
Category 'R Agency of the year

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Name of Agency

Red Agency

In no more than 2x500 words, tell the jury about the two client case studies which best demonstrate the abilities of the agency. Client case study 1:

Australian Macadamias welcomes 'Little Mac' to the world

The Australian Macadamia industry faced two challenges

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- Extreme weather. Flooding from Cyclone Debbie and record rainfall in the Northern Rivers plus heat waves led to an impacted macadamia crop for 2017.
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- Low awareness of its home-grown status. Macadamias are our very own native nut. They're as Aussie as kangaroos and Vegemite...but without the credit.
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Our brief was twofold:

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- Send the country (and the world) a message - the macadamia industry is open for business.
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- Get Australia behind this home-grown icon, raising awareness of its native status.
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Growers were deeply concerned about this year's crop yield and quality. They wanted to create positive stories that would get the nation behind this iconic Aussie nut. Galaxy research revealed only

41% of Australians were aware macadamias first originated in Australia, with only 16% of 18-24 year olds correctly identifying the nut's home-grown status. This provided a great creative opportunity.

Our strategy was to put macadamias on the same pedestal as other national favourites, so our creative thought was simple. We would literally pair one 'little known' Aussie icon with a very celebrated icon – a very cute one at that. But we needed a partner to help us.

We engaged Australia Zoo to join our campaign. We would welcome the first koala joey of the season, aligning with the start of our campaign, and affectionately call him 'Macadamia' after our native nut, introducing him to the world through emotive and loveable content films and imagery.

We believed the synergy between Australian Macadamias and Australia Zoo would further reinforce our Aussie status, particularly in key international export markets. Australia Zoo loved the idea and joined our cause.

Tactical highlights

Once Macadamia was born, the campaign took off in media and social. With emotive visuals and video, we announced Macadamia to the world. *Nine's TODAY* kick-started Macadamia's claim to fame with an exclusive segment, supported by a feature in the *SMH* and further nationwide media outreach followed. Within 12 hours, news of Macadamia's birth went global.

Furthermore, we knew engaging an army of advocates to spread the word for Australian Macadamias would be vital to campaign success. We leveraged relationships with the likes of Tourism Australia and Visit Queensland, as well as our growers/farmers, to amplify reach on an unpaid basis.

The world fell in love with Macadamia. His legion of fans across social media affectionately renamed him 'Little Mac', which media caught onto.

Media:

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- 300+ stories domestically, including Seven, Nine, ABC, Sky News, The Age, Courier Mail, and for our younger target audience Pedestrian.TV, Huff Post and BuzzFeed
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- Media spanned nine key international markets including China, Vietnam, USA, UK, Poland, India and Belgium
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- Earned reach:
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- 95,516,235 domestic
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- 85,120,258 international
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- 180,636,493 total reach
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Social:

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- Directly reached 1+ million people, received 20k+ likes, shares and comments.
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- Content film was viewed 500k+ times organically, more than 36,000+ tuned in to watch via owned-Facebook page.
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- Each person reached represented a return of investment of 1:18,000.
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Name of other agencies to be credited (if applicable):

As supporting material, you may supply up to five examples of the work. For images (jpegs), audio (audio files) or supporting documents (word doc or PDF), please drag and drop files into the box provided below (each individual file uploaded must be no larger than 5MB - max 5 files).

[Download File:220317 The Australian.pdf](#)

[Download File:Courier Mail.png](#)

[Download File:West Australian print.png](#)

[Download File:Belgium News.png](#)

For all videos of the work in question, please supply the link (YouTube or Vimeo link) in the below fields (one link per field - max 5 links).

https://youtu.be/e_E0CpfsyOs

<https://www.youtube.com/watch?v=ElgdFBnkpmI>

Client case study 2:

Sudden Cardiac Arrest (SCA) can happen to anyone at any time. It kills 10,000 Australians yearly. As the nation's foremost authority on SCA first response, St John Ambulance (SJA) faced the challenge of educating businesses and the community about the importance of life-saving CPR training and public installation of Automatic External Defibrillators (AEDs) that raise the chance of SCA survival from 10%, to 70%.

Our mission – to increase direct sales, installations and education of AEDs amongst the community to help save lives.

We conducted Australian-first research that found:

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- An overwhelming percentage of QLD (81%) and NSW (83%) community wanted AEDs mandated on Public Transport and in the Construction Industry, which has a higher rate of SCA.
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- A lack of knowledge on how to use AEDs and the availability of them in these sectors.
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Objectives

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- Position SJA as the go-to non-profit organisation to purchase an AED.
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- Increase website traffic to SJA's AED purchase web page.
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- Increase SJA's overall AED sales by 3%
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- Generate 50 media items:
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- 70% to include SJA spokesperson
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- 80% include key message
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Strategy

As a federated organisation SJAs state bodies traditionally work independently of one another. However, we recognised the opportunity, as a first for SJA, to pool the resources of the NSW and QLD branches, both of which intended to run campaigns, to deliver a more cohesive communications strategy with greater impact.

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- **Collaborate:** Develop messaging and tactics collaboratively with key SJA states, maximising impact.
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- **Partner:** Align communications plan and timeline with key stakeholders including the Heart Foundation, DoT and AIB to leverage their channels.
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- **Target:** Seek exclusive non-paid launch partnerships with our high-value media in each state.
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- **Launch:** Simultaneously activate our campaign, Shocking Aus, across QLD and NSW via a highly engaging real-world activation, fronted by emotive case studies and supported by our research.
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Tactics

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- Designed and built a custom model of a Sydney bus in Martin Place, with green mannequins representing those passengers that would survive an SCA with an AED installed on board, and red mannequins representing the alarming death rates of those that would not under current AED installation numbers.
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- On-site CPR demonstrations encouraging 200+ new registrations to learn first aid.
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- Worked with the AIB to source construction sites across NSW and QLD to stage photo opportunities with tradies posing with AEDs, creating local/regional angles.
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- Exclusive partnerships with Today Show, 2GB radio (syndicating across Macquarie Media Network) and News Corp to coordinate coverage of the activation and in-depth features of our inspiring case studies.
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Results

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- 315 sales of AEDs across NSW and QLD since the campaign (1 October 2017), worth \$787,500.
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- 100% key message delivery to purchase and install AEDs in public spaces.
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- 20%+ increase to the AED purchase webpage.
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- 370+ media items including Today Show, 7 News, 9 Nes, Sunday Telegraph, Daily Telegraph, 2GB [The Cairns Post](#), Fairfax Regional and [com.au](#)
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- 100million+ audience reach.
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- Discussions have commenced with DoT regarding installing AEDs on busses in Sydney.
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- Meetings with The QLD Health Minister to advise on the importance of AEDs.
-

As supporting material, you may supply up to five examples of the work. For images (jpegs), audio (audio files) or supporting documents (word doc or PDF), please drag and drop files into the box provided below (each individual file uploaded must be no larger than 5MB - max 5 files).

[Download File:Image uploaded from iOS.png](#)

[Download File:Picture17.png](#)

[Download File:Picture6.png](#)

[Download File:IMG_0429 \(1\).JPG](#)

[Download File:Picture9.png](#)

For all videos of the work in question, please supply the link (YouTube or Vimeo link) in the below fields (one link per field - max 5 links).

<https://youtu.be/icC3vPalyWk>

<https://drive.google.com/drive/folders/11A1tAhvDKWu5xebgcUuebMidgxeULVy7>

In a further 500 words or less please provide an overview of the rest of the year's best WORK.

Mormon Church: 'Faces of the Faith' - Taking on a unique issues management challenge on behalf of the Mormon Church to tackle mis-conceptions about their faith that were amplified by the global smash-hit musical 'The Book of Mormon' from the creators of South Park (Trey Parker and Matt Stone). The musical arrived in Australia in 2017. Our positive campaign tapped into a creative insight 'you've watched the show, now read the book' to put the facts across and utilise the heightened interest in the Church to encourage people to find out more. We delivered mass quality coverage, changed perceptions and drove 69,000 people (1,400% increase) to the Mormon Australian website

to learn more. It is now global best practice with Parker and Stone saying the campaign has made 'lemonade out of lemons'.

Bottom 100 – The world is forever celebrating the World's Rich Lists. Launched on World Refugee Day 2017 this two year-long passion project to shine a light on the people at the other end of the spectrum, the Bottom 100. Shot on five continents, 12 countries and covering 23 different nationalities, we brought to life the personal stories of one hundred of the world's poorest people providing a greater insight into how people become deeply impoverished, often through circumstances beyond their control – violence, conflict, disaster and displacement.

Chandon: An Unexpected Race – To raise awareness of the global partnership of Chandon with F1 Racing team McLaren-Honda we were asked to leverage their drivers, Fernando Alonso and Stoffel Vandoorn. With just ten weeks to pull the campaign together and only three hours with the drivers four days before the Melbourne GP. Our hero content film needed to be shot and edited within 48 hours to hit social before race weekend. Our idea has the drivers feature in an unexpected race across Chandon's beautiful Yarra winery. This content was used across 20+ markets. Fraught with risk, we delivered. The film was viewed 4 million+ times with 50,000+ shares and 150+ earned media items.

Endometriosis: Endo The Silence - Endometriosis is a very painful and debilitating condition that affects a woman's reproductive organs - 1 in 10 women suffer from the condition – it has little awareness and no government funding. After learning members of our staff suffered from endometriosis at an agency retreat we decided to do something about it. We created a public affairs campaign that secured historic first-ever government funding. We drove collaboration across Australia to form the Australian Coalition for Endometriosis that led to numerous government meetings, an apology to the women of Australia from the Health Minister, a commitment to a national plan and \$2.5m being allocated to research.

Our work picked up 36 international and domestic awards in the past 12 months, including: a Cannes Lion, two Award AWARDS, seven PR Awards Asia, three Mumbrella Awards and seven PRIA Awards.

As supporting material, you may supply up to five examples of the work. For images (jpegs), audio (audio files) or supporting documents (word doc or PDF), please drag and drop files into the box provided below (each individual file uploaded must be no larger than 5MB - max 5 files).

[Download File:'My diagnosis took 11 years'_ Why Govt-led endometriosis action plan is game-changing.html](#)

[Download File:170624_Sunday Age.pdf](#)

[Download File:Huff Post blog.png](#)

[Download File:RA_Red Sky Predictions 2018_FINAL.pdf](#)

For all videos of the work in question, please supply the link (YouTube or Vimeo link) in the below fields (one link per field - max 5 links).

<https://vimeo.com/219942707> (RA_Mormons2017)

<https://vimeo.com/231040506> (Bottom100)

<https://www.youtube.com/watch?v=Zm44rWAtkpl>

COMMERCIAL SUCCESS, INDUSTRY IMPACT AND MOMENTUM: The jury will be looking for evidence that this is the agency's year - please share details of commercial success over the 12 months including client retention and account wins, tell us how the agency has moved forward during the last year and please set out the contribution of the agency and its staff to the wider industry. Where possible, please provide actual revenue and profit numbers; where not possible please provide percentage comparisons to the corresponding 12 months.

Red Agency is the star performer in Havas Australia Group. 2017 was its best ever

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- Grew a MASSIVE 69% on 2016.
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- 20%+ EBIT.
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- Organic growth 15%.
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- Client retention 89% - amazing for the growth we have seen.
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- Wins included Menulog, Booking.com, Lexus, South Australia Tourism, Vivid and Toyota (the biggest PR pitch in market in 2017)
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- Every staff member received a performance bonus for the fifth year running!
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Notably, Red is the 'Trojan Horse' of the Havas Group turning the role of a PR agency on its head in a major ad group:

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- Delivered \$1.4m in 2017 to sister creative/media agencies non-competitively. Additionally, Red's relationship with Moet-Hennessey helped secure Host/Havas, our sister agency, their digital portfolio.
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- Delivered \$1.1m+ to Havas agencies overseas (annualised).

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Momentum continues forecasting a 39% revenue increase in 2018.

Our vision is to create Australia's most ground-breaking and inspirational campaigns. We have a fearless ethos based around doing “Inc(RED)ible work” that leads the industry. The word is used purposefully and we have created bespoke methodologies and models to help our teams make this happen.

We judge ourselves on this by being recognised at targeted award shows locally and internationally. In 2017 we returned 30+ awards representing Australian PR excellence.

We also spoke at 12+ industry events, are active in the PR Council and PRIA committees, judged seven award shows (four internationally) and our CEO mentors two other agency heads and our Sydney Executive Director mentors an account director at another agency as part of the PRIA Mentoring Program.

Our success has led the group to support our investment in the following:

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- Innovation - investing in ‘Red Agency Innovation Funds’ for clients, including tens of thousands put into the tech behind the Riderless Bike.
-
- Launch an in-house production capability, ‘Village Blvd’. In 2017 this included strategic investment in two photographers, a videographer, editor, two web developers and two designers (all full-time), these are added to our seven existing content producers. We believe this is an Aussie PR agency first to have a full-time production team.
-

We are championing a number of thought leadership areas on the future of marketing communications and agency behaviour:

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- Our research with YouGov Galaxy research on the 'Fear of Switching Off', where we have coined the term 'head down generation' to highlight our obsession with devices. Here is our CEO talking about it on Today - <https://www.9now.com.au/today/2018/clip-cjermv1r000g0howq65sbgux>
-
- Red Sky Predictions 2018 that looks at trends including blockchain, TechLash, AI, Algolution and micro-influences. Launched as the keynote at CommsCon 2018. Attached.
-
- Highlighting PR's unpaid internship problem: <https://mumbrella.com.au/the-pr-industrys-unpaid-internship-problem-must-stop-496341>
-

"Red Agency has been a top performing agency in the whole Havas Group for a number of years. Their creativity and innovative approach is revolutionising how PR is viewed and has put them not just at the top of the tree in APAC but around the world. We hold them up as an example to everyone."

Yannick Bollore, Global CEO, Havas Group

CULTURE: In no more than 500 words outline details of the organisation's innovation in recruitment and retention, focus on staff development, insight into building a wider team culture and delivery of high-performance outcomes. Please set out details of gender and cultural diversity within the agency and outline what specific plans you have in place to build on this. Please include details of staff retention, including a specific percentage of staff employed by the agency on the first day of the judging period who were still on the payroll on the last day. (The agency may also enter the Mumbrella Award For Culture based on this portion of the agency of the year entry if it wishes).

We are leaders, not followers. Our vision is to create Australia's most ground-breaking and inspirational campaigns, our values of 'Dream Shit Up' and 'First in the Pool' are key to unlocking the potential of our staff and the ideas they can bring to our clients that will become tangible evidence of our leadership.

At the heart of our 'Agency Universe' is our staff. We invest minimum 2% into training annually, which is designed to enhance career and personal development. To progress for promotion you must complete four modules, three are related to your level, and one decided by your line manager.

Each member of staff is assigned a mentor - mentors are given \$50 monthly to take their mentee to lunch, offering advice to further develop their career. A mentor may come from any part of the Havas Village (eg. from Havas Media and Host/Havas, not just Red Agency) depending on the career aspirations of the staff member.

To inspire our team we host monthly 'Food for Thought' sessions where internal/external speakers come in to talk about trends.

We reward our team through:

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- Red Retreat - annual fully funded three-day off-site to collaborate on the agency's future, undertake team building and have fun. Last year we went to Hunter Valley. An investment of \$75k hard costs.
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- Red Rewards:
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 - *Inc(RED)ible Work Quarterly Award* – team member wins \$1,000 for delivering our philosophy.
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 - *Heroes Awards* - monthly recognition program for demonstrating our values, winners receive champagne and a chance to go to SXSW - two Redsters attended.
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 - Agency performance bonuses - every staff member has received bonuses annually for five years.
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- Red Refresh – last Friday each month we leave at 3.30pm for a paid team social activity.
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- Broke-Ass Friday – Monthly BBQ lunch provided on our rooftop.
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We also provide a healthy workplace with subsidised fitness training, Pilates, fresh fruit, fully-stocked bar, rooftop terrace, 'work from home' days, and an extra day-off on birthdays.

We are very transparent. We host monthly 'Big Pictures' for the entire agency where we open the books on agency performance, share updates, new business opportunities and highlight great work.

We introduced Future Leader board meetings for Senior AEs and below who table issues, areas to improve and propose new initiatives. Their report goes to our CEO.

Our agency diversity policy welcomes people from all walks of life - we are 76% female, represent eight nationalities and have three staff members from indigenous backgrounds. We recruit on merit and fit.

Sav Fielder, SAE

“After learning that myself and two other members of staff suffer from Endometriosis, a very painful and debilitating condition that affects one in ten woman's reproductive organs. Our CEO believed it unacceptable that the government didn't support it. Our government team were set a task. Lobby government for funds. After two months of awareness raising we were granted an audience. I personally got to address the Health Minister. For the first time ever the government announced an amazing \$2.5m to fund research. It's the proudest moment of my life.”

INNOVATION AND BRAVERY: In no more than 500 words, explain what the agency did to change the game in the year under scrutiny, whether internally or externally. (The agency may also enter The Mumbrella Award For Innovation and the Mumbrella Award for Bravery if it wishes).

Due to our continued success, our global Group allows us to commit 2% of our revenue into R&D that will benefit our agency, clients and lead the industry. This commitment is demonstrated through:

- 1.

2. Investment in client 'Innovation Funds'. Red Agency has a proud history in technology innovation through its work on campaigns including a world-first 'Riderless Bike', the 'Most Powerful Arm Ever Invented' a petition signing robot to fight Duchenne Muscular Dystrophy and 'The Joy Generator' for Cadbury.
- 3.

'Red Agency Innovation Funds' are a financial and resource commitment into new design thinking and technology. The concept involves a commitment matched by the client (eg. we both contribute \$20k to an 'Innovation Fund') except in the case of charities. We have invested tens of thousands to date with funds powering innovative campaigns.

- 1.
2. Strategic investments and partnerships. We know we need to keep evolving and finding the right partners that will keep us at the top and drive the very best outcomes for our clients.
- 3.

We have taken a stake in disruptive tech venture theright.fit, founded by entrepreneur Taryn Williams (of WiNK Models) to connect brands/agencies directly with talent. It provides preferential access and rates for our clients to over 6,000 talent.

In terms of Bravery we are pushing boundaries, strategically and creatively:

- -
 - Using the hype around the Book of Mormon production to showcase the religion in a bold and positive light – championing the insight: 'you have watched the show, now read the book'. We became the first PR agency the church had ever hired anywhere in the world.
 -
 - Working with Ben & Jerry's on a campaign to ban the sale of two of the same scoop of ice-cream in their stores during 2017 until same-sex marriage was legalised. The '2 Scoop Ban' campaign was a huge success for the brand, even Ashton Kutcher tweeted about it!
 -
 - Shooting a premium content film, An Unexpected Race, for sparkling wine brand, Chandon, to launch its global sponsorship of McLaren-Honda F1, with only three hours access to their drivers. Fraught with operational, weather and time risk we

delivered. The film was viewed 4 million+ times and 150+ earned items and is being used by Chandon globally.

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Finally...it's the story beyond the numbers that showcase our true values. We want 'be the change':

- -
 - After learning members of our staff suffered from endometriosis we created a campaign that secured historic first-ever government funding.
 -
 - Rebranded to The Pink Agency for breast cancer to celebrate our 15th birthday.
 -
 - Humanised the global refugee crisis through our campaign The Bottom 100, a two-year passion project for the agency.
 -
 - Continued our multi-award work to support children with rare diseases (Steve Waugh Foundation) and with cancer (Camp Quality).
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Steve Waugh, Steve Waugh Foundation

"The professionalism, creativity and quality of Red Agency has transformed our organisation. They share the same qualities and values as the Foundation and they have been crucial in helping us raise \$3 million+ and help many more kids and families that are battling rare diseases."

Please upload a team photo (files must be no larger than 5MB)

[Download File:Red Agency Australia.jpg](#)

Please upload an EPS file of your company logo (files must be no larger than 5MB)

[Download File:RED-LOGO-Red-White.png](#)

If I am successfully shortlisted, I agree to a face-to-face session with the Jury on May 23 2018. Please ensure that this date goes into the appropriate calendar now, as inability to present will disadvantage the team.

Yes

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