EXAMPLES OF CASE STUDIES

Prequalification Scheme: Advertising and Digital Communications Services - SCM2701

Below are examples of case studies submitted for various capabilities on the Advertising and Digital Communications Scheme – SCM2701.

These case studies demonstrate how we require the case study document to be completed, including the level of detail required for each section, relevant answers in inapplicable fields and how the capability/services section should be filled out. Please ensure ALL fields are completed correctly prior to submitting.

Applications with case studies that are not completed correctly will not be approved for the Scheme and will be returned to the supplier as unsuccessful.

Case Study 1

Client:	Breast Cancer Institute
Campaign/Brand/Project:	Clinical Trial Promotion Project

Capability: Production

☐ Market Research ☐ Strategy ☐ Marketing and Campaign Services ☐ Public Relations ☐ Social Media	☐ Indigenous communications and engagement ☐ CALD communications and engagement ☐ Visual communications ☐ Written communications ☐ Digital communications ☒Production
Key Personnel on the Campaign (i.e. names):	Jane Smith, Tom Jones

Services Provided (these should refer to the selected capability for this case study):

01. Market Research
☐ Customer segmentation
☐ Decision journeys
☐ Qualitative research
☐ Quantitative research
☐ Stakeholder engagement and interviews
☐ Workshop / focus group facilitation

02. Strategy
☐ Brand strategy
☐ Communication strategy
☐ Digital strategy
☐ Social media strategy
☐ Visual communication strategy

03. Marketing and Campaign Services
☐ Behaviour change
☐ Brand development and management
☐ Creative campaign development and implementation (advertising campaign)
☐ Direct/email marketing
☐ Experiential marketing

04. Public relations
☐ Community relations
☐ Crisis management
☐ Public affairs

05. Social media
☐ Behaviour change
☐ Community management
☐ Content creation
☐ Influencer management
☐ Influencer marketing

06. Indigenous communications and engagement
☐ Creative
☐ Indigenous marketing
☐ Research
☐ Strategy
☐ Translation

07. CALD communications and engagement
☐ CALD creative
☐ CALD research
☐ CALD strategy
☐ In-language research
☐ Multicultural marketing
☐ Translation

08. Visual communications
☐ Branding and identity
☐ Concept development (non-advertising campaign)
☐ Graphic design
☐ Illustration

09. Written communications
☐ Copywriting / Content writing
☐ Editing & proofing

10. Digital Communications
☐ Affiliate marketing
☐ Content auditing/governance software
☐ Content marketing
☐ Digital content development and management
☐ Marketing automation
☐ Search engine optimisation
☐ Web to print services

11. Production
☒ Animation
☐ Concept development
☒ Film editing
☒ Filmography
☐ Photo editing
☐ Photography
☒ Video editing
☒ Videography

Date in Market:	March 2019
Budget:	$XX,XXX
Project/Campaign Objective(s):	To raise awareness about clinical trials and to encourage people with breast cancer to take part in clinical trial research. To educate people about the current research being carried out by Breast Cancer Trials.

Strategy:	• To design and create engaging and informative animations about clinical trials and why people should participate • To produce 3 x case studies of women who have taken part in clinical trials and 3 x case studies of clinical trial researchers.
Target Audience:	Women with breast cancer, potential donors, general public

Execution:
Describe each phase of the execution process from beginning to end. Please detail the approach, reasoning behind each step taken, the techniques utilised, and ensure to include the role of different media channels.
	Filmed Pieces:
	• **Pre-production**
	   o We were provided with background information on all of the interviewees including patients and researchers. We thoroughly examined this information as well as conducting further research in order to fully understand the context and subject matter involved with the project.
	   o This research was then developed into 'discussion guides' or 'interview structures' based on the project objectives. This involved developing a set of in-depth, relevant questions for each interviewee that would bring out the best narrative points for the project.
	   o We were provided with some details of the locations in which we would shoot which included hospitals, research centres and people's homes. With this in mind we developed various shot lists and plans in regard to how we would shoot and light various elements of the videos from interviews to overlay.
	• **Production**
	   o We shot on location in a number of different locations, some of which we organised interstate travel for.
	   o Upon arriving on location, we scouted the area and made any necessary adjustments to our existing shot lists and plans
	   o We generally shot interviews first and set up a standard interview lighting set up ensuring sufficient back and side lighting. Diffusers used as necessary and often depending on whether shooting indoors or outdoors.
	   o For interviews we use either one or two camera set ups depending on the likelihood of quality overlay to be gained in the location.
	   o Producers conduct the interviews with interviewees based on the pre-established discussion guide. Our producers are trained to conduct interviews with empathy and an understanding of the key grabs required for a great end product that meets client objectives.
	   o Once interviews are complete our cameramen work in collaboration with the producer and the talent to obtain a number of overlay shots that provide depth to the story and reveal something about the interviewee to the audience. This assists our end products in being authentic and relatable to a number of audiences.
	• **Post-Production**
	   o Our post-production process for this project consisted of two key stages: story-editing and creative editing.
	   o Our producers complete the story edit which involves sorting through the interviews and picking out key grabs to form the narrative arc of the videos
	   o Once the story edit is completed and agreed upon between multiple producers, our in-house editors combine the story edit with the overlay footage that was captured to create a final edit of the video.
	   o Any supers, branding and calls to action are then applied before projects are delivered successfully.
	
	Animations:
	• **Pre-Production:**
	   o We were provided with a brief from the client explaining the purpose and objectives of the animations
	   o We approach scripting in a collaborative way and work with the client to develop a script that is concise, informative and engaging

	- o Our in-house motion graphics designer drew on the client's branding guidelines to develop a unique and original graphic style including personalised colour pallets for the project
	- o We presented style frames to the client with multiple design options – we incorporated medical imagery in the form of geometric shapes and lines as well as simple icons to communicate the message
	- o Once a style was chosen, we developed a detailed animation storyboard which was approved by the client
	- **Production:**
	  - o Once storyboards and scripts were approved our animator designed and applied motion graphics to create the animations.
	  - o Voiceover artist was selected, and recording completed.
	- **Post-Production:**
	  - o In this stage, the animation was combined with the voiceover and any timing issues were adjusted to ensure every moment of animation was as effective as possible at conveying key information
	  - o First cuts were provided to the client followed by several feedback loops to ensure all elements of the videos met the client's needs before final delivery

Supporting Activities:	N/A
Did you work with another agency or supplier on this project/campaign? If so please outline and define the role each played."	No
Results and outcomes of Project/Campaign:	The client posted these videos on Facebook, Twitter, LinkedIn and their website. **<u>3 x research case studies</u>** Video 1: www.facebook.com/Video1 (550 views – Facebook, 301 views – Youtube) Video 2: www.facebook.com/Video2 (23.6K views – Facebook) Video 3: www.facebook.com/Video3 (16.4K views – Facebook) **<u>3 x Patient Case Studies</u>** Video 1: www.facebook.com/Video1 (23K views – Facebook, 21.1K views – Youtube) Video 2: www.facebook.com/Video2 (2.4K views – Facebook) Video 3: www.facebook.com/Video3 (1K views – Facebook) **<u>2 x Animated Videos were delivered in square with captions for social media and landscape for the website</u>** Video 1: www.facebook.com/Video1 (419 views – Facebook, 301 views – Youtube) Video 2: www.facebook.com/Video2 (743 views – Facebook) We created landscape versions for the client's website and Youtube as well as square versions with open embedded captions for social media. The client distributed these videos across Facebook, Twitter, LinkedIn and Instagram. Videos for Breast Cancer Trials have helped raise awareness of clinical trials research for breast cancer, educated people about what a clinical trial is and what happens when you take part in a clinical trial as well as increased donations for BCT.
Please provide a URL link where examples of the case studies can be viewed:	https://vimeopro.com/agenxyx/BCT

Case Study 2

Client:	Local Aboriginal Lands Council & associated Committee "XXXX" (Client name removed for confidential reasons)
Campaign/Brand/Project:	Interpretive Project – Story Trail

Capability: Visual Communications	
☐ Market Research ☐ Strategy ☐ Marketing and Campaign Services ☐ Public Relations ☐ Social Media	☐ Indigenous communications and engagement ☐ CALD communications and engagement x Visual communications ☐ Written communications ☐ Digital communications ☐ Production
Key Personnel on the Campaign (i.e. names):	Jane Smith, John Smith, Tommy Toe

Services Provided (these should refer to the selected capability for this case study):

01. Market Research ☐ Customer segmentation ☐ Decision journeys ☐ Qualitative research ☐ Quantitative research ☐ Stakeholder engagement and interviews ☐ Workshop / focus group facilitation **02. Strategy** ☐ Brand strategy ☐ Communication strategy ☐ Digital strategy ☐ Social media strategy ☐ Visual communication strategy **03. Marketing and Campaign Services** ☐ Behaviour change ☐ Brand development and management ☐ Creative campaign development and implementation (advertising campaign) ☐ Direct/email marketing ☐ Experiential marketing **04. Public relations** ☐ Community relations ☐ Crisis management ☐ Public affairs **05. Social media** ☐ Behaviour change ☐ Community management ☐ Content creation ☐ Influencer management ☐ Influencer marketing **06. Indigenous communications and engagement** ☐ Creative ☐ Indigenous marketing ☐ Research ☐ Strategy ☐ Translation	**07. CALD communications and engagement** ☐ CALD creative ☐ CALD research ☐ CALD strategy ☐ In-language research ☐ Multicultural marketing ☐ Translation **08. Visual communications** ☒ Branding and identity ☒ Concept development (non-advertising campaign) ☒ Graphic design ☒ Illustration **09. Written communications** ☐ Copywriting / Content writing ☐ Editing & proofing **10. Digital Communications** ☐ Affiliate marketing ☐ Content auditing/governance software ☐ Content marketing ☐ Digital content development and management ☐ Marketing automation ☐ Search engine optimisation ☐ Web to print services **11. Production** ☐ Animation ☐ Concept development ☐ Film editing ☐ Filmography ☐ Photo editing ☐ Photography ☐ Video editing ☐ Videography

Date in Market:	December 2019
Budget:	$X,XXX
Project/Campaign Objective(s):	Produce local Aboriginal lands council interpretive experiences, to share the story of the Aboriginal Council, in key locations.

Strategy:	Connect visitors (and locals) to the amazing stories of Aboriginal people of this Nation, through the stories of the story trail, to grow visitation to the region. Developing an interpretive story trail, the first of its kind in region, in a stunning location will create a new experience to entice visitation and also educate locals to drive/encourage word of mouth marketing.
Target Audience:	Local and regional visitor market Domestic Day and Overnight Visitors, International and cruise visitors Local Community of XXXX
Execution including role of different media channels utilised:	Agency X worked with the Local Council Committee to research, write and produce first-person Aboriginal stories connected to locations along the story trail, in direct collaboration with the Local Aboriginal Land Council. Agency X engaged directly with an Aboriginal writer to ensure accuracy and integrity in the story telling. Agency X and the Aboriginal writer collaborated on both the research and story development with a key focus in mind – *engage emotionally with the reader*. The first-person approach (aboriginal voice) enabled powerful and genuine storytelling on the signage (and in other media) and also provided a unique point of difference to other Aboriginal interpretation. This approach is also noted as the preferred interpretive story telling style in the story trail Brand guide. The signage location already had signage bays in place at key locations. The final signage was designed to fit the existing bays. At each signage bay the story is significant to that location, in some cases talking to both heritage story and the geography. The final 8 stories and signage pieces have now created an experience that is visited by many leisure visitors but is also used by school groups for cultural experiences. As part of the project Agency X also manages the signage contractor who produced the signs; including providing cost options for the client and managing quality control right up to the final installation.
Supporting Activities:	• Created complementary website • Press release to tourism industry announcing the opening of the experience • Listings on partner tourism sites including visitnsw.com.au • Created training materials for Aboriginal guides • Produced an interpretive project for the story trail in the local region • Produced an interpretive project for another Trail in the region
Did you work with another agency or supplier on this project/campaign? If so please outline and define the role each played."	Signwriter for the production of the signage Aboriginal Copywriter employed directly by Agency X
Results and outcomes of Project/Campaign:	• Successful execution interpretive signage experience for the Story Trail. Project delivered on time and within budget. • Creation of complementary website to support & promote the project. • Delivered a full-service implementation of the story trail interpretive project in neighbouring region, thereby strengthening relations with the local Progress Society and creating a meaningful connection between their community and linking them to the coastal stretch of the story trail.
Please provide a URL link where examples of the case studies can be viewed:	Dropbox for Story Trail: www.dropbox.com/pleasesupplythelinktoactualwork

Case Study 3

Client:	Region wide Tourism Resilience Project "XXXX" (Client name removed for confidential reasons)
Campaign/Brand/Project:	Get Ready– digital tourism crisis information hub

Capability: Strategy	
☐ Market Research <mark>x Strategy</mark> ☐ Marketing and Campaign Services ☐ Public Relations ☐ Social Media	☐ Indigenous communications and engagement ☐ CALD communications and engagement ☐ Visual communications ☐ Written communications ☐ Digital communications ☐ Production
Key Personnel on the Campaign (i.e. names):	Jane Smith, John Smith, Tommy Toe

Services Provided (these should refer to the selected capability for this case study):	
01. Market Research ☐ Customer segmentation ☐ Decision journeys ☐ Qualitative research ☐ Quantitative research ☐ Stakeholder engagement and interviews ☐ Workshop / focus group facilitation **02. Strategy** <mark>☒ Brand strategy</mark> <mark>☒ Communication strategy</mark> <mark>☒ Digital strategy</mark> <mark>☒ Social media strategy</mark> <mark>☒ Visual communication strategy</mark> **03. Marketing and Campaign Services** ☐ Behaviour change ☐ Brand development and management ☐ Creative campaign development and implementation (advertising campaign) ☐ Direct/email marketing ☐ Experiential marketing **04. Public relations** ☐ Community relations ☐ Crisis management ☐ Public affairs **05. Social media** ☐ Behaviour change ☐ Community management ☐ Content creation ☐ Influencer management ☐ Influencer marketing **06. Indigenous communications and engagement** ☐ Creative ☐ Indigenous marketing ☐ Research ☐ Strategy ☐ Translation	**07. CALD communications and engagement** ☐ CALD creative ☐ CALD research ☐ CALD strategy ☐ In-language research ☐ Multicultural marketing ☐ Translation **08. Visual communications** ☐ Branding and identity ☐ Concept development (non-advertising campaign) ☐ Graphic design ☐ Illustration **09. Written communications** ☐ Copywriting / Content writing ☐ Editing & proofing **10. Digital Communications** ☐ Affiliate marketing ☐ Content auditing/governance software ☐ Content marketing ☐ Digital content development and management ☐ Marketing automation ☐ Search engine optimisation ☐ Web to print services **11. Production** ☐ Animation ☐ Concept development ☐ Film editing ☐ Filmography ☐ Photo editing ☐ Photography ☐ Video editing ☐ Videography

Date in Market:	September 2019
Budget:	$X,XXX

Project/Campaign Objective(s):	To create a digital resource strategy (tourism crisis information hub – TCIH) for local industry to access relevant information on tourism business preparedness, resilience and crisis planning within the local region.
Strategy:	Create a reference website for local tourism and other businesses, by bringing together information from a wide range of credible sources including Tourism Australia, RFS, SES, Local Council, NSW Health etc and provide this information all in one place, via a simple, effective website and branding project. **Brand Strategy** Ensure that the branding of the website aligned with the regional brand as well as the NSW government Get Ready initiative. The targeted end users of this site were local tourism & related businesses, so the site had to quickly and clearly show a demonstrated connection to tourism operators.
Target Audience:	Local council, local tourism operators and other local businesses
Execution including role of different media channels utilised:	**Creation of reference website for industry and partners** • Execution involved facilitate initial workshop(s) with local industry to review and create content for a crisis information hub. • Co-ordinating the sourcing and approval and uploading of credible material for the hub • Developing localised material for the hub • Promoting and publicising the website to local industry via EDM & through direct contact with VICs and local Chambers across the region. • Content for the digital hub were focused across three sections, Prepare, Respond and Recover. **Communication, Digital & Social** • Upon completion of the site it was formally launched in conjunction with local NSW RFS and the Get Ready Business Forum. The website was also rolled out via a series of EDMs to local industry, via chain communication from local business chambers and visitor centres and through social media posting via the destination website and local Council. • After the Black Summer bushfires of January & February 2020 the website was updated and given additional focus in September 2020. The website was relaunched again to a wider audience via digital channels and was also incorporated within the local Council's site. **Visual Communication** • Website focused on 3 distinct focus areas. Prepare. Respond. Recover. Simple messages and calls to action underpinned by detailed information pages. Site punctuated with infographics to quickly inform the importance of tourism to the area.
Supporting Activities:	A number of workshops were facilitated for industry in the creation and promotion of the brand strategy of the Hub. Local Council, Visitor Centres and Chambers of Commerce were encouraged to share this website with their members.
Did you work with another agency or supplier on this project/campaign? If so please outline and define the role each played."	No
Results and outcomes of Project/Campaign:	• The original concept of a recovery strategy for bushfire impacted regions was further developed into a website after consultation and review of stakeholder challenges. • Get Ready brand and website were successfully launched to industry. • The project won a NSW Business Award at the 2019 Resilient Australia Awards, facilitated by the Australian Institute for Disaster Resilience. • Feedback confirms that the website was genuinely useful to local businesses during the Black Summer bushfires of January & February 2020. • The project is ongoing and was useful again to industry when it was updated with COVID-19 information in March of this year. It continues to be utilised by local businesses as we prepare for yet another bushfire season.
Please provide a URL link where examples of the case studies can be viewed:	Dropbox for work: www.dropbox.com/pleasesupplythelinktoactualwork

Case Study 4

Client:	Town Bushfire Recovery Committee "XXXX" (Client name removed for confidential reasons)
Campaign/Brand/Project:	Town Recovery Campaign

Capability: Marketing & Campaign Services	
☐ Market Research ☐ Strategy x Marketing and Campaign Services ☐ Public Relations ☐ Social Media	☐ Indigenous communications and engagement ☐ CALD communications and engagement ☐ Visual communications ☐ Written communications ☐ Digital communications ☐ Production

Key Personnel on the Campaign (i.e. names):	Jane Smith, John Smith, Tommy Toe

Services Provided (these should refer to the selected capability for this case study):	
01. Market Research ☐ Customer segmentation ☐ Decision journeys ☐ Qualitative research ☐ Quantitative research ☐ Stakeholder engagement and interviews ☐ Workshop / focus group facilitation **02. Strategy** ☐ Brand strategy ☐ Communication strategy ☐ Digital strategy ☐ Social media strategy ☐ Visual communication strategy **03. Marketing and Campaign Services** ☐ Behaviour change ☒ Brand development and management ☒ Creative campaign development and implementation (advertising campaign) ☐ Direct/email marketing ☐ Experiential marketing **04. Public relations** ☐ Community relations ☐ Crisis management ☐ Public affairs **05. Social media** ☐ Behaviour change ☐ Community management ☐ Content creation ☐ Influencer management ☐ Influencer marketing **06. Indigenous communications and engagement** ☐ Creative ☐ Indigenous marketing ☐ Research ☐ Strategy ☐ Translation	**07. CALD communications and engagement** ☐ CALD creative ☐ CALD research ☐ CALD strategy ☐ In-language research ☐ Multicultural marketing ☐ Translation **08. Visual communications** ☐ Branding and identity ☐ Concept development (non-advertising campaign) ☐ Graphic design ☐ Illustration **09. Written communications** ☐ Copywriting / Content writing ☐ Editing & proofing **10. Digital Communications** ☐ Affiliate marketing ☐ Content auditing/governance software ☐ Content marketing ☐ Digital content development and management ☐ Marketing automation ☐ Search engine optimisation ☐ Web to print services **11. Production** ☐ Animation ☐ Concept development ☐ Film editing ☐ Filmography ☐ Photo editing ☐ Photography ☐ Video editing ☐ Videography

Date in Market:	March 2019 – Oct 2019
Budget:	$X,XXX

Project/Campaign Objective(s):	In 2019 bushfire burned over 1,250 hectares of farmland and forest reserves before impacting the local village, with the bushfire destroying over 100 structures, including 69 homes and a number of tourism businesses, including a caravan park. Agency X were tasked with developing and implementing a campaign to help the community rebuild and drive ongoing visitation to the town, by communicating that the area was still open for business.
Strategy:	Manage immediate holiday booking cancellations in the town and mitigate lost bookings for upcoming easter period through showcasing the reality that most of the town's holiday assets and experiences were untouched by fire and the town was open for businesses
Target Audience:	All previous and potential visitors to the town plus the regional visitor economy market
Execution including role of different media channels utilised:	**Brand Development and Management** The campaign's brand development communication management strategy was headlined by the simple messaging "Strong" underpinned by local stories and images of the untouched environment. **Campaign Development** A series of short videos showcasing the beauty of the town and its surrounds, plus interviews with locals, set the scene that the town was open for business. These messages were also rolled out into a social media campaign which began almost immediately after the fires. Social media organic and paid content (Facebook and Instagram) • Showcasing film of untouched assets Google search and display ads • Driving traffic to landing pages and open for business method Creation of new website landing page • To house all evidence of a functioning tourism destination Development of video content • Showcasing current situation Media and PR activity • Mitigate disaster messaging
Supporting Activities:	Industry communications and workshops. Provision of messaging and content for local operators to assist them with their own marketing and to ensure all operators across the region was telling the same story.
Did you work with another agency or supplier on this project/campaign? If so please outline and define the role each played."	Google Search bought via 3rd party
Results and outcomes of Project/Campaign:	The campaign spread the message that the town was still open for business and assisted greatly in limiting booking cancellations during peak Easter weekend. It also provided industry operators with messaging and content to help them in their own marketing efforts.
Please provide a URL link where examples of the case studies can be viewed:	Dropbox for work: www.dropbox.com/pleasesupplythelinktoactualwork Link to the town landing page: XXXX