effectiveness of the campaign.



Spend the right amount for cost effective communication

Parenting Calendar Parenting SA

A calendar is a great way to keep your message in front of someone for a whole year. But how do you maximise your chance of getting yours hung?

The answer is to tailor it to the intended audience, make it interesting and make it useful. Doing this takes a lot more effort and planning than the work that goes into the average promotional calendar. But the payoff is in effectiveness.

There's no point in saving on design and development if the result is that no one wants to hang the calendar. The printing and distribution costs will still be the same, but the cost per calendar hung will be a lot higher.

Parenting SA is dedicated to providing information and support to parents. The messages that they have to communicate are complex and extensive.

Showing collages of real families in everyday situations provides plenty of opportunities to deliver information with lots of human interest to encourage the exploration of the information on each page.

A calendar to explore and use

Useful note-making space for the working family, with lots of visual interest to ensure exploration of the messages.

Designed for no-nonsense functionality (and to turn people's heads)

Brikscape Bricksaw Dembicon

The brief was to develop a low cost, knockdown bricksaw based around a direct drive, flat motor. The unit was designed to be packed into a car and reassembled by a single person. As the unit is intended for the hire market, it must be cheap to purchase and withstand inexpert handling and usage.

The solution evolved from the simplest components that the saw could be broken into, while still allowing rapid, reliable and repeatable assembly.

The form is a direct result of the simplification of the assembly and functional details, with embellishment added only where it can be done for minimal or no cost.

The finish colours are loud and proud (purple, lime green and charcoal). They are an exaggeration of Dembicon's corporate colours used with the specific intention of attracting attention to the new model at its trade-show launch.



Simple and stylish

Designed for rapid knockdown and reassembly in the hire market, the Dembicon Brikscape, finished in lime green and purple, is a real crowd stopper.

Helping people to become your customers

Explorer packaging Minelab



Picture success

This pack has been designed to help people picture themselves as a successful user of the product and, through the quality of the presentation, also give them confidence in the value of the product.

Appel to a broader client base in a retail environment was the intent behind this colourful packaging design for Minelab Electronics.

Minelab had developed a new, all-plastics construction metal detector that has the ease-of-use features to appeal to a non-specialist user.

The packaging needed to help people identify themselves as potential customers for a metal detector, and to show them the results of ownership.

Colourful strips of scenery were used to depict the variety of treasure-hunting locations. The scenery was also selected to appeal to an international audience.

The models used suggested the product's suitability to both a range of ages and male/female users. Each model is celebrating a successful find.

Other details on the pack emphasise ease of use and comfort features, show the product in use and provide other supporting information to help people make a decision in the retail environment.