



the one centre

brand ideas unlimited™

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About John Ford & The One Centre – An Innovation Centre



John Ford – CEO

The One Centre is a new-model international creative company, set up to help businesses worldwide refresh, redevelop and even create new brands, end-to-end.

Founded in August 1999 by John Ford, The One Centre operates on a “zero geography” principle and now generates 50 per cent of its revenue from international projects.

Based in a purpose-built 750m² innovation centre on Sydney Harbour, The One Centre is uniquely equipped to research, redevelop and re-launch brands in a holistic way, in any market, at any time. This includes strategy through to full creative development, production, implementation and evaluation.

The One Centre model is based on the idea that consumers have become increasingly “desensitised” to traditional forms of advertising and branding and are now seeking deeper, newer, more engaging brand experiences - be they packaging, product, retail environment or event experiences. Mr Ford believes that great branding is not just about communication, but demonstration - allowing consumers to literally touch, taste, smell, see and hear the brand proposition.

The One Centre's five integrated services include market research, business and brand strategy, multi-disciplinary design, media-neutral communications and multi-sensory experiences. Its process involves the development of a big, behaviourally impacting Brand Idea and Detonation™ of that idea into everything a business does to deliver an integrated journey of experiences which Mr Ford calls, Brand Theatre™.

Winner of the Australian Marketing Institute's 2004 National Awards for Marketing Excellence (Consumer Insight category), The One Centre employs 40 industry leading specialists who are involved in Brand Idea development, identity and multi-sensory brand language design, industrial product and service design, technology and interactive design, environments, packaging, merchandise and collateral, and brand launch/relaunch communications and experiences.

Mr Ford, who remains at the helm of the Australian-owned company, is a graduate of Sydney University. He worked as a technology trader in Paris in the early '80s. He then became an equities dealer for the Macquarie Bank. He moved into the brand strategy business in his '20s and, by age 30, was regarded as one of the industry's leading thinkers, holding Head of Planning and Partner positions within two of Australasia's leading agency groups, TBWA and Batey.

While he found the work stimulating and rewarding, he privately held the view that the traditional agency model was limited in its ability to think, create and evaluate for the experience economy* and that conventional creative agencies were failing to take into account the shift from broadcast to brand experience.

He started The One Centre in 1999 and has since doubled revenue every year.

Mr Ford describes The One Centre's offer in a simple way: “We offer businesses unlimited experiential branding capabilities across marketing's 8 ‘Ps’ using all 5 senses.”

The eight ‘Ps’ include product, place, packaging, physical environments, people, promotions, price and processes. The five senses include sight, sound, scent, touch and taste.



The One Centre – based in a 750m² innovation centre on Sydney Harbour

Since beginning, The One Centre has completed brand projects locally and internationally for: Alfa Romeo, Asia Pacific Breweries Ltd (Tiger Beer), Australian Consolidated Press Holdings, Australian Museum, Bushmans, Fairfax, Freedom, Moore's Bread, NSW Lotteries, OPSM/Luxottica, McGrath, Pacsafe, Peppers Retreats & Resorts, Publishing and Broadcasting Limited (PBL), Pulp Juice Bars, The Aspinalls Group, Toyota, Vodafone, Volkswagen, Warner Music, Sony, Sprint, NRMA, Unilever, HMRI, Swift & Moore, Wrigley's, Diners Club, British Airways, LG, Volvo and Victor Chandler.

* Pine, J. and Gilmore, J., 1999, *The Experience Economy: Work is Theatre and Every Business a Stage*, Harvard Business School Press, Boston.

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