

'Always' Campaign Showcase

Campaign background

The Community and Home Care services sector is undergoing significant change as the government moves away from a supply driven funding model to a **consumer driven** funding model.

Brand objective

Revitalise and refresh the Blue Care brand to ensure that it is the first choice for customers.

Campaign insight

Always.

We bring to life the unique relationships sons and daughters have with their parents, what they mean to them, the roles they play and what they represent.



Always my dad.

Television commercial

30 sec brand



15 sec product



TV billboard



Radio

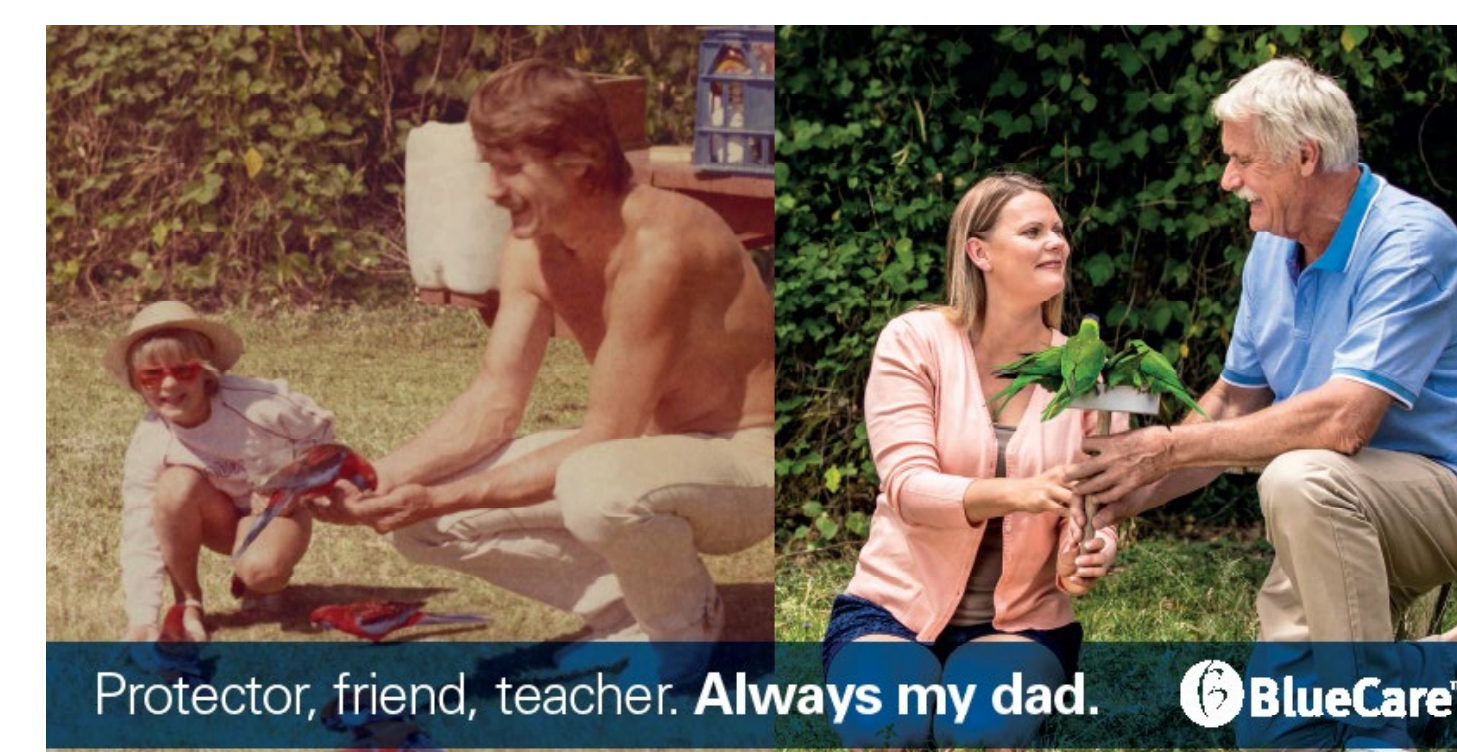
30 sec



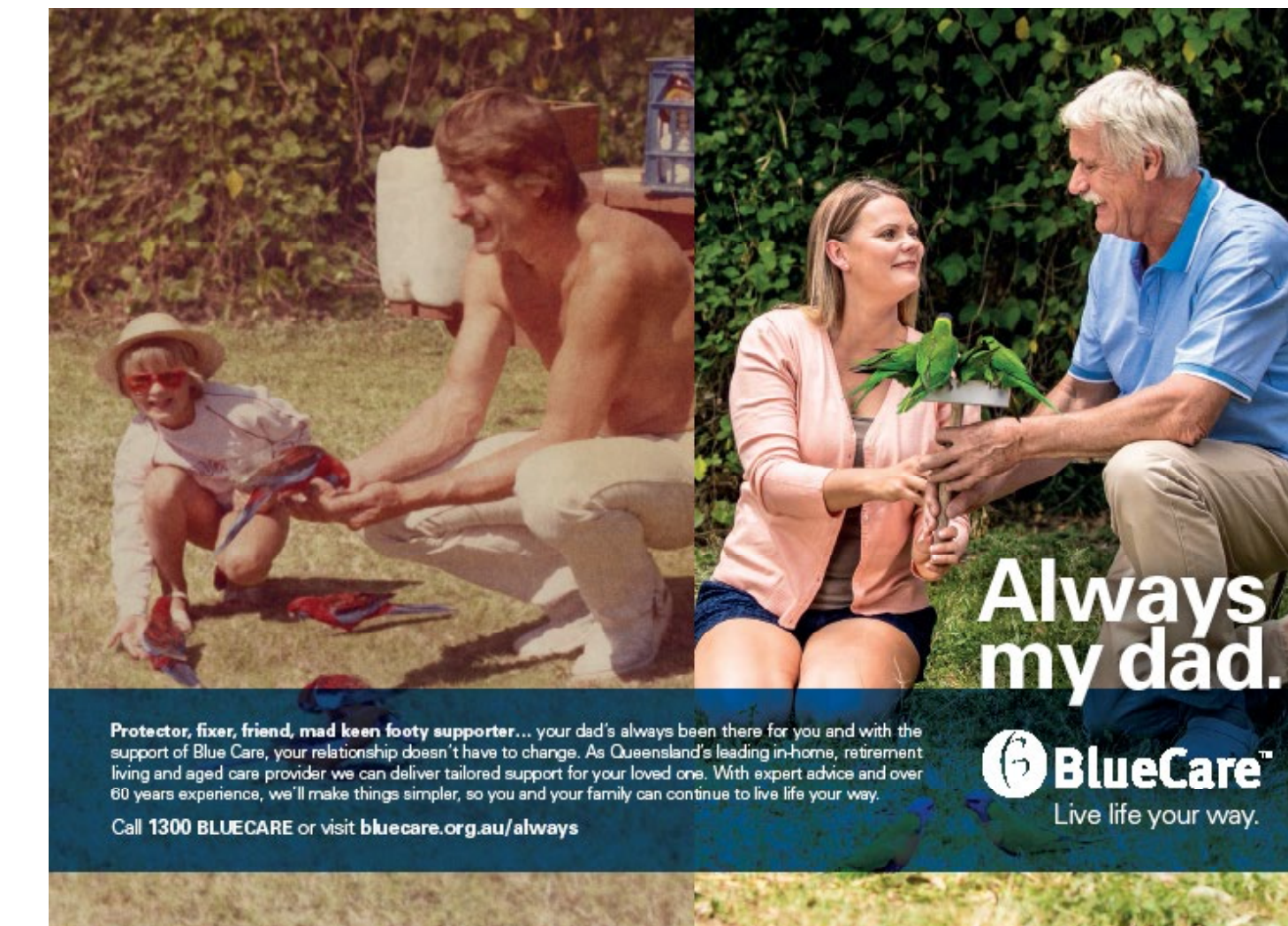
45 sec live reads



Billboards



Press

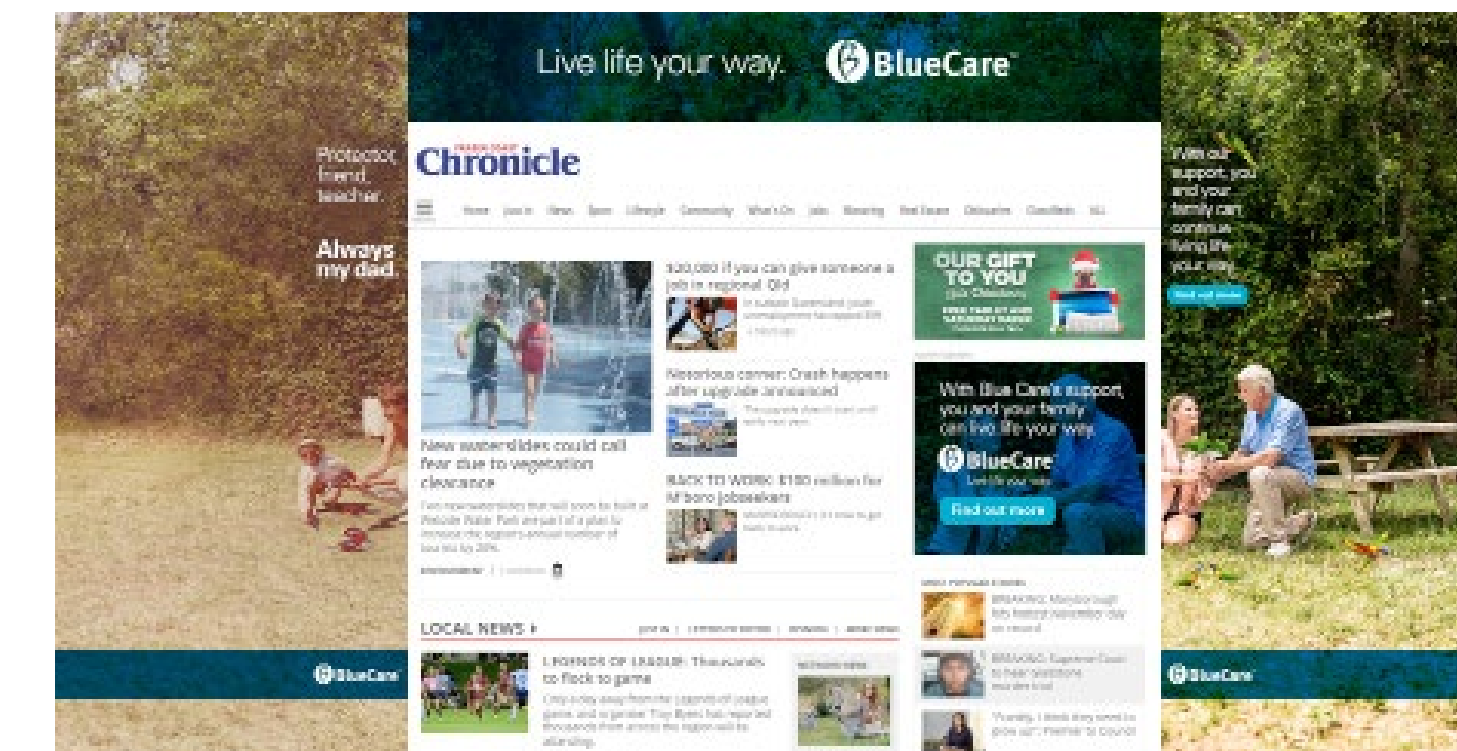


Digital

Display banners

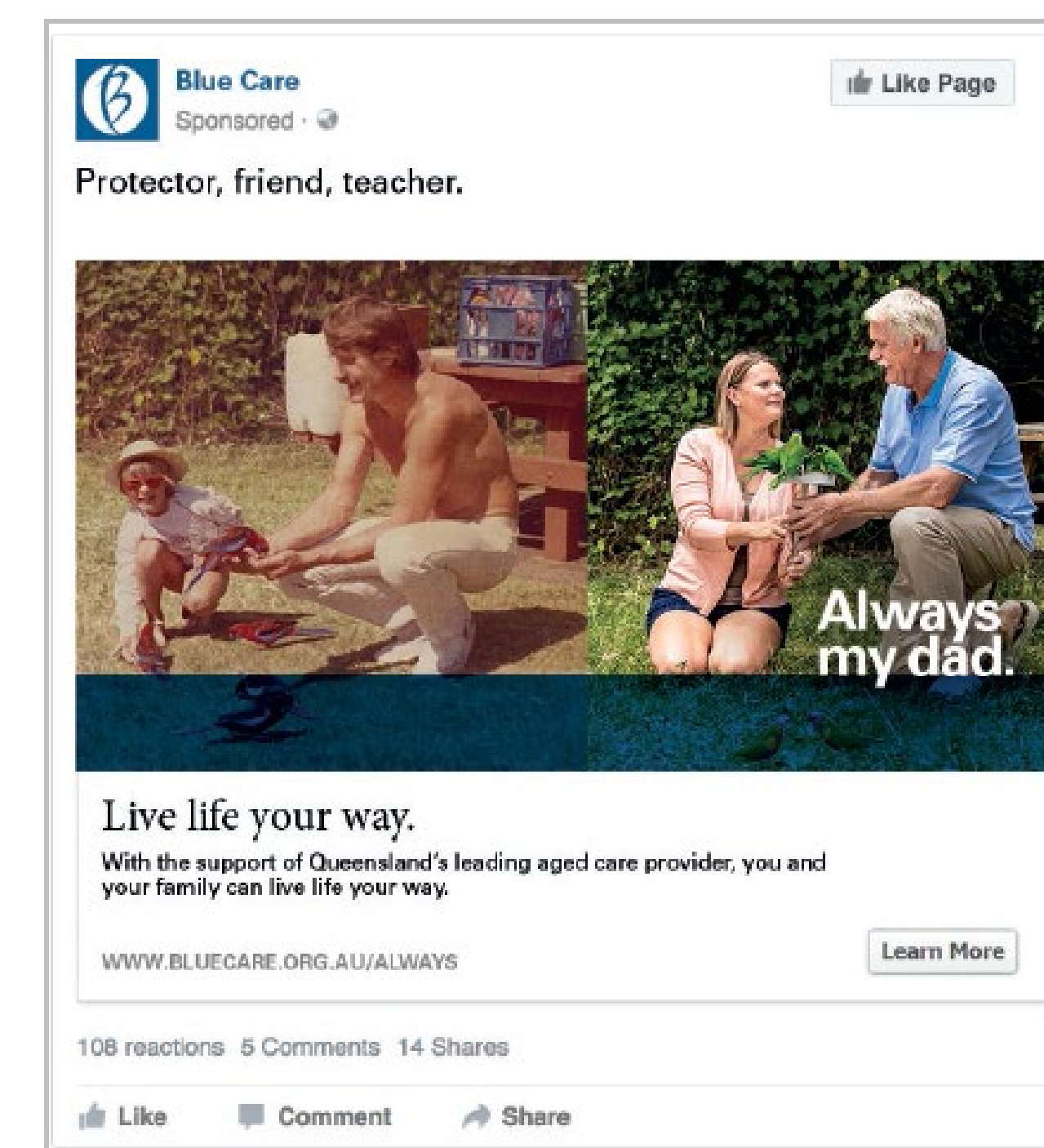


Takeovers



Facebook

Link ads



Slideshow



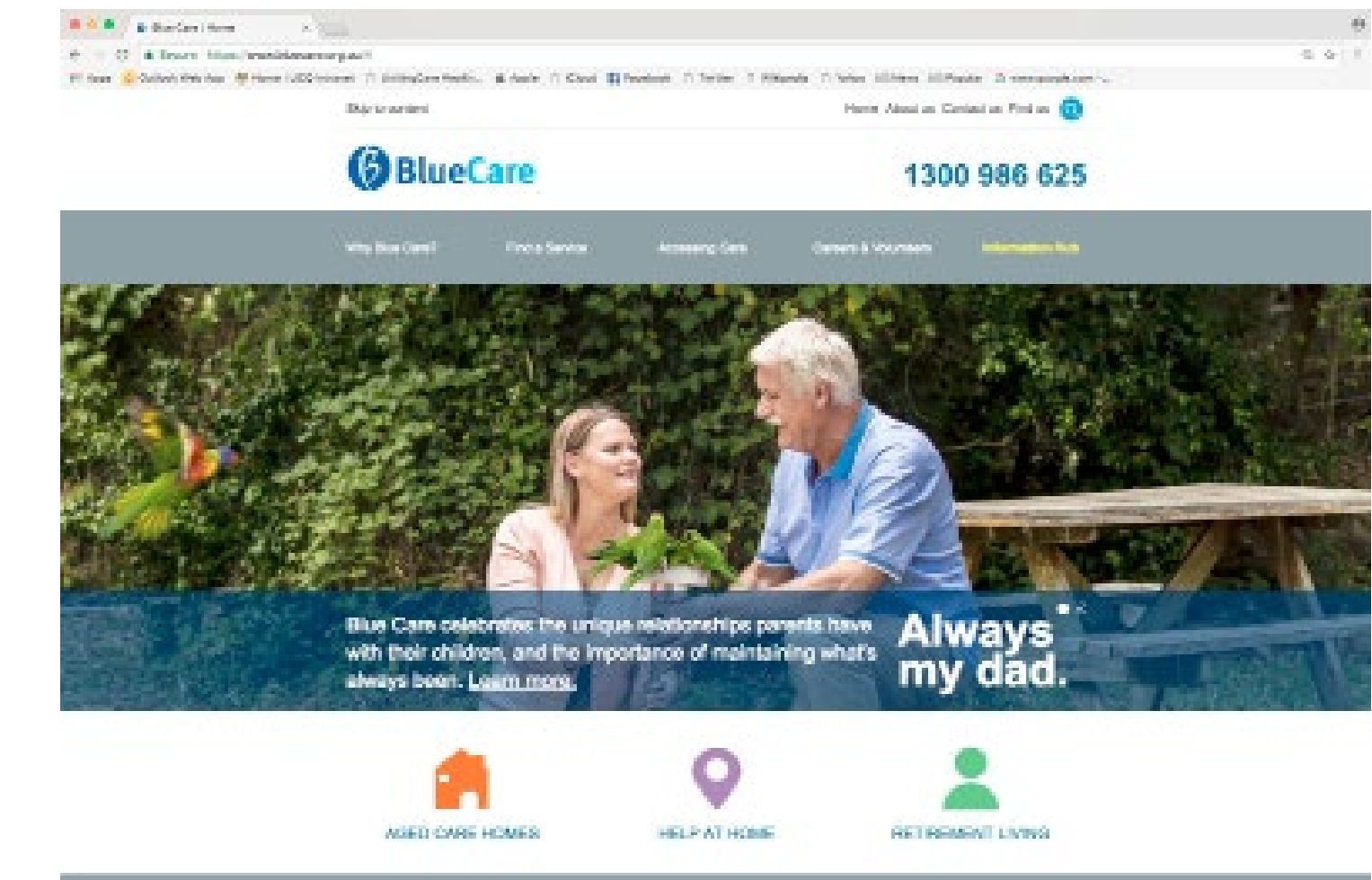
Video content - Always my dad

Siggy and Tina



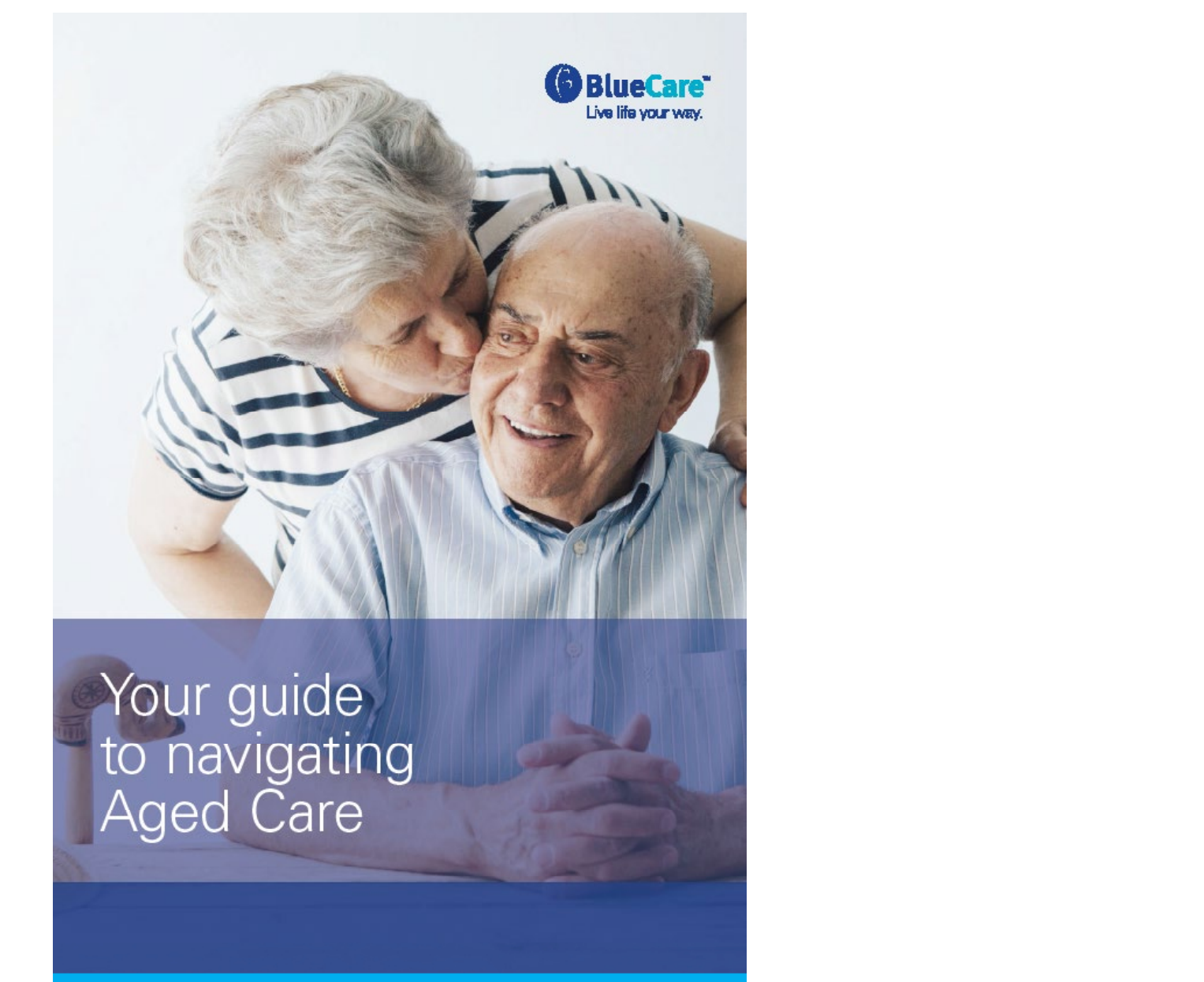
Website

Campaign landing page
bluecare.org.au/always



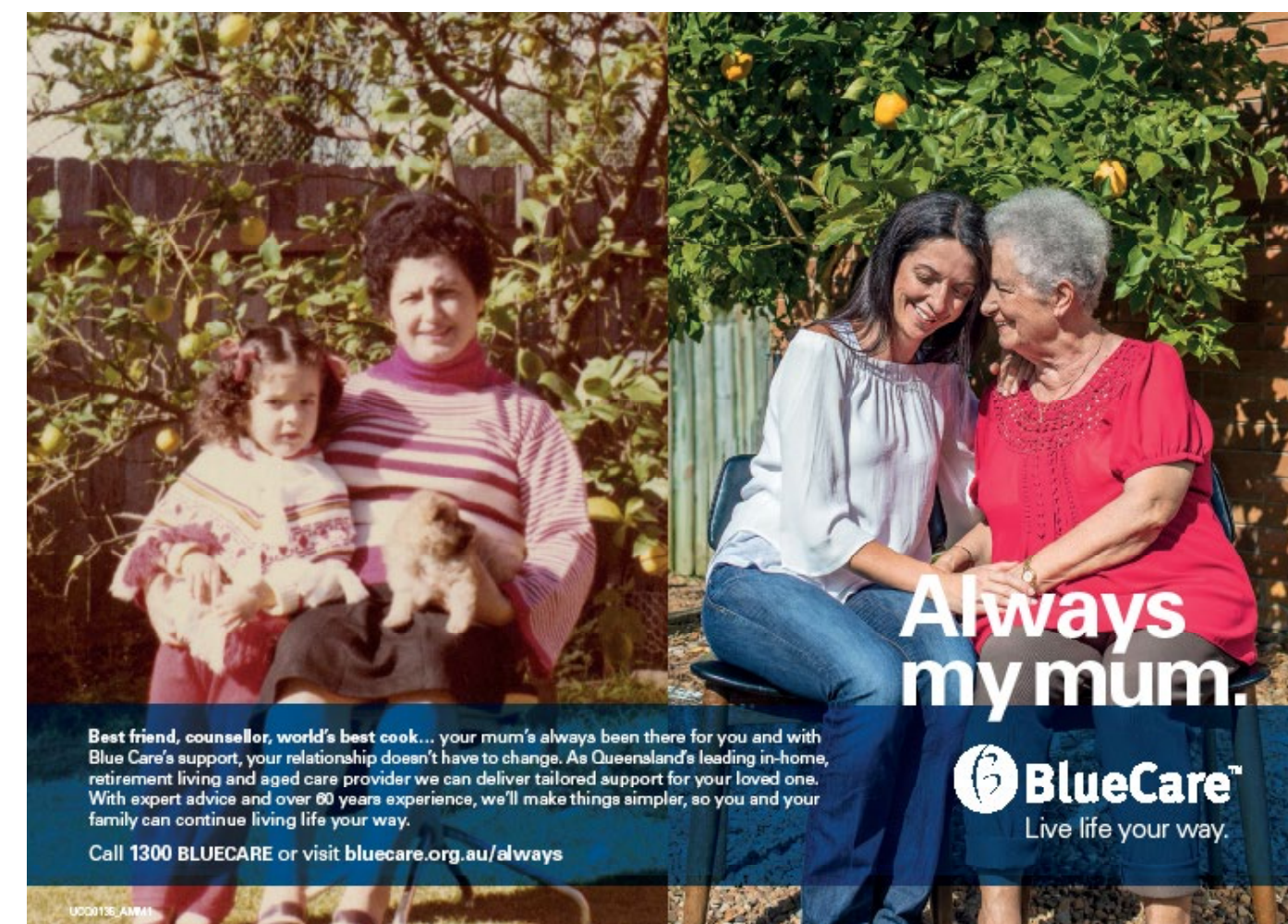
Long form content

Your guide to navigating Aged Care



Always my mum.

Press



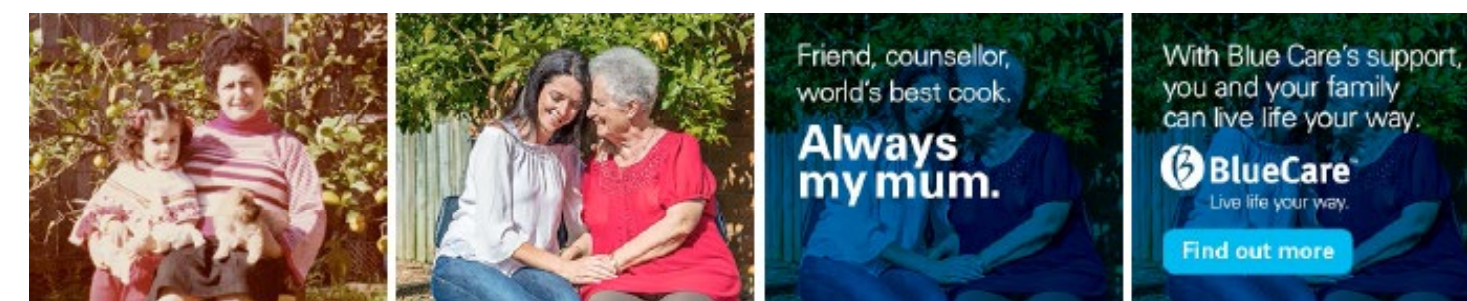
Radio

30 sec



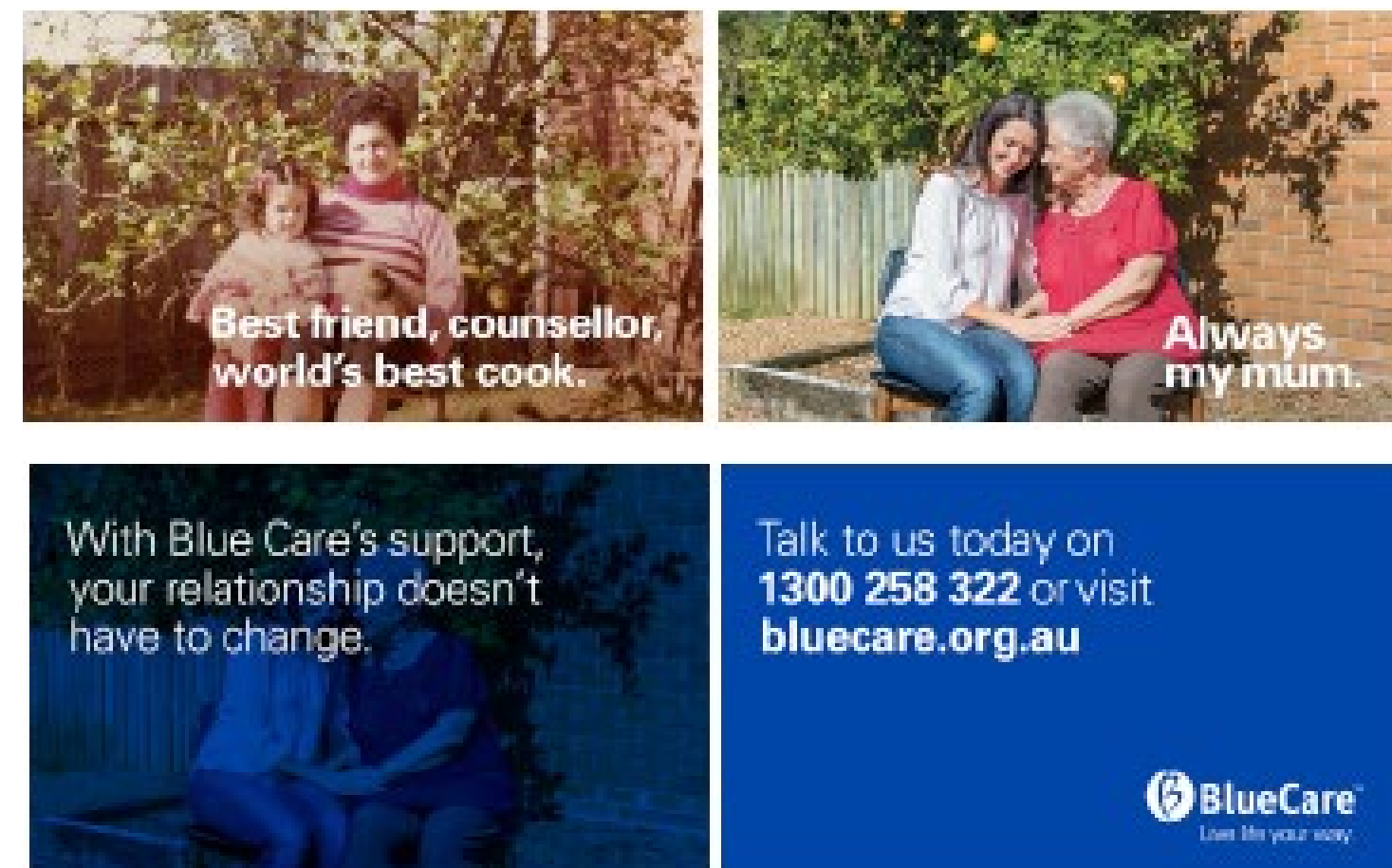
Digital

Display banners



Facebook

Slideshow



Video content - Always my mum

Anne and Nicole



Always my son.

Press



Radio - Always my daughter

30 sec



Digital

Display banners



Facebook

Slideshow



Video content - Always my son

Peter and Brad



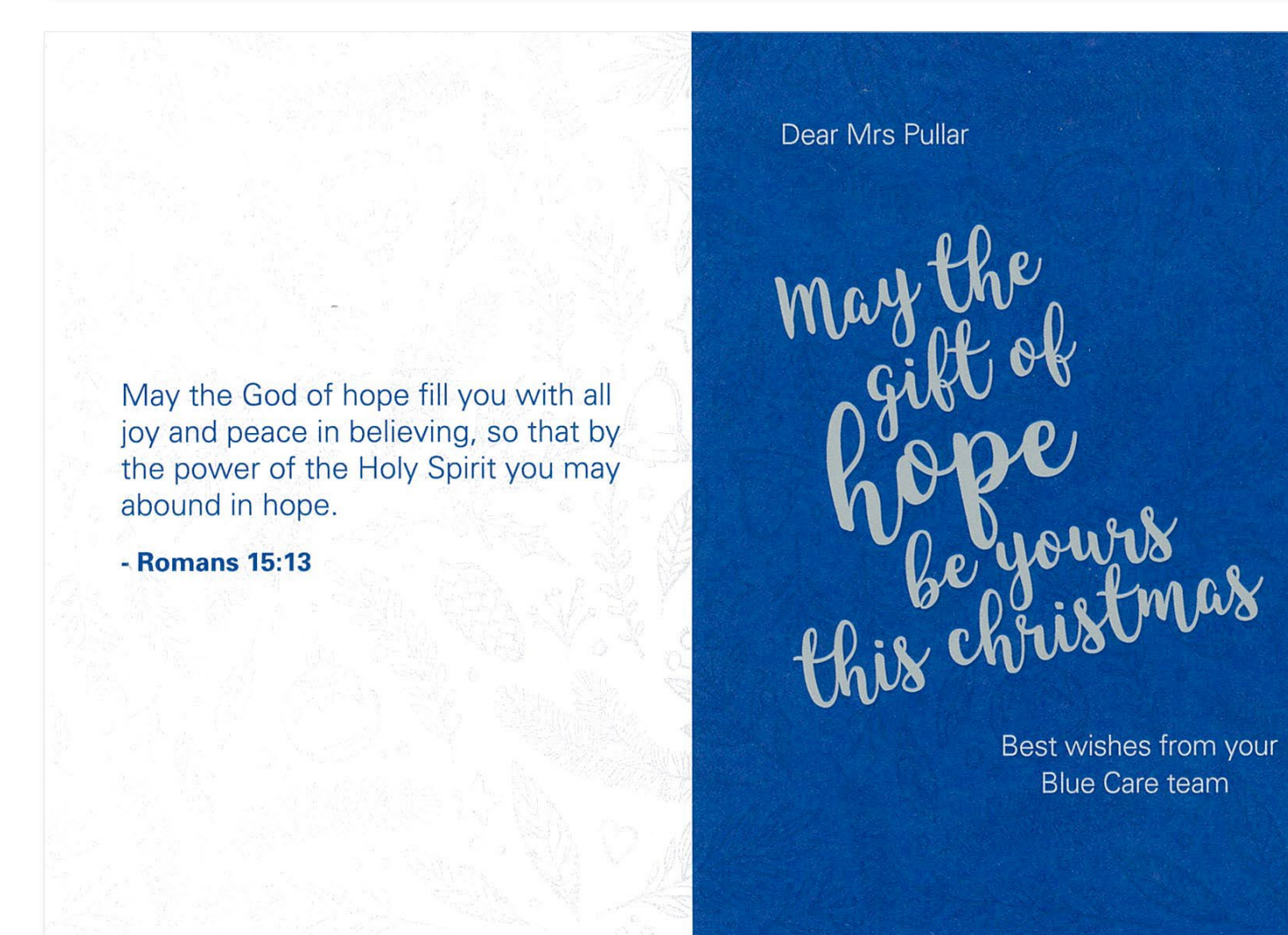
Always assets

Direct mail (DM)

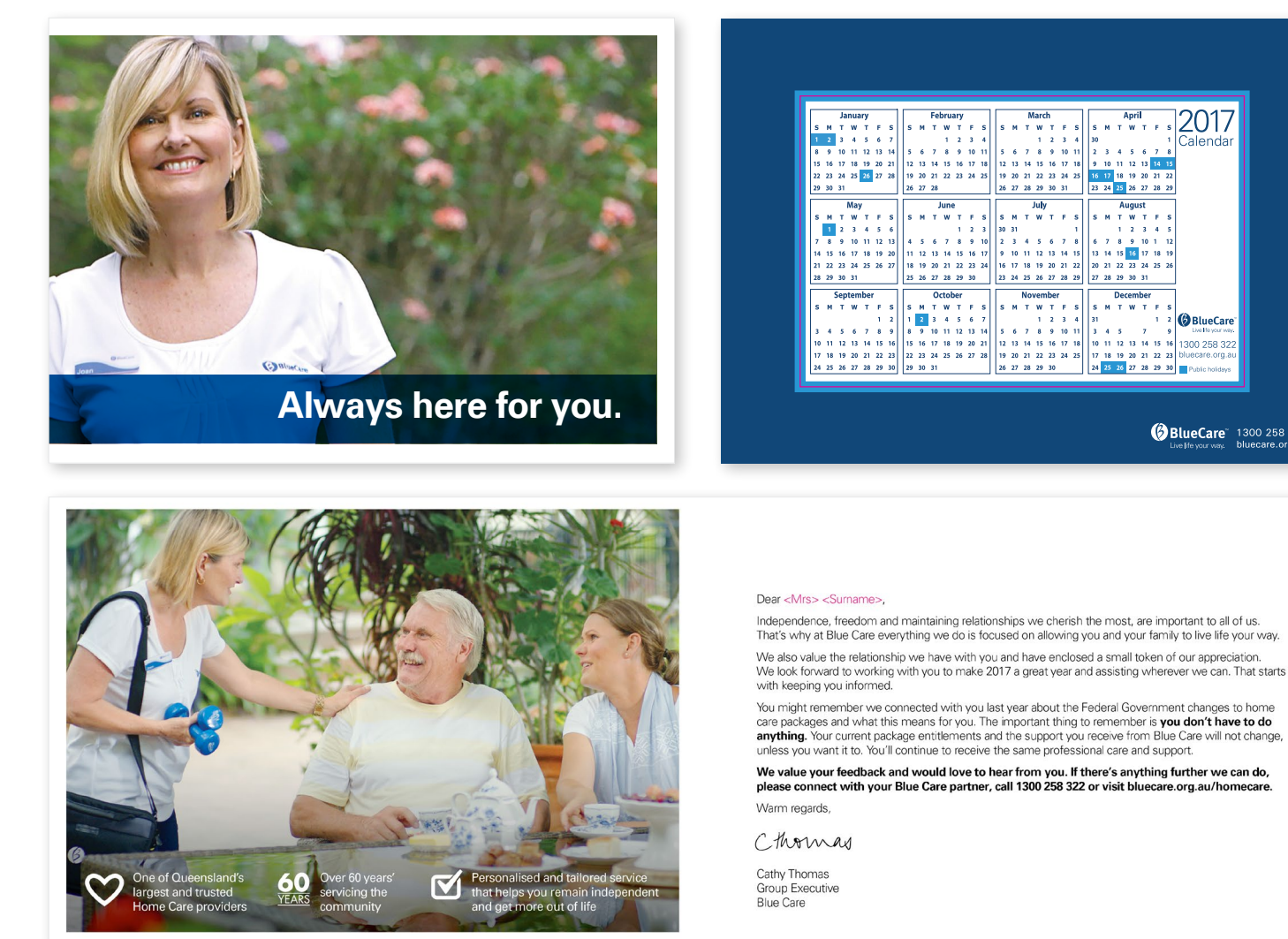
DM #1 Government changes letter



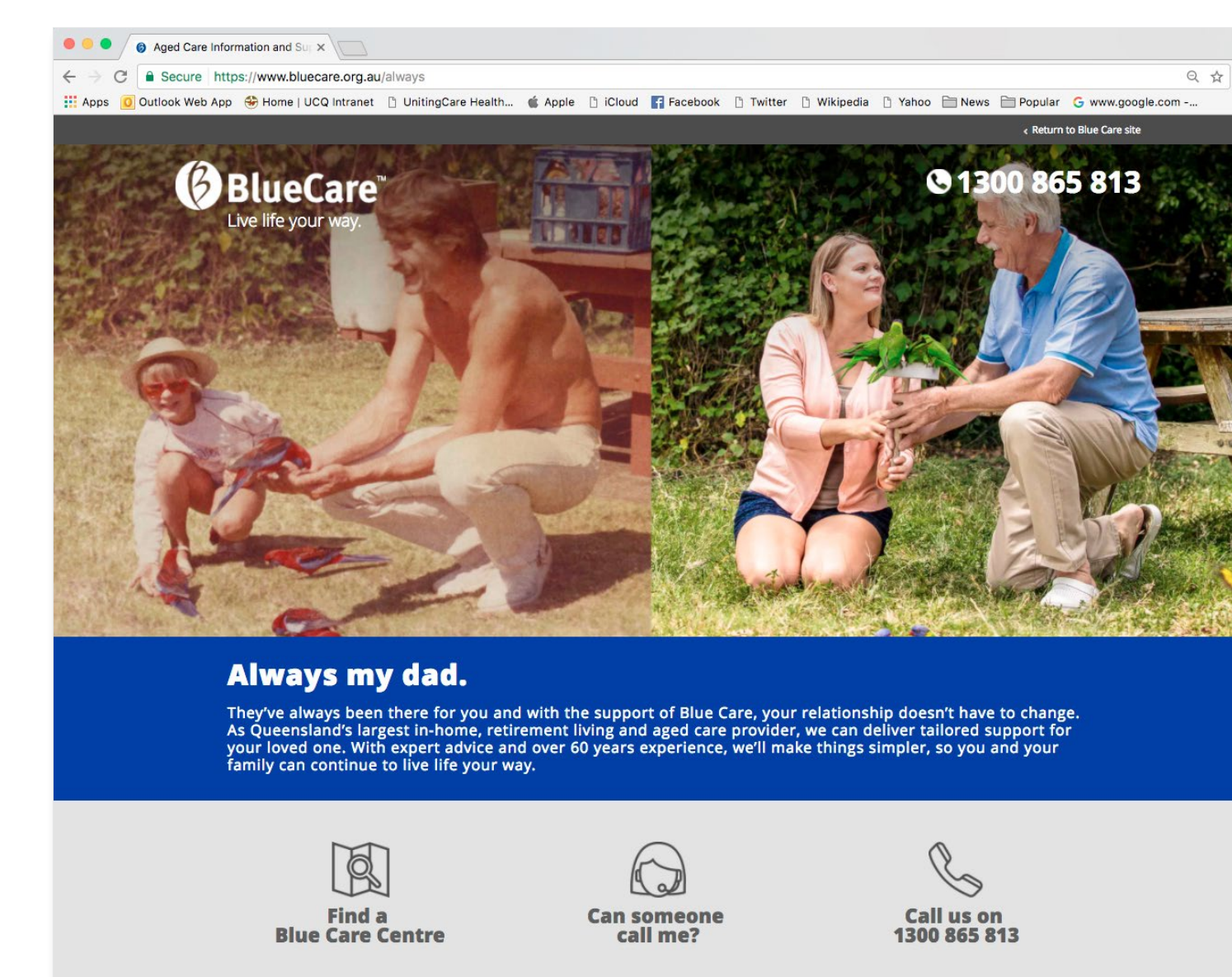
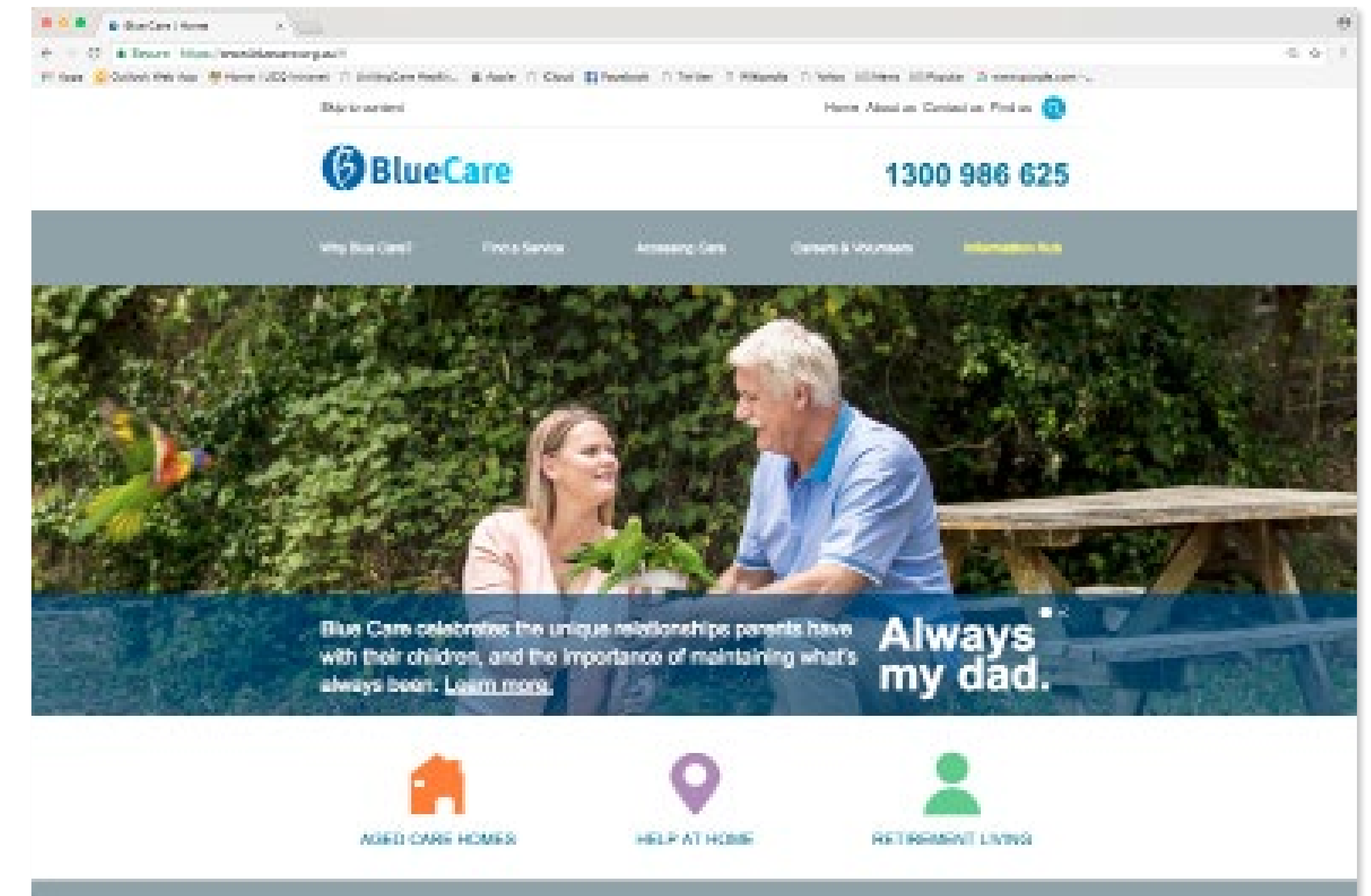
DM #2 Christmas card



DM #3 Thank you pack



Web



Video content - Personal carer

Joan's story



Internal communications

EDM template



Hi everyone,
Our Blue Care brand refresh and "Always" advertising campaign continues to roll out and we're reaching thousands of current and new potential customers every day through a range of different channels. Next week we commence a direct mail campaign to our Home Care Package clients and launch our refreshed Blue Care website.
Home Care Package Clients - Direct Mail Campaign
On 13 February a thank you card and small gift will be posted to existing Home Care Package clients. This direct mail activity expresses how much we value the relationship we have with our clients and reinforces that Blue Care is there to support them and their family to 'live life their way'. The small gift is a calendar and magnetic photo frame. See an example of the thank you card and gifts attached to this email. The thank you card will come from Group Executives, Michelle McKay or Cathy Thomas to their respective regions. The example attached is from Michelle McKay. Briefing documents will be sent to Home Care Package Partners, Community Services Care Staff, Community Services Administration Team Members, Customer Service Centre Team Members and GMS/DMs. Please display the attached information poster in your services.
Blue Care Website Refresh
On 16 February, UCO's digital marketing team will launch our refreshed Blue Care website, supporting the "Always" advertising campaign. This complements other campaign activities including advertising on radio, television, press, billboards, digital and online search engines.
The refreshed website has a clean, modern design, making it more user-friendly for our customers. Information has been reorganised to make it simpler to navigate and the language revitalized to make it easier to understand and more customer focused.
Changes were made following consultation with Blue Care senior leaders and extensive testing with customers and a representative group of our employees.
We encourage you to explore the site and provide feedback to digital@bluecare.org.au. The website is a 'work in progress' and new functionality will be incorporated following user feedback. Please help spread the word by 'liking' our Facebook page and sharing news of the refresh with your teams.
Media Campaign
Group Executive Regional and Remote Services, Michelle McKay and General Manager South West Cluster, Vodi Plumber have featured in editorials (see links to examples below) published across a number of key regional papers discussing indications of the Federal Government's funding changes in the Aged Care and Disability sectors, highlighting how Blue Care is preparing for change, outlining key Blue Care initiatives and sharing insights provided by Blue Care employees.
Further media activity to support the campaign is planned for throughout the year and the Corporate Affairs Media and PR team will be working with Blue Care services to highlight service achievements and looking for opportunities to further showcase the exceptional work carried out by Blue Care employees.
We welcome your feedback at marketing@bluecare.org.au
Please share this email with your teams.



Email signature

