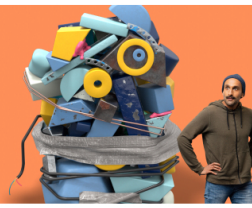


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THINKERBELL WINS THE SALVOS' STRATEGY & COMMS

IN TIMES OF CRISIS
NO ONE SHOULD HAVE TO GO IT ALONE

Heartbreaking disasters can come out of nowhere. In fact, every 31 seconds someone turns to us for help.

YOU CAN GIVE HOPE
THE SALVATION ARMY
WHERE IT'S NEEDED MOST

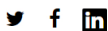
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By
B&T MAGAZINE



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FOLLOWING A COMPETITIVE PITCH PROCESS, FACILITATED BY TRINITY P3, THINKERBELL HAS BEEN APPOINTED AS CONSOLIDATED AGENCY PARTNER FOR THE SALVATION ARMY AUSTRALIA, RESPONSIBLE FOR THE CHARITY'S BRAND STRATEGY AND INTEGRATED COMMUNICATIONS.

The Salvation Army is one of the most recognised and loved charities in Australia and has an established history of tangibly helping the most vulnerable in our society. Helping nearly 200,000 Australians through social programs every year, The Salvation Army provides a range of services including Aged Care, Housing and other social mission services.

The Salvation Army has partnered with Thinkerbell to help build the brand for the future and help foster engagement across all areas of the organisation.

Lt-Col. Neil Venables, national secretary for communications at The Salvation Army said of the appointment, "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."

Margie Reid, CEO of Thinkerbell said of the appointment "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. 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 appointment begins immediately.

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THE SALVATION ARMY

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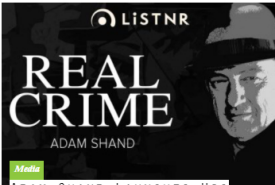
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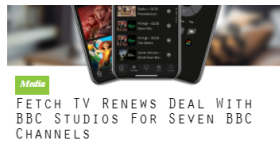
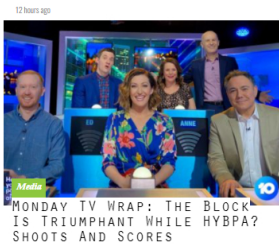


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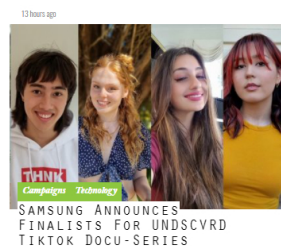
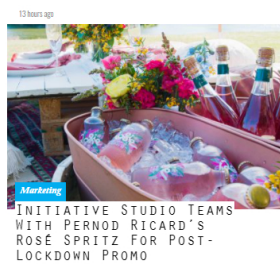
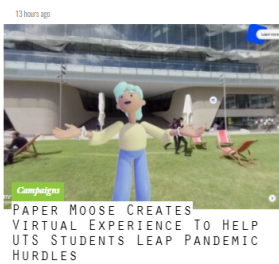
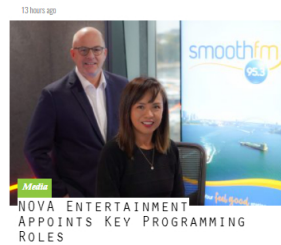
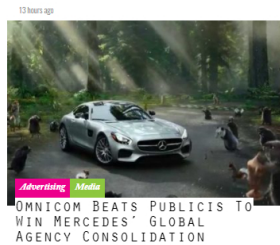
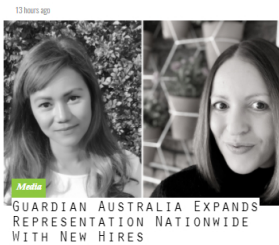





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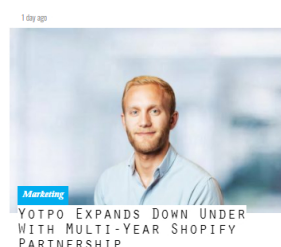
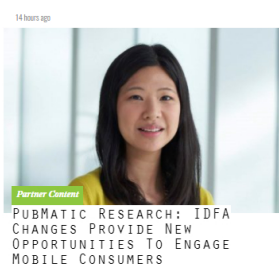
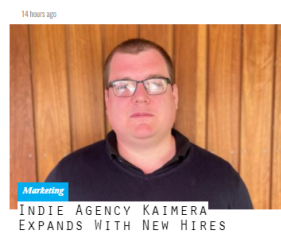
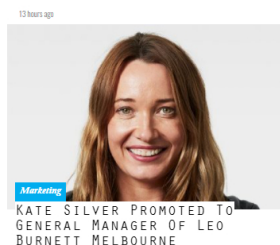
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