



# ABOUT MJ Marketing Group

The **MJ Marketing Group** is a full service marketing and creative RESOURCE that serves as a valuable extension to any marketing department or business.

We consult and work with businesses small or large, offering marketing advice, strategy design and development, support, marketing research and graphic design services. Most importantly, we work extremely closely with our clients to oversee and deliver innovative communications and creative solutions that cover all aspects of marketing.

We are highly focussed, resourceful and strategic in our approach to achieving outstanding results for all of our clients..

**We are your hands-on marketing + creative partner.**

## MARKETING Advice

- Consulting
- Marketing and branding audits
- Strategic planning
- Implementation of marketing plans
- Hosting marketing workshops
- Offering a part-time marketing director

## MARKETING Research

- Brand analysis
- Concept testing
- New product evaluation
- Survey questionnaires
- Focus groups

## MARKETING Communications

- Branding
- Graphic design services
- Lead generation and promotions
- Web site development
- Advertising and media campaigns
- E-marketing

# WHY MJ Marketing Group?

## EXPERIENCED

We offer more than 20 years experience in advertising, communications, marketing and promotions. The MJ Marketing Group has written dozens of marketing plans and managed hundreds of campaigns.

## FULL SERVICE

From logo and positioning design to implementation of large multi-tiered advertising campaigns, the MJ Marketing Group offers its clients the full range of marketing tools.

## COST EFFECTIVE

Our service is cost effective because you deal with the owner of the business and overheads are low. We also deal with all external suppliers directly eliminating any margins, mark-ups or service fees.

## OPEN BOOK PHILOSOPHY

Our philosophy is to be able to produce marketing and advertising communications for our clients in a cost effective way. Our open book philosophy means that there are never any surprises on using external suppliers. So you know what you are paying for.

## EASY TO WORK WITH

Working with an external marketing and communications resource or consultant should be easy. At the MJ Marketing Group, it is. We are hands on, immerse ourselves in our clients' business and we love what we do.

## STRATEGIC AND PROFESSIONAL

The MJ Marketing Group does not favour one marketing and advertising medium over another. We know what works and what doesn't. Every business and project is different and therefore the strategy may also vary. Our approach is to always use strategies that best reach the target markets.

Experienced, fast  
and resourceful!

# OUR PEOPLE **Márton Jakab**



## **Márton Jakab**

Managing Director /  
Marketing Consultant

## **Márton Jakab has been in the marketing + communications industry for over 20 years.**

His experience spans across a wide range of diverse industries including property, automotive, building materials, aged care, funeral, health and fitness plus retail.

For more than a decade, he held senior positions at several advertising and branding agencies as either General Manager or Group Account Director. Academic qualifications, that include a degree in Psychology and a Masters degree in Commerce, majoring in marketing, and many years of marketing experience are used to deliver high quality positioning and branding outcomes.

For many years, Márton was also Marketing Directors of several property developers, including Meriton and Payce. He has also worked with dozens of businesses on the advertising agency side, building brands, developing campaigns and generating leads.

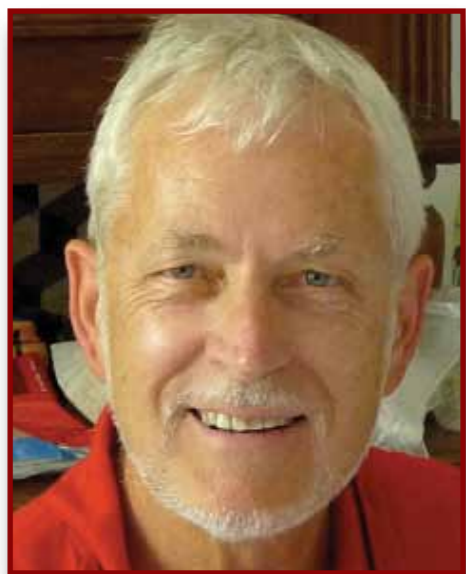
### **Some career achievements and highlights**

- Have had the privilege to work with dozens of brands both B to B and B to C.
- Started a small marketing and communications business in the middle of the GFC.
- Managed an advertising agency of 8, growing the business 104% in 12 months.
- Have personally written dozens of marketing plans for a range of clients.
- Attendance at dozens of client conferences throughout my career as a guest speaker.
- A direct reported to Meriton billionaire Mr Harry Triguboff.

### **BRAND EXPERIENCE**

- United Protestants Association
- Gregory and Carr Funerals
- Mercedes-Benz
- Meriton
- Meriton Serviced Apartments
- Energy Australia Retail
- Auto One Parts & Accessories
- James Hardie Windows & Doors
- WC Penfold Stationers
- Pioneer Building Products
- Electronic Retail Solutions
- Australand
- CSR Bradford Insulation
- Stratco
- Apollo Blinds
- King of Knives
- Prudential Superannuation
- Landcom
- Wincrest Homes
- Winten Property Group

# OUR PEOPLE **George Jakab**



## **George Jakab**

Market Research Director /  
Business Services Advisor

**George Jakab is a highly experienced consultant to business and the public service in the area of performance analysis, market research, task + systems restructuring, and adaptive management practices.**

In 1988 he formed a small company Media and Social Research International Pty Ltd to concentrate on providing a full range of research based strategic advice to clients within the radio and television sectors; the wider media and telecommunications industry (press, internet, multi-media, telephony); and the service sector (insurance, finance, travel and government).

George has a successful track record in combining innovative qualitative and quantitative research analysis of social behaviour, financial and technology usage trends in the context of demographic movements/ changes and fast changing economic circumstances to produce desired business outcomes.

He has been involved in many and varied projects, such

as: a large national qualitative/quantitative study in the US to determine the viability of launching a major pay movie channel into the USA cable market; a major review of news presentation for a major commercial TV station in Sydney; an investigation of social attitudes to funeral practices and mind sets.

In the past six years George has also been closely involved in restructuring and market positioning financial services business, to take advantage of potential synergies that could flow from partner businesses widely dispersed in metropolitan Sydney and southern Queensland.

He entered into a partnership with Dollar Growth Business Services Pty Ltd in 2007, to bring together the extensive experience and skill set, based on his social science and economic background to provide high quality advice to all types of business.

**EXPERIENCE & KNOWLEDGE**

# TESTIMONIALS

## **UPA Sydney North - Aged Care Services**

"Over many years working with different marketing agencies, Márton Jakab of MJ Marketing Group has been the only person that has taken the time to fully understand our business. Over the last couple of years working with Márton, he has listened to our concerns and ideas and has provided our Organisation with exceptional personalised service that has provided UPA with leads that have resulted in the sales of units for our business." Stuart Leverton - District Manager

## **Bledisloe Australia**

"We appointed Márton Jakab to conduct a very comprehensive marketing and branding audit for our business across 7 locations in Sydney. After a very methodical and efficient audit process, he has given the business a fresh new strategic direction and written our marketing plan. His business combines marketing, marketing research as well as graphic design services, which covers all of your marketing needs. I would recommend the MJ Marketing Group to any business." Graham Stewart - General Manager

## **Curtis Associates**

"Things sometimes happen for a reason. This was certainly the case with the MJ Marketing Group. Márton impressed me as an unpretentious, competent, honest and creative professional. They were versatile enough to provide a one stop marketing shop and represented value for money whose return on funds we invested could easily be measured. I recommend MJ Marketing Group without reservation and would be happy to discuss their performance with any prospective clients." Chris Curtis - Managing Director

## **Electronic Retail Solutions**

"Márton has truly been an asset to our business. He quickly understood the market and our marketing problems and has guided us through the process. He identified strategies that made sense and our jobs have been easier having him on board. He is now implementing the re-brand and positioning of our business and has started to create some brilliant creative that is advanced for our industry." Nigel Lovell - Chief Executive Officer

## **Payce**

"Payce needed a creative marketer to come in and work with sales and myself to generate leads, sell apartments and put The Waterfront at Homebush Bay on the map. Márton really made this happen and I would recommend him to anyone." Basil Klevansky ex-General Manager

## **Meriton**

"Márton was the perfect marketer to make changes at Meriton because he had fresh ideas and the confidence to deal with Mr Harry Triguboff. He shook up the way that we marketed our products for many years and it worked. I still work with Márton now because he is extremely methodical, strategic and creative." Jim Keats - ex-Sales Director

## **Sydney Property Team**

"Thanks very much Márton for your sensible strategic advice for my business. I am impressed by your knowledge, but it also helps when you are easy to get along." Stewart Fraser - Managing Director

