Pascal Satori

GOOD DESIGN AWARD® WINNER

AUGUST 2026

CAPABILITY STATEMENT

HEY, WE'RE PASCAL SATORI

You already have the ambition. Our job is to build the customer experience that carries it.

Pascal Satori exists because growth runs on two engines: attracting the right customers, and keeping the ones you've won.

In most organisations the first engine has an owner, a budget and a plan. The second belongs to everyone and no one: it sits with the founder, or with busy individuals holding client relationships together on top of the day job.

We get both working seamlessly, with a considered brand-first approach to attracting, engaging, retaining and growing your customer base.

We diagnose where the gaps and opportunities are, and set the strategy. Design the brand, the culture, the digital tools and the experiences that position you where you need to be, and then we embed within your team to execute - building the systems and the rhythms to help you innovate and scale sustainably.



Craft memorable experiences

Lead with brand ✦ Sharpen through design thinking ✦ Deliver through every customer touchpoint

THE TEAM

A multidisciplinary team built for customer experience: the brand, marketing, digital and design capability to take you from diagnosis all the way to delivery.



Paris Young,
Founder



Tiahn Dugdale,
CX



Charlie Phillips,
Digital



Grace Meguerditchian,
Design



Emilie Howard,
Brand Managment



Julia Macaranas,
Digital Marketing



Grace Aloo,
Development



Clio Lund,
Graphic Design

A UNIQUE SERVICE MODEL

At Pascal Satori, we work with organisations that want to grow purposefully and perform consistently.

Our role is to help them design the internal strategy, story and structure needed to get there.

We do this because too often, the parts of a business that shape its customer experience are fragmented. The brand doesn't evolve with the company. Digital infrastructure dates as technology develops. Projects get signed off and frozen in time, while the business they were built for keeps moving.

A business is an ecosystem, and customer experience is its lifeforce. When any part stalls, the whole system feels it.

Pascal Satori was founded to keep that system alive and growing.

Between vision and execution, strategy and systems, brand and behaviour.

Why we do what we do...

Consistent customer experience and internal alignment are not just 'nice to have'. They're business-critical.

When your strategy, culture, and operations are fragmented:

- Customers feel the gaps in service, communication, and credibility.
- Teams work harder than they need to, but still fall short.
- Growth is reactive, expensive, and difficult to sustain.

By contrast, when everything is working in sync:

- Customers experience clarity, consistency, and trust at every touchpoint.
- Teams move faster, make better decisions, and stay focused on what matters.
- The business grows with less friction, more momentum, and greater resilience.



How we work:

WE PARTNER WITH FOUNDERS AND LEADERSHIP TEAMS ACROSS FOUR KEY AREAS:

- **Brand**
  We craft your positioning and identity so your value is clearly understood, and consistently communicated both visually and in storytelling - across each touchpoint, from online to in-person.

- **Design**
  We bring structure to experiences and systems that make your business more usable, memorable, and effective.

- **Culture**
  We help embed values and behaviours that guide your team's decisions and activate your strategy from the inside out.

- **Digital**
  We design the right digital tools, assets and workflows to engage audiences, reduce complexity and support scalable performance.

The Result:

We help organisations avoid the cost of misalignment: wasted time, fragmented execution, high team turnover, and lack of trust.

Instead, we create systems and strategies that produce:

- Increased revenue or fundraising through stronger brand differentiation and brand loyalty.
- Improved operational efficiency by designing systems, aligning teams and removing bottlenecks.
- Stronger retention - of both customers and key staff - through clarity and consistency.
- Greater resilience to grow, shift direction, or scale without breaking what's working.

Pascal Satori isn't just here to help you look more polished - we help you build the kind of organisation that's equipped to **lead, adapt, and thrive.**

How it works:

EVERY ENGAGEMENT STARTS WITH THE BLUEPRINT.

Our blueprint is a twelve-week program that begins with diagnosis and ends with a complete customer experience system.

The first weeks read your own data sales records, customer behaviour, the story your numbers are already telling to find the problems worth solving and the opportunities worth chasing.

From that evidence we set the brand and design all four phases of your customer experience: how you attract, engage, retain and grow the right customers.

The Partnership is where it comes to life. A minimum twelve-month embedded retainer to build, run and measure what we've designed together.

Start where you are.
Some clients arrive with a brand question, some with a growth problem, some needing execution capability from day one. Wherever you enter, the work follows the same arc and methodology.

What the 3D's mean

DEFINE

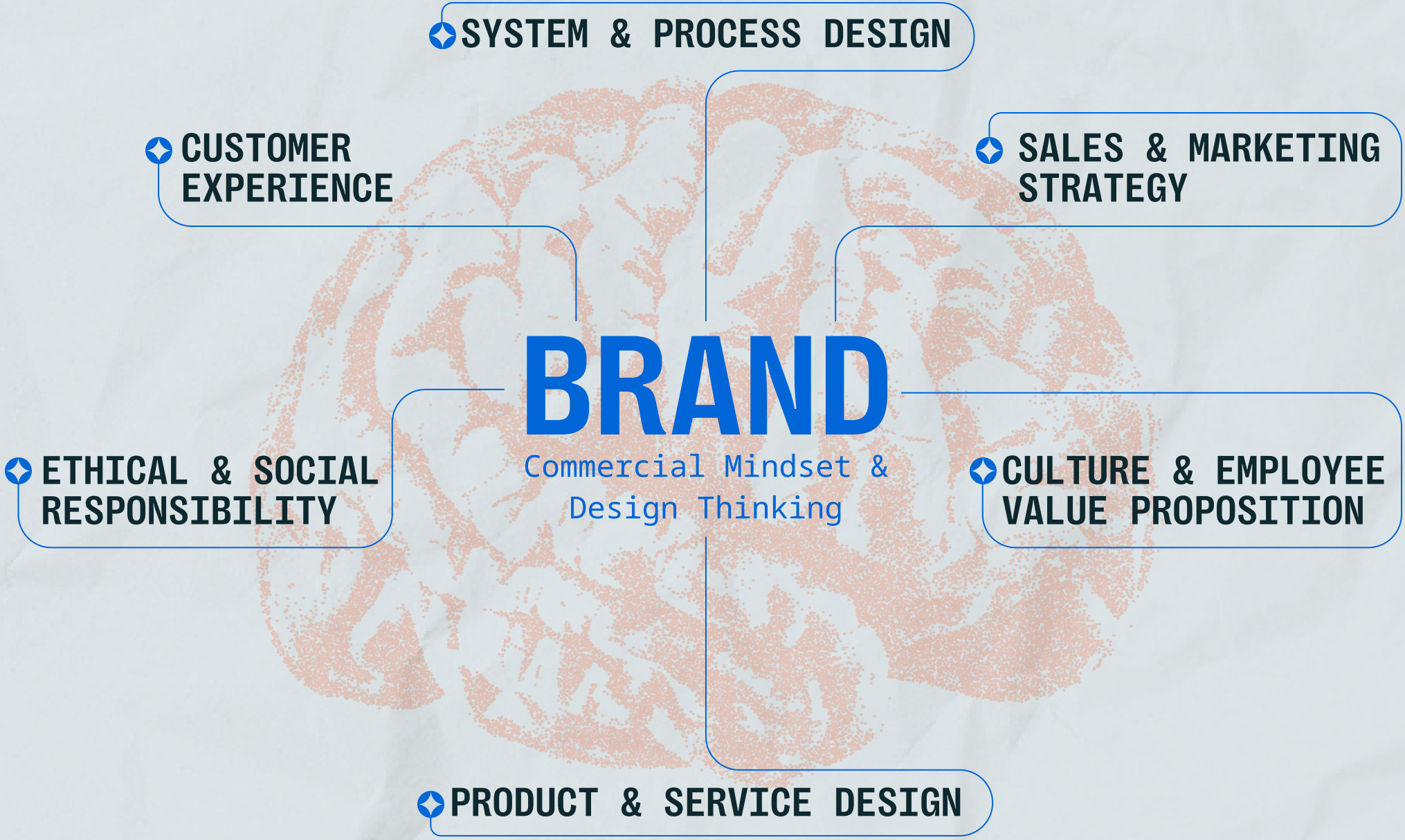
We diagnose the problems worth solving and the opportunities worth chasing.

DESIGN

We develop the strategy and craft the experience across brand, culture, digital and design - one system, made to evolve

DO

We execute as your team: senior, multidisciplinary capability on tap, without the cost of building it in-house.


SYSTEM & PROCESS DESIGN
CUSTOMER EXPERIENCE
SALES & MARKETING STRATEGY
BRAND
Commercial Mindset & Design Thinking
ETHICAL & SOCIAL RESPONSIBILITY
CULTURE & EMPLOYEE VALUE PROPOSITION
PRODUCT & SERVICE DESIGN

STRATEGY & PLAN

Five components, one system. Brand sets the foundation; the four stages that follow trace your customer's whole journey.

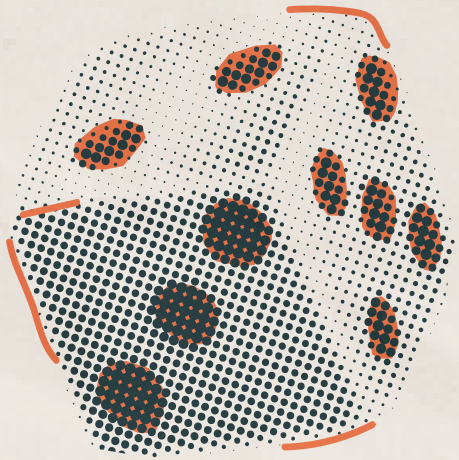
Brand
Everything starts here. Your brand is both your unique position in the market and a practical operating tool: the promise, identity and voice that steer every decision at every stage that follows.

Attract
Bringing in the right customers at a cost your business model can carry — from go-to-market strategy and ideal client definition through to the channels, content and campaigns built from your brand position.

Engage
Designing a first experience worth repeating. The journey across every touchpoint, the onboarding, the handover from sales into delivery — closing the gap between a first purchase and a second, where more relationships are won and lost than anywhere else.

Retain
Building the systems that keep customers: the cadences, the standards, the early-warning signals read from real behaviour — with a rhythm and a named owner, so retention becomes a job someone actually holds.

Grow
Earning more from the customers you already have. Account expansion, referral designed as a system rather than left to luck, and the measurement rhythm that keeps the whole engine visible.

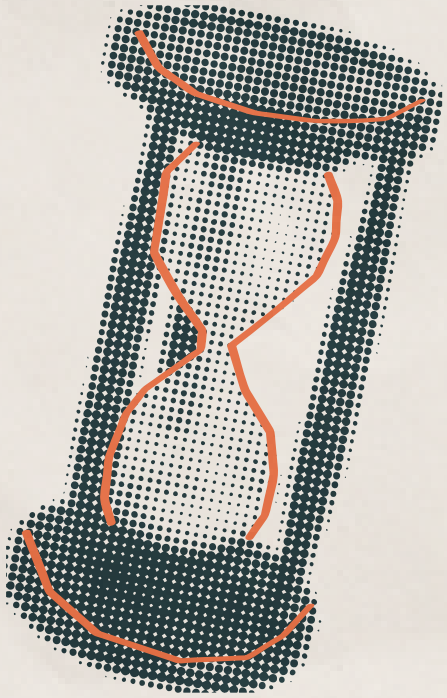


Phase Two - Embed and execute

RETAINER

The Blueprint gives you the system. The retainer is where we build it, run it, and prove it — a minimum of twelve months, embedded with your team, executing on the strategy.

Twelve months isn't an arbitrary term. It's the timeframe customer experience genuinely runs on: long enough to launch the work, read real customer behaviour, and adjust to what the market tells us.



Your team, extended.
Senior strategy, brand, digital and design capability working as part of your business — the output of a full department, without hiring one.

Build and launch.
The work the strategy calls for: the brand rollout, the digital assets, the customer journeys, the systems and rhythms that make the experience real.

Measure what matters.
A scorecard read from real customer behaviour, reviewed on a rhythm, so both engines — winning customers and keeping them — stay visible and improving.

Adjust as you grow.
The business keeps moving, and so does the work. We prototype, test and refine as we go, so nothing gets signed off and frozen in time.

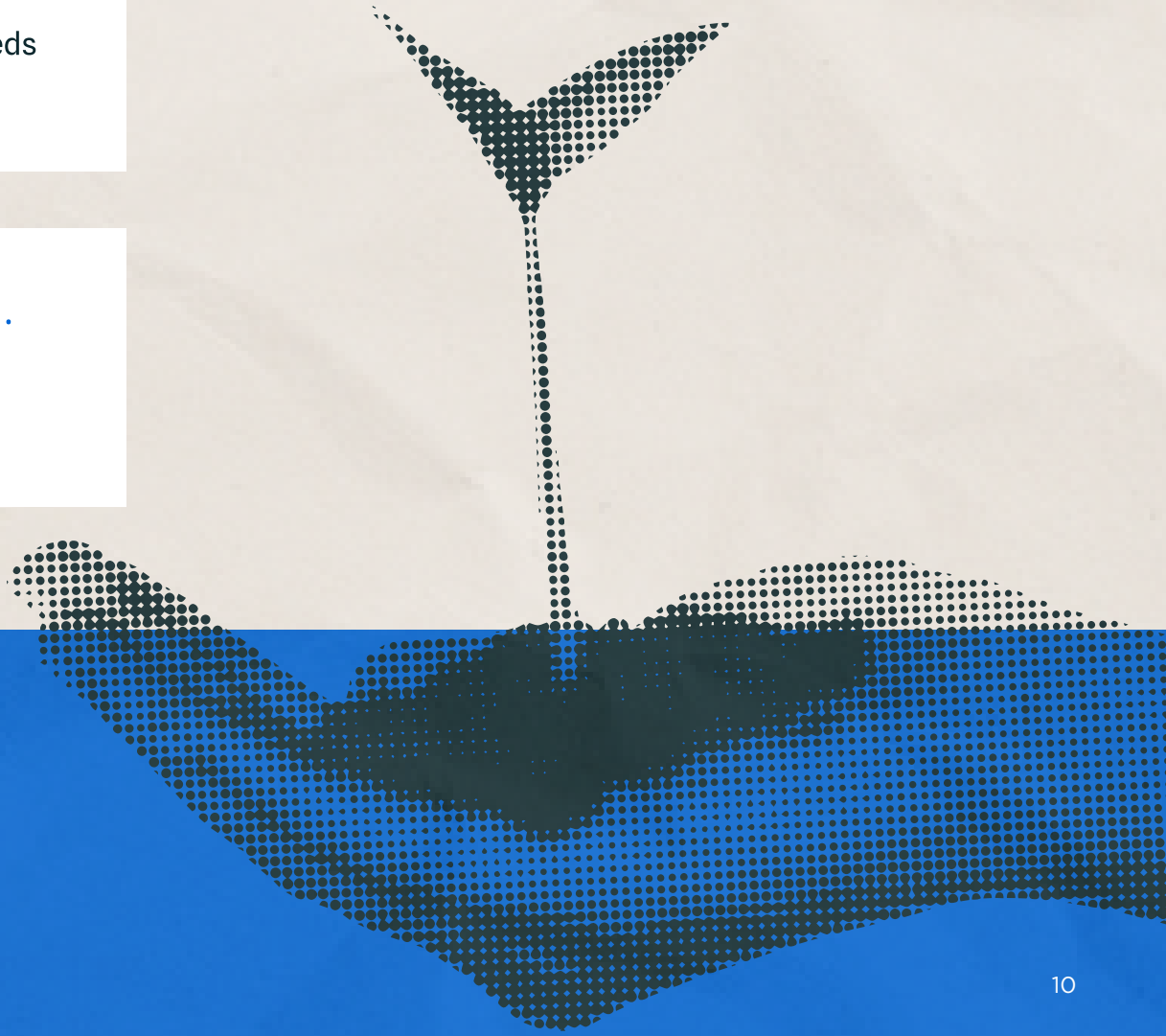
INVESTMENT

Foundation Project — $30,000 + GST

This acknowledges the work done to date, defines what needs evolving and crafts the strategy needed to execute on.

Ongoing Retainer — TBC after phase one. Minimum $5k per month

This describes the output of the retainer.





Case Study

HER TECH CIRCLE

Opportunity:

Her Tech Circle is an organisation that started as a chapter of global organisation that required a localised communication strategy for their Australian chapter, ensuring an expansion of their audience, and reframed local mission that talks to the unique situations for Australian Women in Technology. Considering the availability of their volunteer workforce, they needed a complete strategy and innovative plan to build their brand and engage their audience.

Strategy:

Her Tech Circle approached Pascal Satori to assist in developing a clear chapter Brand and communication strategy that has become the blueprint for brand growth and engagement across the country. Following a combination of qualitative and quantitative research (Including brand surveys and industry insights), Pascal Satori developed key customer personas, brand vision, channel and engagement strategy to utilise in creating consistency throughout their activities . When rebranding from Girls in Tech, Her Tech Circle also engaged Pascal Satori for a full brand identity and ecosystem overhaul.

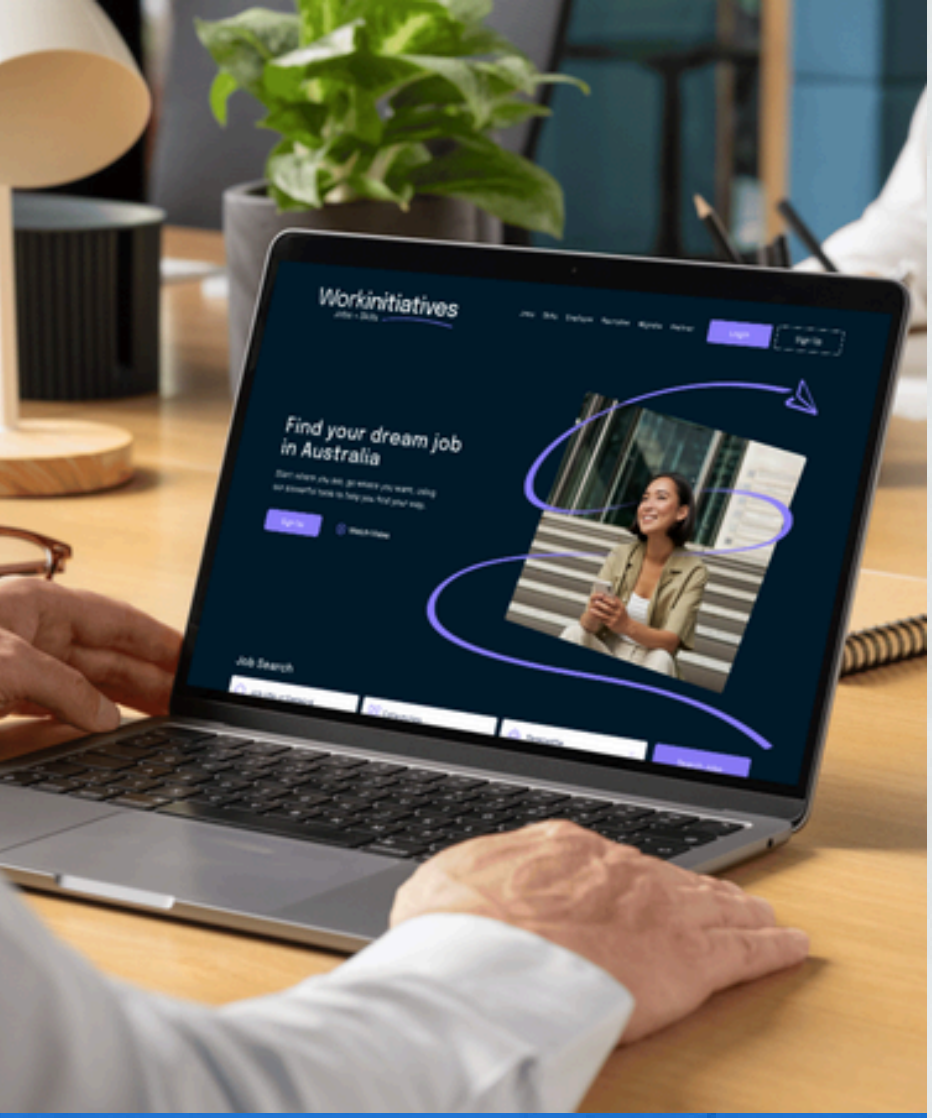
Impact:

Diversification of communication channels and content themes, broadening appeal and impact within the tech industry.

Channel strategy looking at innovative and technology-led social platforms with automated monitoring and management leading to over 70 events with 95% attendance across multiple states and 2 countries, 5,000 attendees and 8,000 members and a Podcast community.

Partnerships established with EasyGo, Dynatrance, and other global tech organizations in both sponsorship and work placement opportunities.

Refreshed brand identity and style-guide and social media assets to streamline processes and ensure consistency across channels.



Case Study

WORK INTIATIVES

Opportunity:

Australia's skills crisis is deepening - critical industries can't find, train, or retain the talent they need, and traditional pathways aren't keeping up. WorkInitiatives was created to bring all the disconnected pieces of the workforce ecosystem together and drive the solution - but was jumping into execution without the strategic foundation to back it.

What was missing was the clarity and cohesion of a strategic foundation to unify and drive forward - a strategic rationale, communications strategy, and mission clarity to accelerate growth and reach, alongside a digital network experience capable of bringing global partners, local institutions, government, and people together in one place.

Strategy:

WorkInitiatives engaged Pascal Satori to develop a Business Blueprint - a clear strategic framework across brand, positioning, structure, and customer experience. This became the foundation for accelerated execution, including a rebrand to more accurately align with their mission.

From there, Pascal Satori led the design and rollout of a network of digital experiences to support the organisation's expanding ecosystem and evolving market needs.

Impact:

Established a clear strategic foundation enabling rapid, confident delivery across various B2B & B2C audiences, and overall revenue and profit growth across various streams.

Delivered a rebrand aligned to mission and market positioning, an overhaul of entire visual lanugage including sub-brand identities and clear refined brand architecture

Designed and rolled out the UX & UI strategy for over 20 digital platforms and sub-brand channels with consistent, user-centered experiences, creating an integrated network of digital and communication touchpoints.

Improved clarity across offerings, positioning, and customer journeys leading to endorsement from industry, state and federal government.



Case Study

STOREPRO

Opportunity:

Storepro is a specialist retail fitout and programme management company operating across Australia, New Zealand and China. As the industry emerged from COVID, Storepro had strong delivery capability and a hard-won reputation, and an ambition bigger than the next tender: to grow through long-term retail partnerships, delivering end-to-end stores for retailers who wanted a partner across the whole lifecycle.

Winning that work required more than a capability list. Storepro needed a clear partnership model, a market position that captured what the team actually delivers beyond the physical build, and the brand, systems and customer experience to hold larger retailers over years rather than projects.

Strategy:

Pascal Satori worked with Storepro's leadership as their long-term strategy, brand and experience partner. We defined the partnership model and go-to-market position: Built for retail, backed by the brand promise of Value beyond the build, repositioning Storepro from project contractor to end-to-end store delivery partner for retailers with ongoing programmes.

We built the brand identity and visual language, the website and digital assets, and provide ongoing marketing management and design as an extension of the Storepro team. Because retention is designed, not hoped for, we also shaped the customer experience into Storepro's systems: integrating maintenance into the offer, developing a CRM client portal, and building an AI-powered customer knowledge platform that puts decades of retail delivery knowledge directly into clients' hands.

Impact:

30% year-on-year growth post-COVID, built on long-term retailer partnerships and repeat programmes rather than one-off tenders.

A clear partnership model and market position that larger retailers buy into: Built for retail, with value extending across the full store lifecycle from strategy and planning, to drafting and delivery through to maintenance and ongoing support.

A connected customer experience across systems: maintenance integrated into the offer, a CRM client portal, and an AI-powered customer knowledge platform giving retail clients direct access to Storepro's delivery expertise.

A complete and consistent brand in market: identity, visual language, website and digital assets, with ongoing marketing management keeping every touchpoint aligned as the business grows.



Case Study

SCREEN CAREERS

Opportunity:

The demand for skilled Below The Line crew is growing, driven by the increasing number of local productions and international projects choosing to film in Australia. To meet this demand and maintain the industry's growth, the founders of Screen Careers saw an opportunity to develop an organisation focused on the development of essential skills and workplace practices that are focused on its building, supporting and sustaining a robust BTL workforce.

Strategy:

Approaching Pascal Satori with a library of e-learning courses, the Founders needed to develop a clear brand identity and customer experience strategy to facilitate their vision. Pacsal Satori worked with the founders to develop an extensive brand and communication strategy, focusing on brand identity development and a digital ecosystem that could facilitate both in person and digital events, courses and training programs.

Impact:

Complete digital ecosystem with custom-designed WordPress website, Integrated CRM, and Events Management system.

Secured 1.4 million in funding from Screen Australia and VicScreen over 4 years with 3,000+ workshop attendees, 1,000+ learning enrolments, and 130 supported attachments.

20+ productions supported in line with exclusive partnerships with Netflix, BBC, and Werner Film Productions.

Development of streamlined systems, dynamic assets, and automated processes to reduce administrative burn and repetitive tasks across marketing activities.



Case Study

CORA

Opportunity:

Freight Concepts was a capable freight business undertaking a genuine transformation when they approached Pascal Satori in 2018. The team had deep logistics expertise and a real commitment to customer service, and the brand said commodity broker. Industry research confirmed the problem ran category-wide: brokers were perceived as price-motivated and transactional, with relationships initiated by sales people and then abandoned.

The clients they wanted to serve were mid-market and large organisations with complex distribution requirements, buyers looking for a strategic partner rather than another quote. The business needed a name, a brand and an operating model that matched where it was going.

Strategy:

Pascal Satori grounded the work in research: customer interviews, competitor analysis and industry trend studies that revealed clear space for a customer-led logistics partner in a category that had stripped the human element out. From that foundation we developed the naming strategy and created cora, a deliberately warm, human name built around the word core, standing apart in a category of acronyms and route maps.

We built the complete brand: identity, brand strategy, tone of voice, the brand essence of people before transactions, and a full communications, content and social strategy mapped to every stage of the buying cycle. Internally, we guided the shift to a customer-led organisation, replacing individual salesperson account ownership with team-based accounts and proactive customer care, designed directly from what customers told us they wanted.

Impact:

Strategic and sound foundations that have cora operates as a strategic 4PL describing itself as one of Australia's fastest growing, serving mid-market and large scale organisations with complex distribution requirements, the exact client the reposition was designed to attract.

The customer-led model became organisational structure, with cora going on to recruit a dedicated Head of Customer Success and General Managers for its industry verticals, embedding customer experience as how the company grows.

A brand with staying power: the name, essence and core brand copy written in the 2018 strategy remain in market unchanged today, word for word, eight years on.

A complete brand ecosystem at launch: research, naming, identity, brand and communication strategy, content and social strategy, and the assets to carry the new brand into market from day one.



Case Study

REFORMER FACTORY

Opportunity:

The practice of Pilates goes back to the early 1900s however it continues to be the fastest growing exercise genre in Australia and New Zealand experiencing a 250% growth in the 12 months from September 2021 to September 2022. The founders of Reformer Factory had an opportunity to create a new Pilates experience focusing on suburban areas of Victoria, and approached Pascal Satori to assist in designing a unique Brand experience to set them up for success.

Strategy:

Pascal Satori worked closely with the founders to craft a unique brand identity and story that combined the core themes of industrial or suburban landscapes with high lux wellness. From the initial moodboards and research, Pascal Satori developed a Brand and Communication Strategy that created a clear space for Reformer Factory to own in the minds of its customers and a consistent experience that could be carried out through instructors, class formats and fitout. Pascal designed a digital ecosystem enabling bookings and subscription services, worked with the team to develop a launch strategy, and collaborated on Brand details throughout the physical build.

Impact:

Foundation memberships sold out within 48 hours, with over 100 bookings made via the website within the first fortnight of opening, from over 2.5K website visits.

More than 500 five-star reviews online, attracting repeat customers and an engaged workforce.

High engagement launch campaign, including 1,100 comments, 391 shares, and 3K followers within the month of launch of the initial studio.

One studio launched each year in line with the growth model and scalable framework design, totaling three studios opened within three years.



Case Study

THREAD TOGETHER

Opportunity:

Thread Together were an emerging leader in fashion circularity when they approached Pascal Satori in 2020. With a unique solution to two core problems; saving brand new clothes from landfill, and helping people doing it tough - they needed a complete brand ecosystem to support them in delivering services and communication to several types of key customers: fashion brands, charity organisations, volunteers and corporate partners.

Throughout their rapid growth, they also needed a team that would support them across a variety of initiatives - providing continuity and flexibility along the way.

Strategy:

Pascal Satori worked with the team to develop a customer experience strategy to engage each customer profile; including a digital strategy focusing on the design and development of a website with booking system integration and CRM, and a social media communication strategy concentrating on multi-channel engagement and growth.

Over three years, Pascal Satori has continued to act as an extension of Thread Together's team, delivering a range of design and associated services to facilitate their rapid growth as brand guardians.

Impact:

Increased social audience from 15K to 40K over 3 years while maintaining high engagement, and click-through conversion for brand call outs.

Custom-designed Wordpress website with clear customer journeys to support volunteer bookings, charity partner clothing requests, monetary and clothing donations, fashion partnerships, and corporate partners.

Systemised approach to brand communications, relieving pressure on internal team members and optimising content sharing.

Design of several brand activation initiatives such as Australian Fashion Week Pop-Up, Gift of Giving Campaigns and various brand collaborations.



Case Study

FABSCRAP

Opportunity:

FABSCRAP was founded to tackle New York City's commercial textile recycling challenge, transforming unwanted materials into reusable resources rather than landfill waste. Through their recycling partner service, they collect materials from businesses, sort them with the help of volunteers, and either recycle them or make them accessible through physical and online stores. While initially seeking support from Pascal Satori for a website redesign, it became clear that a broader strategy was required to reposition FABSCRAP's brand perception and enhance engagement across all touchpoints for its diverse target audiences.

Strategy:

FABSCRAP have a number of very distinct target audiences with very different needs, messaging and actions. To address the diverse needs of their audiences, Pascal Satori crafted a holistic strategy encompassing brand and communication alignment, a user journey audit, brand revision, marketing collateral development, and a website redesign. This strategy repositions FABSCRAP as more than just a waste management solution for brands, but a leader of changemakers reimagining the future of textile waste. It also prioritises building credibility and trust through impactful storytelling and data-driven insights to highlight their measurable impact. This alignment enables FABSCRAP to grow corporate partnerships, engage and retain volunteers, and expand its events calendar, solidifying its role as an innovator in sustainable textile recycling.

Impact:

By implementing a cohesive brand and communication strategy, FABSCRAP now has brand clarity and a unified voice across all channels. This fosters deeper connections with each brand, corporate, volunteer, donor, and customer audience while ensuring consistency and supporting long-term growth.

A focus on data-driven storytelling elevates FABSCRAP's reputation and credability, effectively showcasing its measurable impact and aligning with audience expectations for transparency and trust.

The FABSCRAP brand visual language was reimagined to reflect a modern, sophisticated, and fashionable aesthetic. This refreshed identity resonated more deeply with their community and professional partnerships, paving the way for increased funding and leadership opportunities.

Through a comprehensive audit of customer journeys and touchpoints, both digital and in-person experiences were optimised and streamlined. This included updating the website and automating processes to reduce administrative time, enhancing scalability and improving overall engagement and leads.

Pascal Satori

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