

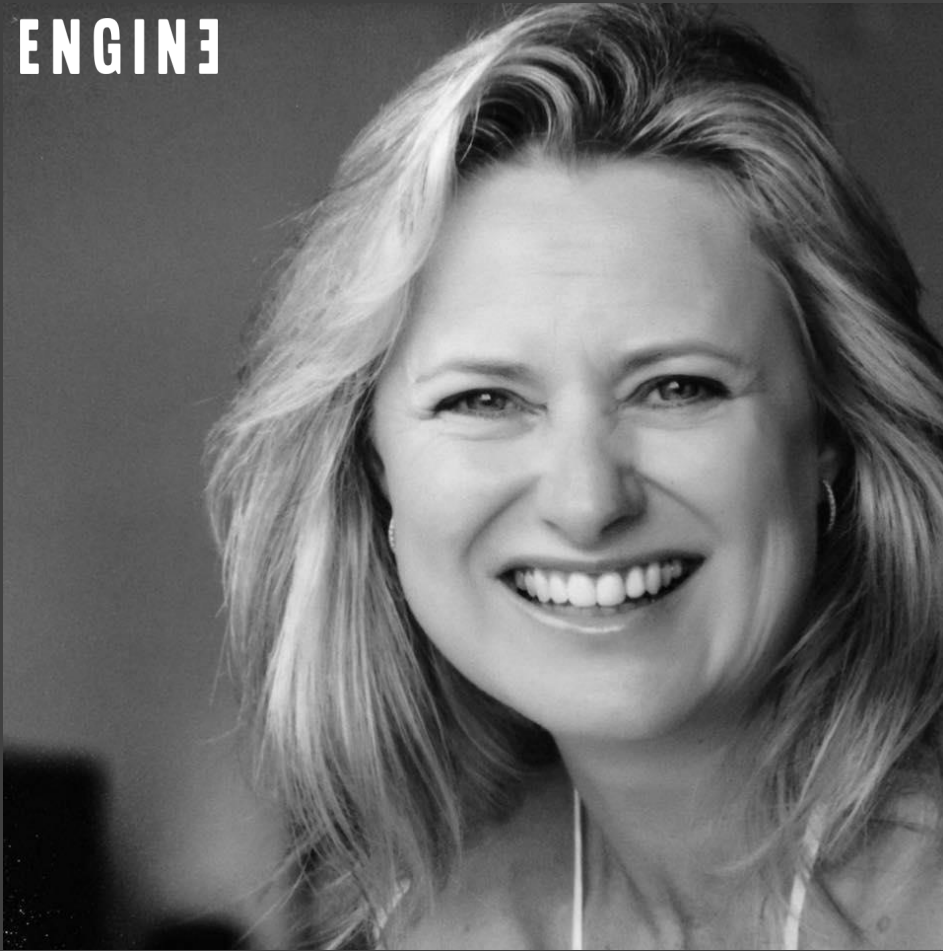
ENGINE / CREATORS OF POSITIVE CHANGE



Around the World in 30mins

Special Government Webinar: 28 July 2020

CELEBRATING TWENTY  YEARS OF GOOD THINGS



Kym Vercoe, General Manager, Engine Group



Kym brings a wealth of top-level strategic thinking and business acumen to Engine Group. In her previous role as International Marketing Manager for Bundaberg Brewed Drinks, she was responsible for the company's strategic marketing plans across North America, EMEA and APAC. Spending just shy of three years living in LA - she was part of the team that turned Bundaberg into the best-selling craft ginger beer brand in the U.S.

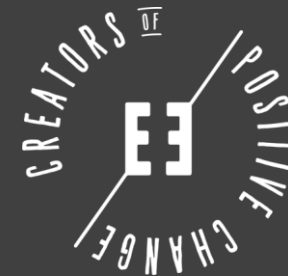
Prior to that she owned and ran her own successful strategic marketing consultancy for 6.5 years working on campaigns across many sectors including Tourism & Events Queensland and a host of other private sector and government campaigns.

With over 25 years' experience in both client and agency-side, she has a solid understanding of the ins and outs of what makes a great campaign – and how to get there. Skilled in developing communication strategies that drive engagement and conversant with government requirements across local, state and federal levels, her insights lead to campaigns that bring about genuine positive change.



ENGINE

Mid-sized strategic,
creative agency
focused on creating
positive change





Our experience spans local, state
and federal government



Queensland Treasury – Back to Work campaign



Department of State Development –
RegionsQ campaign



Queensland Health –
Flu campaigns (2014 – 2017)



Department of State Development –
Queen's Wharf Brisbane campaign



Cleanco Queensland –
Transition campaign



Department of the Premier and Cabinet
– ACCU - Western Front campaign



Department of the Premier
and Cabinet – Gold Coast 2018
Commonwealth Games Bid Branding



Department of Transport and Main Roads – Employer Branding



Queensland Health – Hep C campaign



Global Tourism Hub – Branding



Queensland Audit Office – Rebranding



TransLink – Gold Coast Fall in love with public transport



Department of Transport and Main Roads – Spruce the Bruce campaign



Office of Small Business – Go Local Dairy campaign



Herston Health Precinct – Brand Strategy & Positioning



Department of the Premier and Cabinet – Domestic Violence campaign



Queensland Rural and Industry Development Authority – Rebranding



Office of the Commonwealth Games – Legacy campaign



Office of Small Business – Go Local, Grow Local campaign

The Gist

Examples from Around the World

What makes a good campaign

The good

The not so good

Briefing tips



**What makes a
good campaign ?**



Set the foundations

Be single minded

Connect emotionally

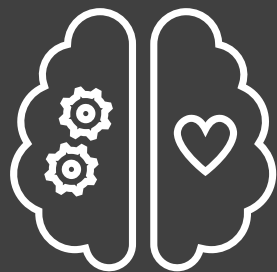
Rule of seven

The challenge

Truly understand the target market

- **Who**
- **Motivators**
- **Barriers**





“EMOTIONS CREATE HABITS”

BJ Fogg



Getting it Right



Ohio Dept Health 2020

“Flatten the Curve”





NZ Transport Agency

2019

“Let Driving Distract You”



NZ Transport Agency 2011 “Legend”





Wales Organ Donation 2017 “Speak for yourself”



KFC UK

2018

“Sorry”



WE'RE SORRY

A chicken restaurant without any chicken. It's not ideal. Huge apologies to our customers, especially those who travelled out of their way to find we were closed. And endless thanks to our KFC team members and our franchise partners for working tirelessly to improve the situation. It's been a hell of a week, but we're making progress, and every day more and more fresh chicken is being delivered to our restaurants. Thank you for bearing with us.

Visit kfc.co.uk/crossed-the-road for details about your local restaurant.



Tourism Iceland 2020 “Let it out”





South Africa

2017 6.8m impressions in 5hrs

“FCKHIV”

 MTV Africa 
28 December 2017 · 

Get tested. Use your middle finger. Snap it & Share. #FCKHIV





Switzerland: renewable energy

2020

“Four Friends”



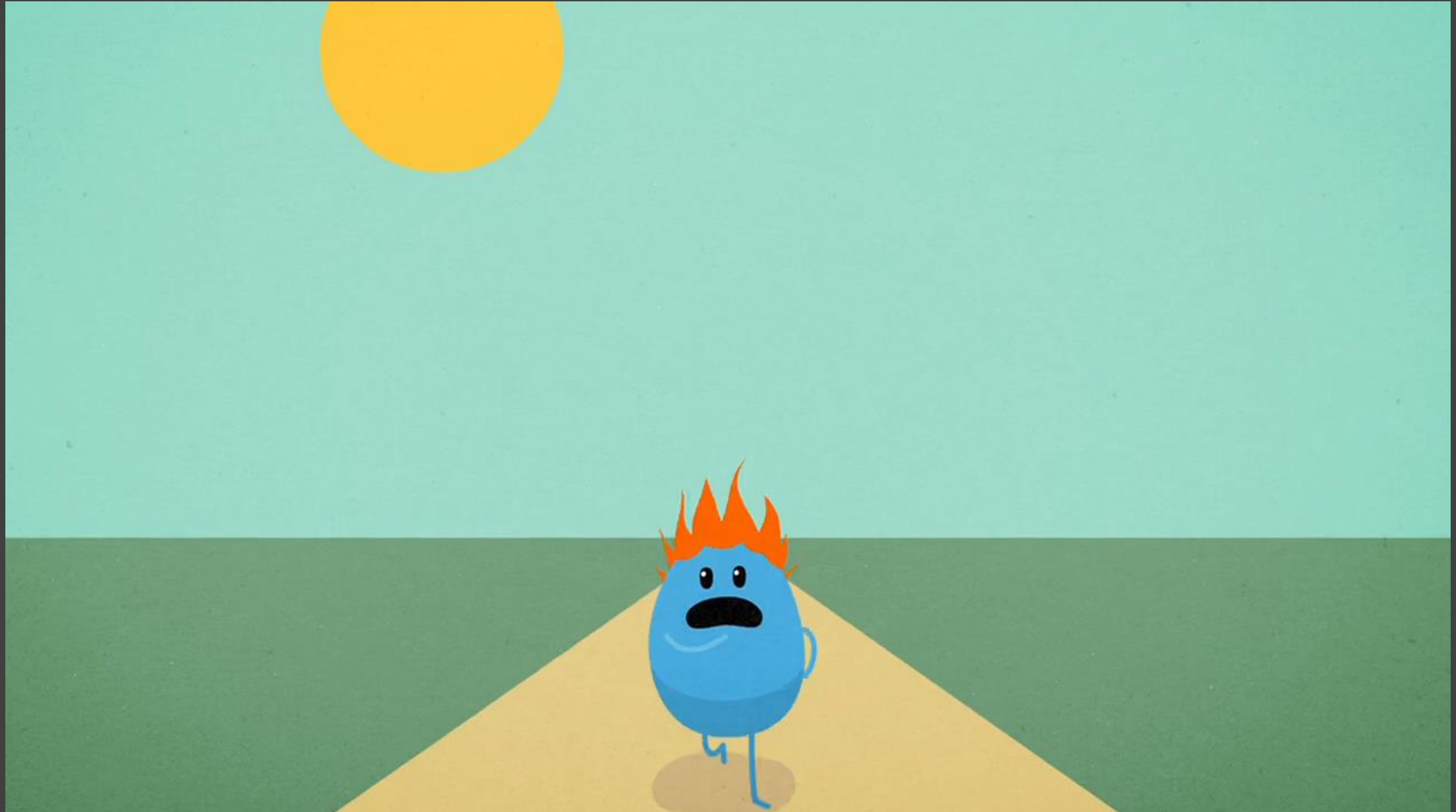




Melbourne Trains

2012
>30% reduction in near misses

“Dumb ways to Die”





Fire ants can spread like wildfire.

**National Red
Imported Fire
Ant Eradication
Program**



**Queensland
Government**



**And, the
not so good**



the Department of Finance
GAME CHANGERS

Fairfax Media

meet exposure to
senior influencers

WA Road Safety: Safe Distance Cyclists “Hot Dad” 2017



Missing cultural cues



H&M 2018
"Coolest Monkey in the Jungle"



Nivea 2017
"White is Purity" - deodorant



Pepsi 2017
"Live for Now"



Briefing Tips



The foundations

Insights



Uncover the **research**
Target BEHAVIOUR
Know your audience
Motivation / Barriers



Be single-minded



ENGINE

THE BIG IDEA 

The **most compelling**
thing we can say



Connect



No matter who you are,
you **MUST connect**

Emotions are key



“Rule of 7”

Touch Points



Be **seen & heard**

Rule of 7

Be **consistent**

**To elicit change in
consumer behaviour
the work must be...**

**single-minded
motivating *and* easy
relevant
attract attention
and be inspiring**



Upcoming webinar:

Thurs 6 August 11am
Generational Nuances





Thank you !

enginegroup.com.au



Encore!



Allegro: Poland

2016

“English for Beginners”

