

Case study, property.

Dugan O'Sullivan

We are the catalyst for change.

Brand consulting
Brand analysis
Brand strategy
Brand positioning
Market planning
Logo, mark development
Corporate identity
Corporate media
Campaigns, advertising
Catalogues, brochures
Financial communication
Corporate architecture
Wayfinding signage
Language guidelines
Brand guidelines
Online media
Responsive websites
Tablet and mobile
Interactive design, apps
Change management
Leadership programs
Brand guardianship

Change is inevitable. It allows us to challenge our confines, break boundaries and standout from the crowd. As a branding and communications agency we understand the power of change and the effect it has on people. Customer purchasing decisions are made on both an intellectual and emotional level. We promote the growth and ongoing success of our clients by providing highly considered, strategic branding and communications that connect with both the heart and mind of their customers – positively influencing their perceptions, experiences, emotions and decisions. Through our in-depth strategic processes and our unwavering belief in simplifying communications we develop creative solutions that engage and inspire – bridging the gap between company and customer and propelling the business further ahead. The effectiveness of creativity is measurable only by the commercial results it achieves and the success of our clients is testament to our approach to design and branding. We create life-long partnerships with organisations that understand the holistic benefit of change – people that expect the hard work and outstanding execution that comes with working alongside Dugan O’Sullivan. Through design and creative thinking, we aim to make a permanent and significant difference to the lives of our clients and their customers.

Ormond Road, Elwood.

Elwood says bohemian charm as readily as success and affluence. A closely held village situated ideally between St Kilda’s dense hub and Brighton’s spread of refined estates, this coastal delight is equally elegant, intriguing and varied, a home of choice. Elwood’s leafy streets have an eclectic feel forged over years of change, retaining many original homes from the 1920’s and 30’s with art deco touches, Edwardian bungalows and Victorian terraces. The tasteful low-rise development of Ormond Road, Elwood is enchanting and luxurious. Ormond Road gives us resolve. A place we long to call home, the place that honours the way we see ourselves and lets us just be.

Client

Architecture

Interiors

Renders

Photography

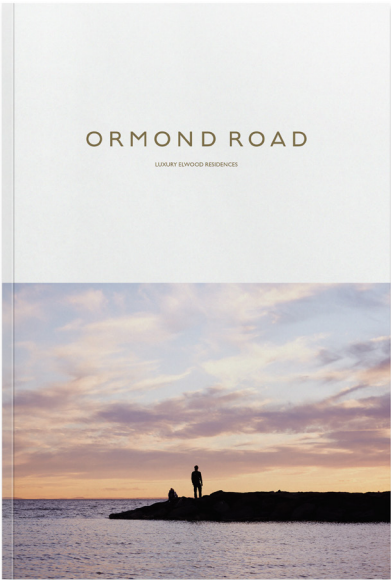
Steller

Ewert Leaf

Steller

Eagle Vision

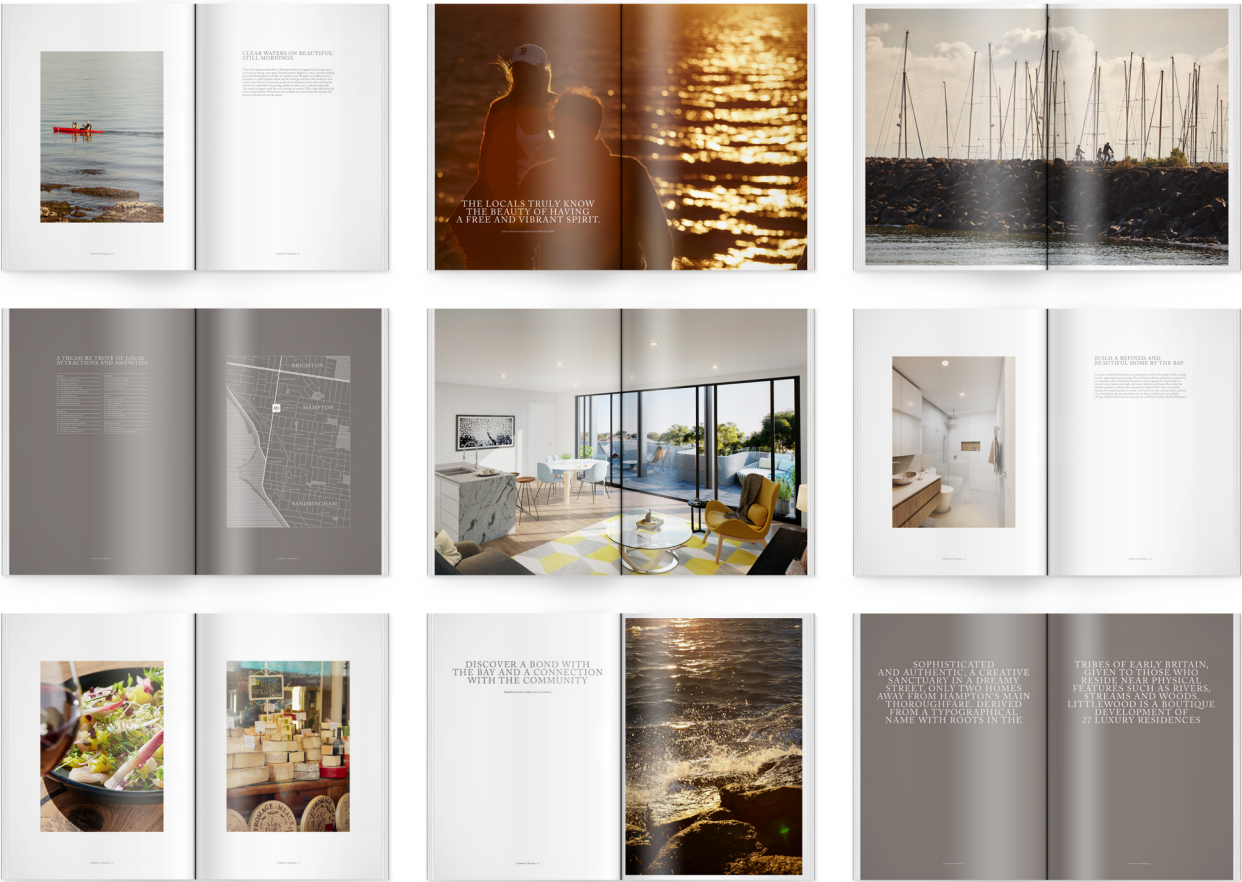
Ben Glezer



Littlewood, Hampton.

Nestled between Brighton’s iconic colourful bathing boxes and Sandringham’s red cliffs and pebbled sand, Hampton is a hidden treasure. One of Steller’s most revered developments to date, Littlewood is a campaign which hinged on capturing the hearts of a predominantly owner-occupier, professional market seeking generous homes in the established and highly-valued suburb of Hampton, where luxury has come to be expected. Littlewood has been a resounding success, adding a new feather in Steller’s cap and cementing our ongoing partnership together. Strong results have enabled our client to avoid a lengthy marketing campaign and sales process.

Client	Steller
Architecture	Ewert Leaf
Interiors	Steller
Renders	Eagle Vision
Photography	Ben Glezer

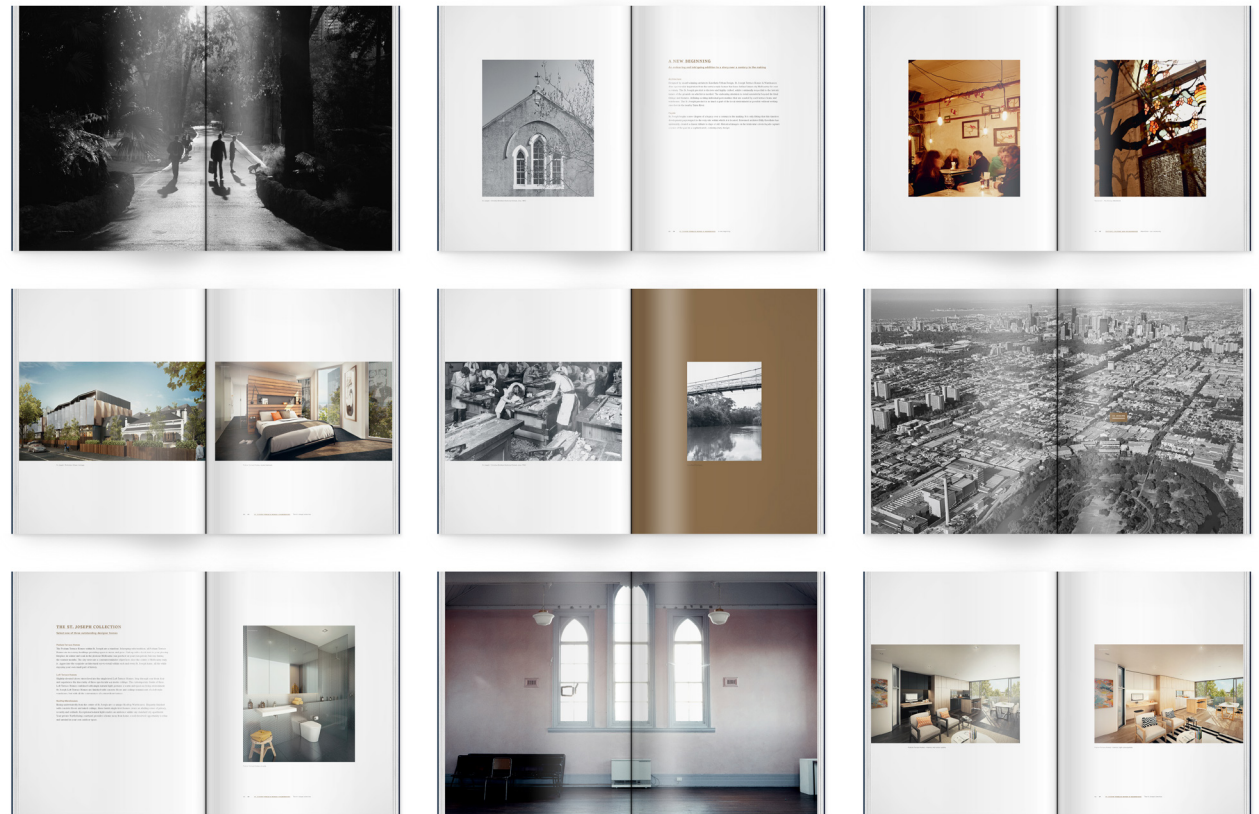
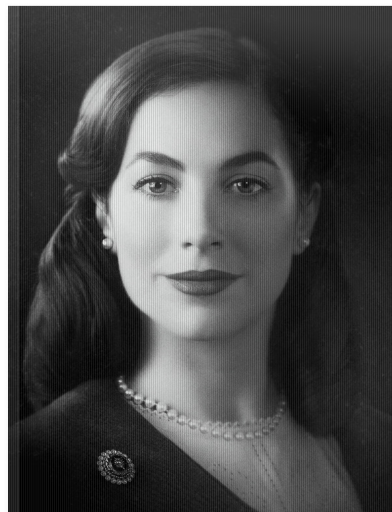


St. Joseph, Abbotsford.

Dugan O'Sullivan was engaged as the sole branding and marketing partner of the St. Joseph development in Abbotsford. Our primary challenge was to ensure a successful and respectful campaign that subdued any derogatory views regarding the renewal of such an important site, whilst promoting the uniqueness of this once in a lifetime development. Through our methodical processes we crafted a brand identity and communications system that far exceeded traditional sales expectations.

Client
Architecture
Interiors
Renders
Photography

Domain Hill
Kavellaris Urban Design
Ruth Johnson
Scharp
Ben Glezer



Carters Avenue, Toorak.

Carters Avenue remains one of the most visceral and prominent developments we've had the pleasure of branding and marketing off-the-plan. This luxury two-home property development is located in one of Melbourne's most sought after residential cul-de-sacs, Carters Avenue, Toorak. Partnering with industry heavyweights, Hecker Guthrie and Gabriel Saunders, our primary aim was to provide a strategic solution that explores what it means to reside in Toorak, all-the-while supporting the \$4.5M price tag accompanying each home.

Client

Architecture

Interiors

Renders

Photography

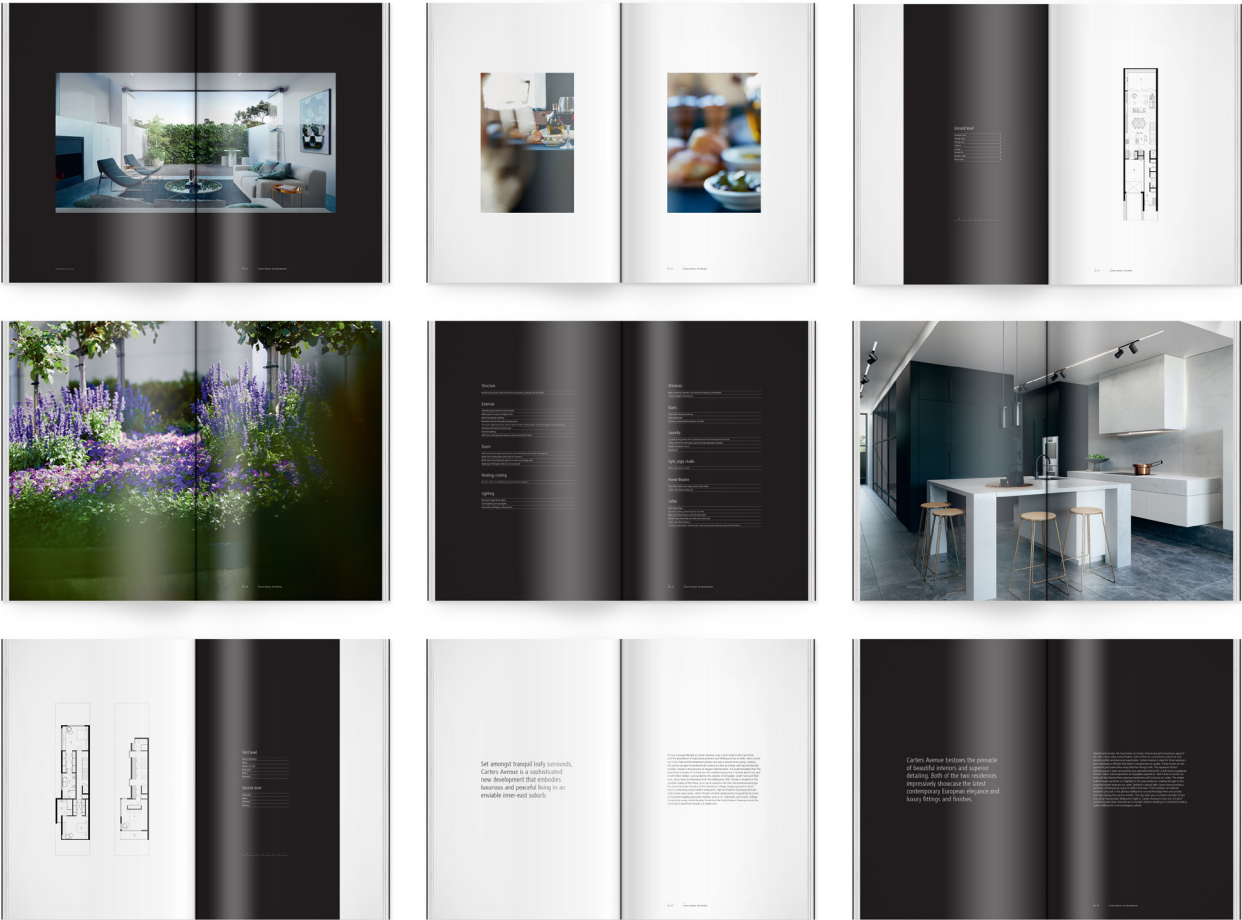
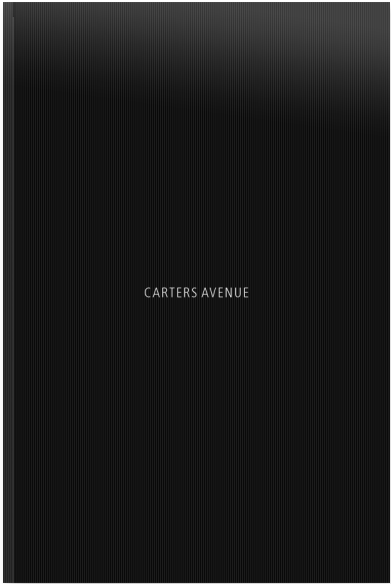
Off-the-plan investor

Buckerfield Architects

Hecker Guthrie

Gabriel Saunders

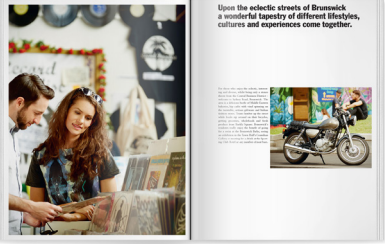
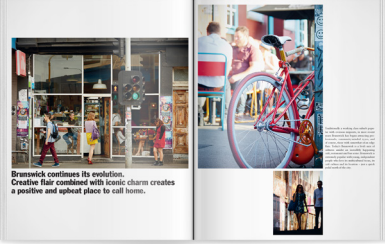
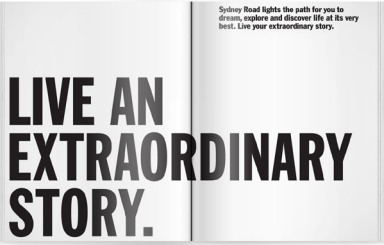
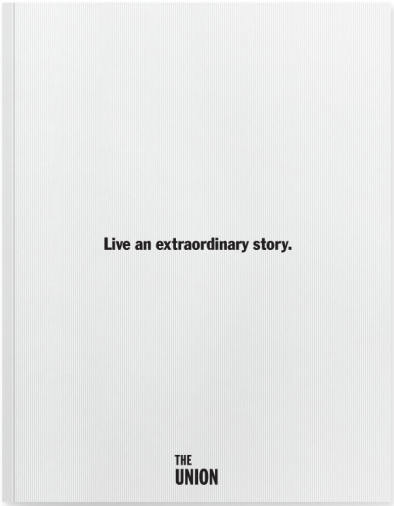
Ben Glezer



The Union, Brunswick.

Brunswick is as unique as Melbourne’s suburbs come. A colourful, suburban mesh of vibrant strips and hidden thoroughfares, Brunswick is home to the iconic and culturally diverse, Sydney Road. The Union is a limited selection of beautifully crafted apartments situated in an upbeat, authentic pocket of Melbourne’s city fringe. Dugan O’Sullivan was engaged as the sole branding and marketing agency charged with bringing The Union to market in February 2016.

Client	Vicprop
Architecture	Daryl Pelchen Architects
Interiors	Adele Bates Design
Renders	4D
Photography	Ben Glezer



Riversdale Road, Hawthorn East.

Renowned boutique developer Steller have traditionally developed sites in the bayside corridor. Drawn to Hawthorn East for its familiar affluence, vibrance and eclectic style, Riversdale Road allows Steller to maintains their quality commitment in an area with proven growth. Dugan O’Sullivan sought to reflect this starting point in their branding, exploring both the development itself and the reasons why people love to live in Hawthorn East. Honing in on the urban spirit and the lively bunch of locals as focal points for a campaign which references the key intersection of Camberwell Junction, where Riversdale Road comes together with two other significant arms creating a pivot point for surrounding suburbs. The region is home to many junctures, old and new, urban and suburban, laid-back and bustling, homely and adventurous.

Client

Architecture

Interiors

Renders

Photography

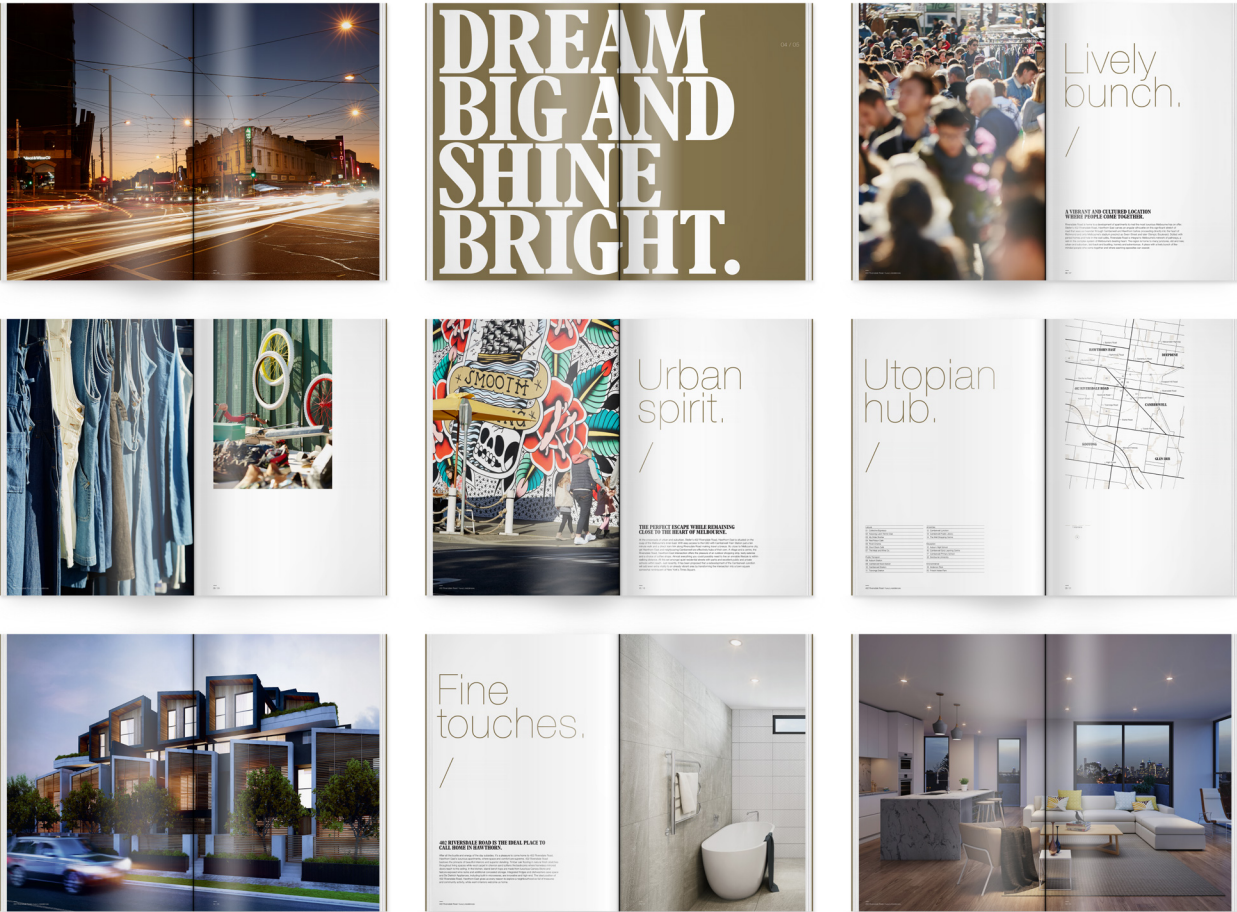
Steller

Ewert Leaf

Steller

Eagle Vision

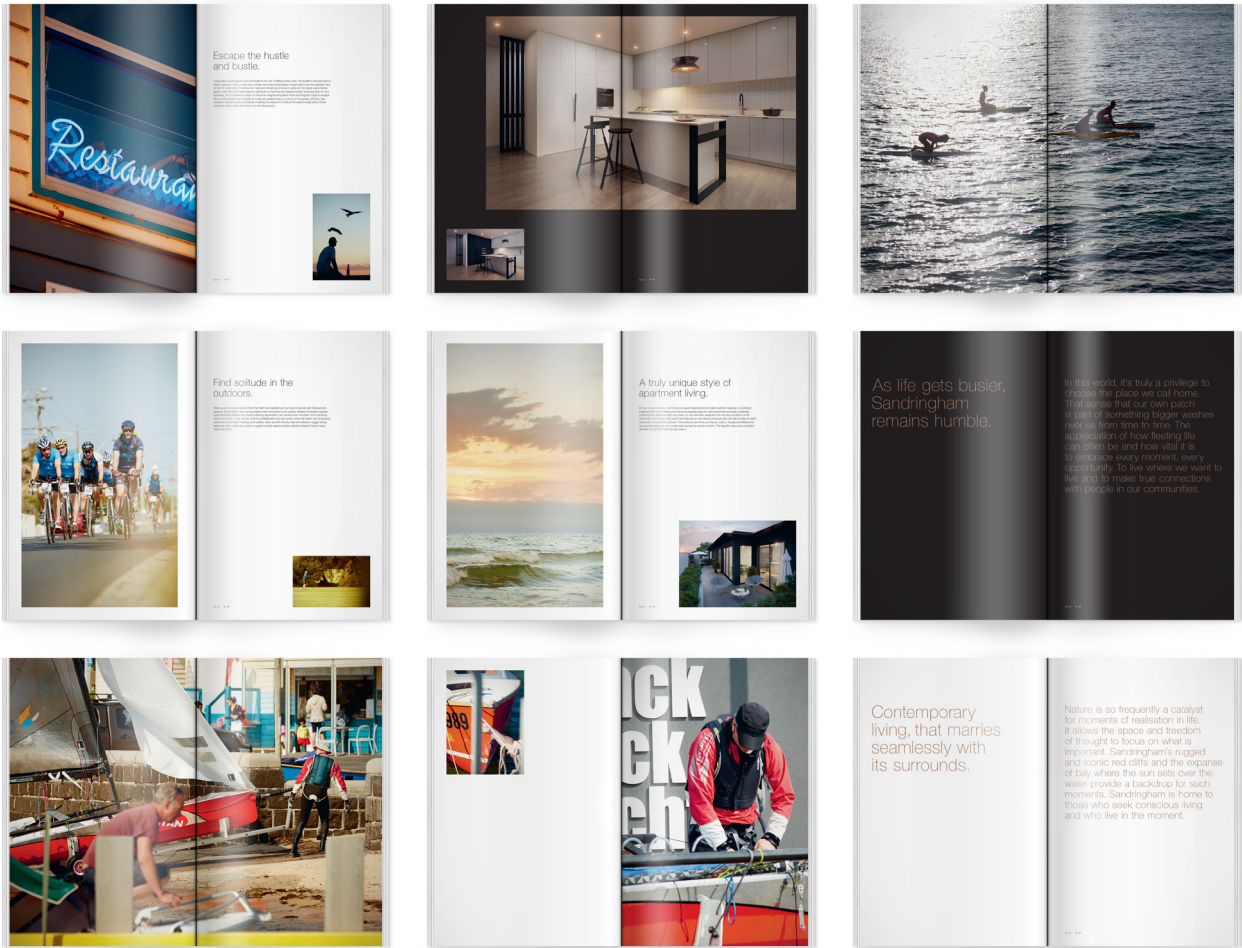
Ben Glezer



En Vue, Sandringham.

A successful collaboration is forged through trust and mutual respect. That’s what makes our partnership with BuildArk Group so special. They’re a fantastic bunch of like-minded professionals who understand their product and know what it takes to create something special. They also understand the imperative role a branding agency like Dugan O’Sullivan play in the process. Every so often we have the privilege of working on a project that we ourselves would be proud to call home, En Vue is one of these projects.

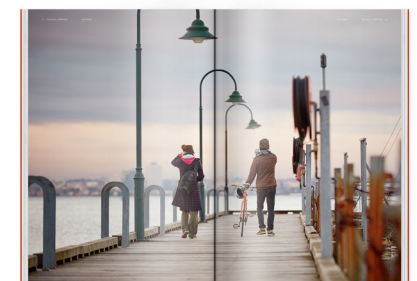
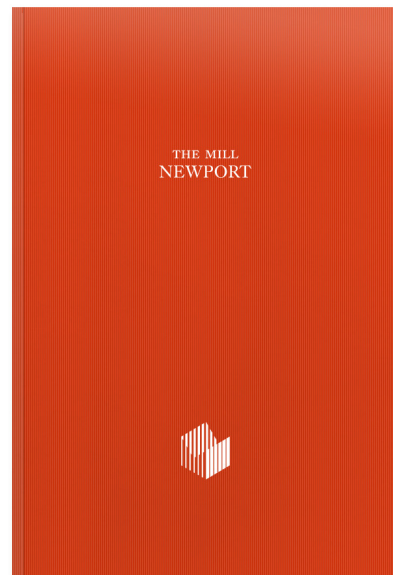
Client	BuildArk
Architecture	Finnis Architects
Interiors	We Are Huntly
Renders	Eagle Vision
Photography	Ben Glezer



The Mill, Newport.

One of Melbourne's more unique suburbs, Newport is not unlike a small, country town – albeit for its key proximity to the heart of the CBD. Most people see the area as a retreat, an accessible escape from the hustle and bustle of city life. The Mill is a limited series of 39 designer terrace homes and garden villas nestled in the leafy streets of Newport. Designed by award winning architects Kavellaris Urban Design, The Mill has been articulated to reflect the understated values and wholesome traditions of the Newport area.

Client	Pomeroy Pacific
Architecture	Kavellaris Urban Design
Interiors	Plus Interiors
Renders	Eagle Vision
Photography	Ben Glezer



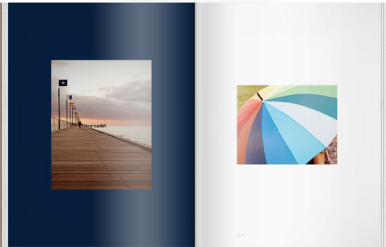
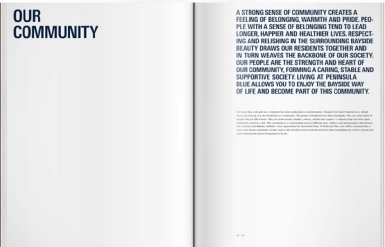
Peninsula Blue, Frankston.

Dugan O’Sullivan was engaged as the sole branding and marketing partner of a uniquely challenging project. Our primary challenge was to ensure a successful campaign in a suburb that has a predominantly negative perception: Frankston. We aimed to subdue any derogatory views towards the area and promote the uniqueness of the world-renowned Mornington Peninsula all-the-while signalling the change, strength and independence of Frankston.

Client	Off-the-plan investor
Architecture	Finnis Architects
Interiors	Eagle Vision
Renders	Eagle Vision
Photography	Ben Glezer



PENINSULA ON THE BAY	\$25.0M	SAFE TRADE TRAINING CENTRE	\$19.0M
REGIONAL AQUATIC CENTRE	\$49.7M	MORNINGTON UNIVERSITY RECREATION CENTRE	\$13.0M
FRANKSTON YACHT CLUB	\$7.0M	PENINSULA LINK FREEWAY	\$730.0M
FRANKSTON MARINA	\$90.0M	EASTLINK MOTORWAY	\$2.5B
FRANKSTON HOSPITAL UPGRADE	\$81.0M	FRANKSTON RAIL LINE	\$100.0M
SOUTH EAST WATER HEADQUARTERS	\$90.0M	FRANKSTON TRANSIT INTERCHANGE	\$50.0M



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Responsive websites
Tablet and mobile
Interactive design, apps
Change management
Leadership programs
Brand guardianship

Associations:
Pomeroy Pacific
Steller
Vicprop
BuildArk
Riveren
Daryl Pelchen Architects
Finnis Architects
Kavellaris Urban Design
Harric HMC
Sensia
Eagle Vision
Gabrielle Saunders
Hecker Guthrie
We Are Huntly
Ewert Leaf
Ben Glezer

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