

4<sup>th</sup> November 2020

**Letter of Recommendation - Andy Forssman of Roseneath Creative**

AKD have an ongoing working relationship with Andy Forssman of Roseneath Creative and highly recommends his services and engagement.

AKD has regularly engaged with Andy over the past two years on numerous and varied video and photography projects. This has included work across our Safety, HR, Executive and Marketing Teams, as well as supporting us in our community engagement and support.

Andy has created videos for both internal and external use; connecting our message with quality visuals and design which both capture attention and grasped the style and culture we were wanting to deliver.

Two key projects Andy was engaged on was:

- **Keep Colac Safe Campaign**

As a local to the Colac region Andy was our first and only choice for the Keep Colac Safe Campaign videos. This was due to the high quality of work he had previously produced for AKD and the efficient and professional manner in which he delivers. Using his networks and knowledge of the region and local businesses, Andy completed a total of seven videos for the Keep Colac Safe Campaign. All to an exceptional standard which captured broad attention from local, national and overseas news outlets. Andy's strong project management, communication and creative design skills allowed him to quickly grasp the intent of the project and deliver videos which hit the expectations of the brief.

- **Support Australians Campaign**

Andy was also our chosen partner for the development of our videos for AKD's National 'Support Australians' campaign this year. If you're going to promote supporting local, it only made sense that we would choose Andy who works and lives only a short distance from our Colac facility in Victoria. The campaign encouraged individuals and businesses to buy Australian Made and in turn support Australian jobs. Andy skilfully used existing content as well as targeted capturing to create a video that told the story we wanted. Andy continues to meet our brief in style and tone, being both professional and authentic. Andy scoped the project well and through all the challenges of Victorian lockdown, he delivered it to a high and professional standard.

Andy and Roseneath Creative is easy to work with, adaptable to changes and provides a calm, controlled and managed approach to any project he is engaged on.

If you wish to discuss Andy, Roseneath Creative or the projects we have engaged him on then please feel free to contact me at (03)5231 9100 or email [shane.vicary@akd.com.au](mailto:shane.vicary@akd.com.au)

Kind Regards,



Shane Vicary  
CEO