



THE SALVATION ARMY APPOINTS THINKERBELL AS CONSOLIDATED AGENCY PARTNER

SEPTEMBER 20 2021, 11:51AM | BY RICKI GREEN | 9 Comments



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.

Says Lt-Col. Neil Venables, national secretary for communications at The Salvation Army: "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."

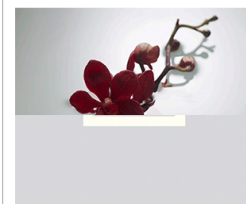
Says Margie Reid, CEO of Thinkerbell: "The Salvation Army is and has been a cornerstone of supporting the most vulnerable in Australia. The team at Thinkerbell are honoured in playing a part in ensuring their brand, communications, media and of course fundraising continues into the future. We're pleased 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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9 COMMENTS

- Hopefully** says:
Hopefully it will be the end of the predictably lazy tropes of desaturated imagery and sad looking actors. Maybe it will emerge from the late 90's.
[Reply](#)
- Privileged** says:
Are you not entertained?
[Reply](#)
- @hopefully** says:
I hope so. Here is a chance to really shake up this area. But let's not hold our breath, it is Thinkerbell after all.
[Reply](#)
- @hopefully** says:
Na they'll probably try and solve homelessness with a bee hive or a stunt
[Reply](#)
- Fingers crossed...** says:
...they're not giving that poor woman in the photo a submabinge
[Reply](#)
- @fingers crossed** says:
Surely that's what the box is for. And the instructions are under the food.
[Reply](#)
- Thinkerbell wins charity** says:
Ok. Go guys! (Yes, Guys...)
[Reply](#)
- Concerned** says:

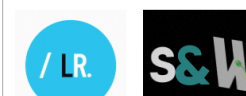


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I just hope and prayer that TSA does not loose sight of the underlying mission of saving soul for the Kingdom of God. Yes welfare is important but a food parcel will not get one into Heaven.

Reply



Seal boy says:

Congratulations Salvos Thank you for everything you do

Reply

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