



RAISE A GLASS TO WORKING WITH LOCALS

STORY **BROOKE JACOBSON**
PHOTO **JOHN PIRES PHOTOGRAPHY**

The iconic Full Moon Hotel has been kicking goals on a state-wide stage, with the help of another local business.

The watering hole was recently named as a finalist in the QHA Awards for Excellence in several categories including Best Marketed Venue.

Local marketing company, Kartia Designs, has been working with the Full Moon, and according to creative director, Kass Cartia, it's been a winning partnership.

"They're so easy to work with, they're such a good team there and that makes it easy for us," Kass said.

"They're the kind of client that you can go to with an idea, and they're good with ideas too, so it's a great mix."

Hotel Owner at the Full Moon Hotel, Lucinda Dowling Black, said she loved working with Kartia.

"As we know, the commercial marketing space is competitive, overwhelming and constantly evolving," she said.

"Kass and her team at Kartia Design are professional, diligent, and deliver results, but above all else they are a pleasure to work with and together we are kicking some major goals."

Luci said she was delighted the Full Moon Hotel had been recognised at the QHA Awards.

"On finding out the news, I was most proud of the team's efforts, the value we have created for our customers, and the positive impact we have made in the industry," she said.

"It is a boost to confidence overall and reaffirms that we are on the right track."

Kassi said there were several elements that went into creating the right marketing campaign.

"For the Full Moon, the perfect campaign is something that is not too serious, that's relatable," she said. "I tell them to just be real, be a brand that everyone can relate to and feel comfortable with."

"And that's the route we've taken with them, something fun, they're not uptight, the venue has a very 'come as you are' feel. They're an all-rounder and since the refurb, they've got such a great fresh new look."

Luci added the venue's refurbishment was all part of their new branding.

"Entertainment, such as dining out with friends or family, will continue to play an important part in life for most people, as it offers a way to relax, unwind, socialise and connect with others to maintain our emotional well-being," she said.

"We watch the customer trends closely - which Kartia assists us with - and adapt our offering to suit, to move with the market and remain resilient as a business."

"We are grateful towards those who have supported our business and contributed to its success."

Kassi and Luci have also joined forces to create a women in business networking group, called Sandgate Business Unplugged.

"We are excited to develop this further, to continue to add value to local business and its networks," Luci said.

For information, go to: facebook.com/sandgatebusinessunplugged

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CONNECTING THE BRILLIANT MINDS OF SANDGATE & SURROUNDS' BUSINESS COMMUNITY.

30TH QHA AWARDS FOR EXCELLENCE



2023



Best Detached Bottleshop
BOTTLEMART BOONDALL
SUE'S KORNER

Thanks and gratitude to Group Retail Manager Scott, Store Manager Kimberlea and our invaluable team members for rising to the occasion and continuously striving for excellence.

Awarded QLD State Finalist

Best Marketed Hotel

Best Gaming Venue - Metro

Best Bistro - Metro

Best Family Dining

Best Detached Bottleshop
'Ibis Central Cellars'

Best Hotel Bar



fullmoonhotel.com.au



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