



DK MARKETING
PTY LTD

CONTINUING BUSINESS SUCCESS IN THE 'TOP END'

DK Marketing, one of the largest international direct mail businesses in Australia, has experienced tremendous growth over the past decade. In the past 12 months alone, DK Marketing mailed millions of mail pieces around the world, again confirming their position as one of Australia Post's largest international customers. With offices in Darwin and the Gold Coast, the DK Group of companies has evolved through strategic planning to successful market leaders in their industries.

With a workforce of 32 dedicated employees in the Darwin office (and over 70 staff Australia-wide), DK Marketing provides staff with opportunities in international customer service, production, mail processing, data entry, printing and mail machine insertion and lodgement. DK's efficient Customer Service Department, consisting of 9 multi-lingual team members, is testimony to the importance placed on customer satisfaction.

"DK Marketing has the largest range of digital printing equipment in the Northern Territory"

In recent years, DK Marketing partnered with Colemans Printing to produce materials for an extensive range of clients, including not-for-profit organisations like RSPCA, Variety and the Cancer Council NT. For in-house production, highly skilled staff operate sophisticated, onsite equipment - producing fast, accurate and cost-effective campaigns. DK Marketing has the largest range of digital printing equipment in the Northern Territory with four Xerox high volume production monochrome printers and two Xerox high volume full colour digital printers.

However, DK Marketing's expertise isn't limited to national and international direct mail services. The DK Group, boasting an additional 38 highly skilled and experienced personnel also includes Data Aspects - an innovative IT division comprising of network and application services; Northbeck - an extensive accounts division; and Virid - a dedicated marketing division offering a full Creative and Design service plus Lead Generation Management, Campaign Planning, Data Mining, and Market Research Analysis.

Ensuring staff attend a range of industry conferences and seminars around the globe has helped to develop DK Marketing's reputation as an honest, established, and reliable direct mail marketing company with a refreshing approach to business



From Left: John Marsh (Australia Post NT Manager); Tony Coleman (Colemans Printing); Blake Fowler (DK Marketing); Carlos Jongue (Australia Post Sales Manager)

relationships. In addition to ensuring they are at the cutting edge of the industry, DK Marketing proudly supports a number of local charities in the Northern Territory. Contributions in 2007 exceeded \$40,000 in cash and in-kind support for the RSPCA, Variety and the Cancer Council NT.

This year, DK Marketing has again extended the hand of charity to local organisations including Guide Dogs SA.NT and the Starlight Children's Foundation, raising its total contribution to local charities to over \$70,000. DK Marketing are also excited to be a major sponsor of the annual NT Chamber of Commerce Gala Ball being held at SKY CITY Darwin in November.



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