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## ST JOHN AMBULANCE VICTORIA APPOINTS TOWN SQUARE FOLLOWING A COMPETITIVE PITCH

JULY 20 2024, 10:58 AM | BY RICKI GREEN | [No Comments](#)



Following a competitive pitch process run by TrinityP3, St John Ambulance Victoria has appointed Town Square as its advertising partner to help reposition its brand. The appointment takes effect this month.

Despite its day-to-day work within the community and its crisis response in the event of bushfires, floods, pandemics and other disasters, understanding of St John's role in the community falls far behind awareness of its brand name. This includes the organisation's charitable status and the critical need for funds to support its significant medical, fleet and branch infrastructure and the operations undertaken by its substantial staff and volunteer base.

St John has determined that a new brand campaign is required to give new generations of Victorians a clearer picture of the role the organisation plays in their community.

Says Emma Klinakis, marketing and community manager of St John Ambulance Victoria: "For some time now we have recognised that St John needs the help of a strong agency partner. After a thorough pitch process, we are delighted to appoint Town Square to this role. From the first meeting, Town Square's passion for our purpose was clear. We have been impressed by their strategic thinking and creative approach. Throughout the pitch process the chemistry felt absolutely right and we're excited about what will come out of this partnership."

Says Alison Ray, general manager at Town Square: "We are delighted to welcome such a well-known and well-loved brand into the agency. It's not often that an agency gets to work with a client that can make the difference between life and death. From day one, there has been an energy in the agency around this pitch because we are all enormous believers in the crucial role that St John Ambulance Victoria plays in our community. We are truly excited to play our part in supporting the great work that St John does to save lives and to build resilient communities."

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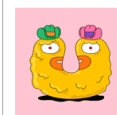
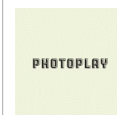
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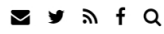
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