



*Creative, Practical & Authentic*

## Suncare Community Services: Making our marketing better

The team from Suncare Community Services is focused on their vision of *'Making people's lives better'*.

With a hectic marketing program that caters for a large community organisation spread over several regional areas, AND in the midst of launching a new website, Suncare needed a reliable marketing partner to help them deliver a diverse range of projects.

These included preparing their Annual Report, quarterly client newsletters, articles for their website information library and design work that has included preparing their 50<sup>th</sup> Anniversary insignia, conference branding and training materials.

As marketing communication specialists, we have decades of collective experience working across many different business sectors and marketing mediums while keeping up with constantly evolving trends.

While Suncare has benefited from our considerable marketing knowledge and experience, coordination, copywriting and design skills, we believe the real value lies in how we build and manage relationships.

We do this by developing a strong understanding of our clients' needs and expectations and the character of the clients to whom they are communicating. We plan using a structured and clear briefing process within agreed

timelines, while considering the need for flexibility so that projects may evolve.

We extract important technical details but more importantly, we are able to identify the tone and vernacular that will best resonate with Suncare's key audiences, while adhering to Suncare's visual branding and promoting their brand promise. These are the keys to successful marketing.

*"We are thrilled with the work you are doing. Thanks, so much for all your help."*

Understanding that time and affordability are among the most common issues preventing projects progressing, our marketing framework is centred on achieving efficiencies and meeting important deadlines through practical processes.

This approach together with regular communication and progress updates, builds confidence as we attend to the heavy lifting for each marketing assignment so the Suncare team can get on with their other priorities.

*"Great job on the printing, but the design was the show stopper!"*

Suncare's experiences are summarised in their testimonial and feedback indicated in red.

What Suncare Community Services has to say...



*The team at Bold! consistently deliver high-quality, creative marketing solutions for our organisation. They are our go-to-guys at each new project as we value their professional opinion – and they never disappoint. We appreciate the time they take to listen, ask questions and understand what we want to achieve, which always leads to a fantastic outcome. I have personally learnt so much from Wendy, Annette and the team. Thank you Bold!*

Vicky Gray, Marketing and Communications Coordinator, Suncare Community Services