



TAURUS[©]
CONSUMER

Every brand should
Tell a story



To create a memorable brand
create magical experiences

Taurus creates powerful storytelling to create successful brands

Our Consumer Process - The TaurusBullseye©



From creative campaigns to news headlines – we help you stand out from the crowd and drive revenue

Public Relations is a core specialty of the Taurus team. We've launched brands and personal brands through media engagement, influencer events and customer experience campaigns. We've delivered national and award-winning brand activations and connected audience and companies through integrated B2C experiential campaigns.

With our strong media relationships and extensive experience in the consumer and lifestyle space, we're dedicated to delivering smart communication strategies to meet your commercial objectives. Our goal is to build excitement for your customers to generate momentum again and again.

We've seen a change in consumer trends over the past five years. From online websites and e-commerce services to Apps and virtual events. Being in the tech space for over 25 years, the Taurus team are well versed to advise you on a digital approach for the modern day consumer and market.

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Working with Taurus has been amazing. Their communication, delivery and overall enthusiasm for my campaign has made working with them easy and enjoyable. Taurus helped grow my profile within the fitness and entertainment industry and expanded my online business into the corporate and entrepreneurial space. My business is continuing to grow and thrive and I have so many exciting opportunities ahead for both myself and FHIT all due to the work of Taurus ”

*Lauren Hannaford
CEO/Founder, FHIT by Lauren Hannaford*

We've worked with:



What does TaurusConsumer© offer you?

- Review of strategy and what you want to achieve - TaurusBullseye©
- Comprehensive marketing audit
- Competitor monitoring
- Operational review of your business
- Capital raising
- Personal branding - TaurusProfile™
- Maximise your online presence - TaurusSocial©
- Identification and engagement with key influencers
- PR and media coverage
- Experiential PR Campaigns
- Event support/Launch campaigns
- Media/Influencer tours, PR drops and briefings
- Celeb/influencer lead activations
- Networking initiatives
- Product reviews
- Definition of measurement criteria and ROI reporting



Who is our consumer service for?

- Consumer brands
- Retail brands
- Entrepreneurs
- Celebrities, influencers, personalities
- Fitness and lifestyle
- Online/e-commerce brands
- Technology
- Restaurants and hospitality
- Health and aged care
- Property, construction and real-estate
- Education
- NFPs

“

My persona in the media has been raised significantly. There is recognition and recall with regards to the coverage achieved and the things I feel are important. ”

Emanuel Perdis
Managing Director, Napoleon Perdis

As seen on



Marketing Strategy

Entrepreneurs & Startups

Public Relations

Corporate Brand Identity

Social Media

Taurus is one of Australia's highest profile, privately owned, integrated marketing agencies. We deliver strategic marketing, public relations, creative and social media solutions to help drive your business forward. Clients range from smart entrepreneurs to major ASX-listed corporations across the B2B and B2C sectors. We offer unparalleled levels of service with a practical, 'No Bull' approach focused on delivering results based on our unique TaurusBullseye® methodology. We warmly invite you to experience the Taurus way of growing your business!

Introducing The Taurus Group ACN 102 812 000

Connect with us



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