



DORRY KORDAHI MANAGEMENT PTY LTD

NOT JUST PRODUCTS, BUT  
*ideas and concepts.*

MARKETING & MERCHANDISE SOLUTIONS



*"DKM has provided a very creative approach... helping us develop a true feeling of exclusivity. We are very pleased with the results."*

**Shobie-Ann King**  
*Herbalife*

*"DKM were very helpful in locating the ideal product for our requirement, providing a quality retail brand rather than a generic promotional item."*

**Miranda Stojanovski**  
*National Geographic Channel*

*"Within a short time, DKM has made itself stand out by providing better creative ideas and pricing. This is why DKM is my preferred supplier."*

**Laura Moraitakis**  
*Movie Network*

At **DKM**, we see ourselves as being in the brand business; where our products carry your brand. We understand that you can't afford to compromise on quality and service.

Our philosophy is why so many great brands trust us including *Bentley, Crowne Plaza, Lipton, Midori, Credit Suisse Asset Management, Foxtel* and *Abbott Pharmaceuticals*.

**DKM** is a direct importer, so we bypass the middle men and cut your cost dramatically. No middleman also means faster, more responsive service across our range of more than 12,000 promotional items.

**DKM's** direct links with China means access to products that have not yet been seen in Australia. Be the first with a new product and give your brand that unique 'look'.

**DKM** is also a local manufacture of products, meaning the most demanding custom project is possible.

Our experienced and award winning team provides complete marketing and merchandising solutions. Talk to us and learn how our ideas can assist you to extend and enhance your marketing message.

We look forward to the opportunity to meet with you in person to discuss methods of using promotional products to drive your sales and build your brand. In the meantime, please visit [www.dkwear.com](http://www.dkwear.com) for more information.

Kind Regards



**Dorry Kordahi**  
*Managing Director*

# logolounge 2



Computer Associates™



***“ If we couldn't look after our own brand ...  
... how could you expect us to look after yours? ”***

*In 2005, LogoLounge.com's panel of international branding experts voted dkrn one of the world's 2000 most exceptional logos.*

*Other Australian winners:*



# we excel

## 1.

### **Branding**

We seek to add value to, extend and grow your brand.

You might think we sell promotions and merchandise products... but we don't think that way.

We think we sell brand platforms.

Our products carry your brand, and therefore must exude all the qualities and values that you have worked so hard to build.

## 2.

### **Solutions**

**DKM** is a management company. We implement solutions.

Use our expertise to find not just any merchandise solution, but the best solution for your brand.

Management is about end-to-end solutions. From the moment you pick up the phone, until the day your campaign is declared a success, **DKM** is working behind the scenes to ensure your needs are met.



# because:

## 3.

### ***Service***

We manage outcomes:  
Concepts. Service. Value.

Our commitment to concepts  
means you are presented with  
fresh ideas.

Our commitment to service  
means fast turnaround times.

Our commitment to value means  
higher quality products...  
and very competitive pricing.

## 4.

### ***Direct Importer***

DKM has its own offices with its own  
dedicated team in Shanghai, China.

This means more than just great service.  
It means more than great savings by  
cutting out the middle man.

It means somebody to watch your  
special order as it comes off the  
production line – ensuring quality  
standards are met.

It means somebody who knows all the  
local manufacturers will be selecting the  
best supplier for you.

It means somebody who understands  
China's transport systems will ensure  
your goods get priority.



# THE DA VINCI CODE

*The Da Vinci Code was launched under a cloud of mystery. There were no previews. No journalists were allowed to see the movie before the public. The official web site was a single page listing world-wide launch dates...  
... and nothing else.*

Behind the scenes Sony Pictures Australia was planning for the launch of the biggest movie event of the year. It was to be a big bang launch, perfectly choreographed to achieve maximum impact.

Sony's promotional product partner was DKM. Sony worked with DKM to create a range of products for use as give aways to journalists, movie goers and other key targets.





The first step was a simple briefing. Sony briefed DKM on the movie, about the target audiences and gave them the budget.

A key element of the briefing was an understanding of other promotional activity. The Da Vinci Code was offering movie goers the chance to travel Europe, assembling their own code as they went.

The whole DKM team then worked on developing a range of concepts. This included reading the book to guide them. Ten concepts were developed and presented to Sony. Six were accepted.

Ideas included a puzzle ball. It looks like the code balls in the Da Vinci Code and like a code it required assembly.

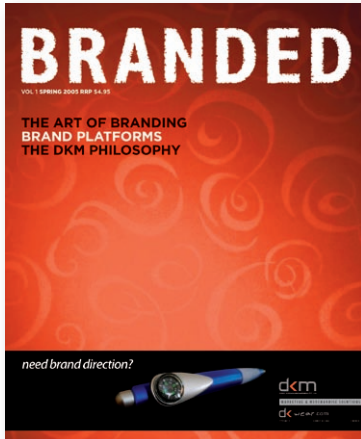
In keeping with the travel promotion, DKM developed a leather document holder, a note pad and a camera. The document holder was a premium product, and was sent to journalists along with complimentary movie tickets and background information kits.

Other concepts included a coded lock and a penlight.

The overall concept was about joining the adventure. The complete set gave you everything you needed to crack the code yourself.



# BRANDED



DKM and The Written Edge launched Branded in 2005 to critical acclaim.

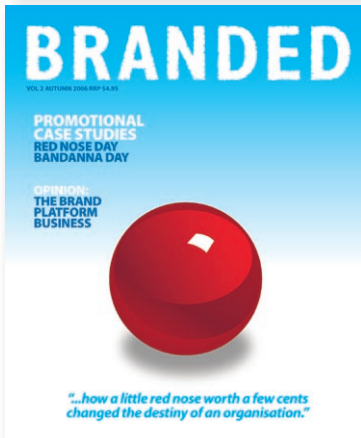
Branded is an industry first – a magazine about promotions and merchandising targeted directly at professional marketing buyers.

Branded's mission is to establish the concept of the Brand Platform.

Promotional products are platforms for your brand, they add value to your brand, protect your brand, extend your brand, build your brand.

Branded is not so much about products, as it is all about ideas and concepts.

Dozens of leading suppliers from across the industry have supported Branded and it has appeared at leading tradeshow.





"The goal now for DKM is to be recognised as a market leader after just two years the company is well on its way."

"Merchandise business DKM was started by Dorry Kordahi from his garden shed three years ago and last year turned over \$3m"



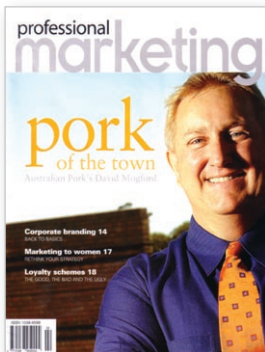
# dkm in the media.

*DKM is making its mark, with recognition coming from Australia's leading marketing and business titles including:*



"Dorry Kordahi named one of the five significant marketers in Australia"

"DKM believes making the right choice can have a significant impact on the success of your brand building exercise. Choosing a promotional product is not only about finding the right price, it is about finding the right idea"



**Dorry Kordahi Management**

Unit 8, 43-53 Bridge Road  
Stanmore, NSW, 2048  
Australia

P: +61 2 9516 0366

F: +61 2 9516 0377

[www.dkmanagement.com.au](http://www.dkmanagement.com.au)  
[sales@dkmanagement.com.au](mailto:sales@dkmanagement.com.au)