

# UNITINGCARE QUEENSLAND

As the health and community service provider of the Uniting Church, UnitingCare have supported Queensland communities for over 100 years. UnitingCare provides aged care, retirement living, disability supports, health care and crisis response in Queensland through Blue Care, Lifeline, The Wesley Hospital, St Andrew's War Memorial Hospital, Buderim Private Hospital and St Stephen's Hospital.

## CASE STUDY

- ! Brand creation
- ! Media planning and buying
- ! Campaign strategies
- ! Event management across Queensland
- ! TV and video production
- ! Graphic design
- ! Village brochures
- ! Signage
- ! Social and digital campaigns

## OBJECTIVES

**dtb!** partners UnitingCare Queensland across 37 Queensland retirement living locations as their creative marketing agency.

Our role is to creatively position UnitingCare and Blue Care retirement villages with unique and compelling campaigns. Working across strategy, design, implementation and lead generation, we create campaigns that focus on village attributes so that target audiences can find their Happy Place.

## APPROACH

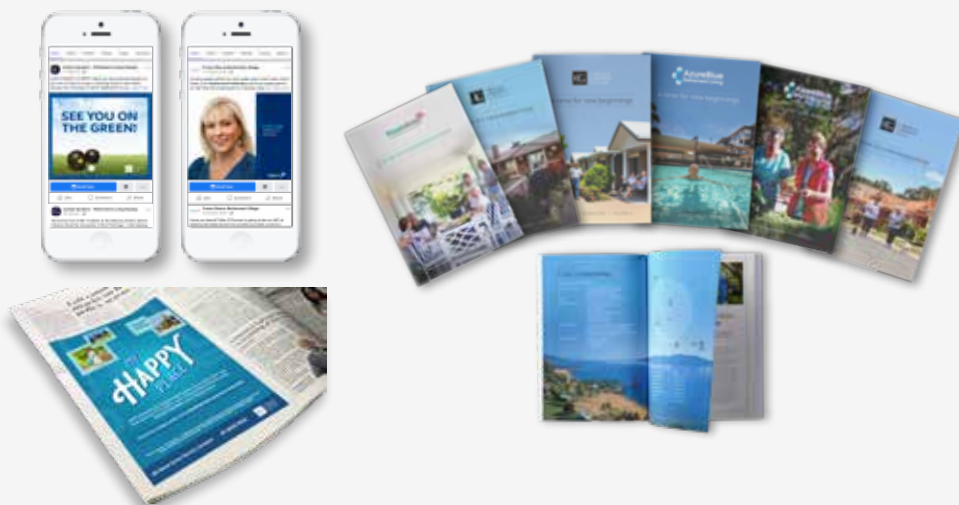
Marketing and brand strategies are achieved through conducting resident focus groups, market research and village visits, leading to the development of creative campaigns through updating photography, videography and resident stories for use across marketing collateral, digital and social media, public relations and television, radio, signage and print.

Campaign activation is achieved through media planning, buying and placement, website content updates, social and digital media, and database creation and management. Weekly and monthly meetings support the measurement and revision of activities against budgeted targets.

## RESULTS

Our hands-on approach to working with UnitingCare Queensland gives us an intimate understanding and responsiveness to their needs. Cost of acquisition, leads and sales, are closely measured against all marketing, media and event activity with a monthly review of total leads / sales against budget targets undertaken.

Weekly marketing meetings, job tracking and work in progress reports ensure all tasks are on schedule, and on budget. We provide clear thinking, insights and total campaign delivery.



The team at **dtb!** are amazing to work with. They understand our priority markets, audiences, and delivery of the right marketing tools.

Nothing is ever too much trouble; they just get it and make it happen. It is their total approach and attitude that makes them the perfect creative fit.

**Leonne FitzGerald**  
Marketing - Retirement Living  
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