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## Thinkerbell wins The Salvation Army account

By Maha Obeid | 20 September 2021

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The Salvation Army Australia has appointed Thinkerbell as consolidated agency partner, responsible for the charity's brand strategy and integrated communications.

The appointment begins immediately and follows a competitive pitch, facilitated by Trinity P3.

Thinkerbell CEO Margie Reid says the consolidated agency model will drive more creative and effective results.



Thinkerbell CEO Margie Reid

"The Salvation Army is and has been a cornerstone of supporting the most vulnerable in Australia. The team at Thinkerbell are honoured in playing a part in ensuring their brand, communications, media and of course fundraising continues into the future," Reid says.

ADVERTISING



"We're pleased The Salvation Army saw value in having a joined up creative, media, earned model, as we too believe it will drive more creative and effective results, or as we like to say 'measured magic'."

The Salvation Army helps nearly 200,000 Australians through social programs every year and provides a range of services including Aged Care, Housing and other social mission services.

The partnership with Thinkerbell will help build the brand for the future and foster engagement across all areas of the organisation.

The Salvation Army national secretary for communications, Lt-Col. Neil Venables, says Thinkerbell was the right cultural fit.

"As you could imagine choosing the right partner for us was as much about getting the right cultural fit than it was anything else. In Thinkerbell we see a partner who both understands our organisation, but won't be afraid to challenge and provoke as well."

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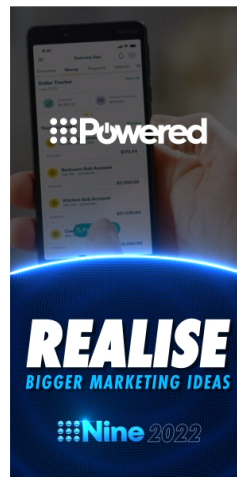
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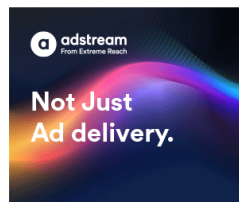
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