DESIGN IS IMPORTANT BUT STORY MATTERS.

Great agencies do more than produce logos, advertising and design; they develop visual stories. At Pure Fusion Media, we help clients craft powerful visual stories that remain top of mind with their customers, and their competition.

Telling the right story means listening to your clients needs and then analyzing and predicting where the client, and the customer is headed next. We are always innovating with new printing techniques, pushing the boundaries of our creativity and further learning new illustrative ideas and styles. Your story must connect to your customers, and we ensure that your customers turn into brand ambassadors for life!
TASTING THE NZ CULTURE.

Telling a powerful, inspirational story requires you to think outside of the box and beyond just the visual layout. For Bottled Water Company, KAURI, the requirement was to create product labeling that told the story of New Zealand, while also providing a look that said refreshing and exciting. The final designs for KAURI reflected many of the gorgeous scenes found in New Zealand, but also included MAORI patterns, the common and mysterious imagery used by the New Zealand Native Tribes.
SPICE IT UP!

World Seasonings

Sometimes great design doesn’t have to be over the top to be highly effective. World Seasonings is a revolutionary spice blend that can be sold individually, but also as a full set. We wanted to create a synergistic feel to the line of spices, while being brighter and bolder than anything a cook may have in their cupboards.

PROJECTS INCLUDE

Branding, Packaging, Marketing, Digital, Advertising, Site Layout
PRODUCT DESIGNS THAT FLY OFF SHELVES

HI-WHEEL FIZZY WINE CO.

PANCAKE SAVAGE

AZURE KOSMETICS

FEED YOUR INNER SAVAGE!

ALL NATURAL PANCAKE SAVAGE

GLITTER PEEL OFF MASK

GLAMAZON UNICORN
We are design fanatics and strategic thinkers. We use out of the box creativity and the latest in visual technology to elevate your brand and its products and services in ways you may have never considered. Whether you need a new logo or brand design, a superior website, powerful package design, or are wanting to update your entire brand system, we are here to help. We know how to set your business apart from your competition; we know how to get you noticed.
CREATIVE PACKAGING • OUT OF THE BOX TECHNIQUES • SUPERIOR ARTISTRY
If there is one thing that is consistent about our work is that it is varied and diverse. We don’t have a “design style.” Each project is meticulously crafted to the unique story of each client. The result? Substantially higher ROI and increased brand loyalty.
FROM ZERO TO 20,000 STORES IN UNDER A YEAR.

When AZURE Kosmetics first came to us for a banner design, they were just getting started. We determined that before we created their first piece of art we needed to repackage. One year and 20,000 stores later, we think they made the right decision.
ALOVITOX PRODUCT RELABELING

BRANDING
PACKAGING
ADVERTISING
SOCIAL MEDIA
VIDEO
COLLATERAL
ILLUSTRATION
WEB DESIGN
E-COMMERCE
POSITIONING
Every concept that we present to our client undergoes the same rigorous critique and evaluation before it is ever shown to the client. We want any of our concepts to be works of art and strategically positioned. You can be confident that you are getting the highest quality designs and commitment, from the first concept through your entire product line.
“Pure Fusion's branding efforts have helped portray our products as disrupters in the marketplace.”

CEO, eBARS

"I haven't worked with anybody better in terms of getting high-quality work done quickly."

CMO, Promera Sports