



# the :word

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Correspondence  
Chapters  
Characters  
Caffeine  
Clients  
Collection  
Compliments





# Correspondence

We know what you're thinking, 'C' must stand for that cheeky c-word: coffee. Well some days it does but most days it stands for communication, creativity and commitment.

Our company profile provides an overview of the c word; the work we've done, the experience and knowledge our crew have to share with you, and the passion we have for communication.

Take a moment to explore our c words. Chapters provides you with an overview of our company. Characters gives you a little more information about my experience and our core team. Caffeine lists the services we provide to help grow your business. While clients and collection provide examples of the organisations we've worked with and the projects we've worked on.

We're a passionate crew of communication professionals who love a challenge, and make it our business to know everything about your business.

We can also provide other case studies of our work including social media, copywriting, business planning and publicity management.

If you want to talk about how we can help your business, email [jack@thecword.com.au](mailto:jack@thecword.com.au) or call 0428 300 090.

Kind regards,

A handwritten signature in black ink that reads "Jack". The signature is written in a cursive, slightly slanted style.

Jack Walden  
Managing Director





# Chapters

the c word is whatever you need it to be: communication, collaboration, creativity, competency, clarity, charisma, capability, commitment... and so the list goes on.



**the c word** is a full service communication agency that delivers integrated marketing communication campaigns including advertising, public relations, new media, guerrilla tactics and community engagement. It is a centre for ideas and inspiration in the guise of a communication agency.

Our business is to know your business inside and out. We take the time to get to know your industry, your goals, your customers and even your caffeine needs (or chai lattes if so inclined).

We work closely with you to uncover ideas that become winning solutions. Our crew of communication professionals researches, plans, implements and reviews everything from internal communications to publicity to business development. Whatever you need, we have you covered.

We don't sleep until the job is done and pride ourselves on making the impossible possible. We know what's happening in Melbourne, across Australia and internationally, and because we know what's happening in the world of communication, so do you.

For our thoughts on the latest happenings in the world of communication visit our blog at [cellophane.thecword.com.au](http://cellophane.thecword.com.au).





# Characters



**Jack Walden, MPRIA**  
Managing Director

Jack Walden is an 'ideas man', respected for his dedication and enthusiasm for his clients and communication.

He has held numerous marketing and public relations management roles with private, government and not-for-profit organisations, and knows what it takes to get the job done.

Jack can help you translate your 'big picture' into simple steps that deliver big results. He has considerable experience developing powerful strategies and compelling key messages.

He takes a whole of business approach to communication and works closely with his clients to develop short and long term approaches.

Jack is a member of the Victorian Council of the Public Relations Institute of Australia.

We work with a range of passionate and experienced communication professionals and suppliers.

Our core team is comprised of:

**Maryann Separovic**  
Account Director - Communication

**Christine Price**  
Campaign Coordinator

**Patrick Walden**  
Communication Researcher





# Caffeine

We offer a range of services that act as the fuel to drive your business.

## Capture

- Brainstorming sessions
- Story-telling sessions
- Planning workshops
- Literature and media reviews
- Focus groups
- Telephone and online surveys
- Stakeholder mapping
- Community consultation workshops
- Sponsor profiling
- Brand and communication audits

## Create

- Campaign planning
- Internal (employee) communication strategies
- Publicity plans
- Issues management strategies
- Sponsorship strategies
- Key message development
- Communication coaching
- Writing and editing media releases and press kits
- Copywriting

## Circulate

- Media release distribution
- Media pitching
- Media launches
- Publicity tours
- Event management
- Video production
- Graphic design
- Campaign management
- Community engagement
- Social media campaigns
- Sponsorship recruitment
- Conference management

## Calibrate

- Evaluation
- Campaign reporting
- Campaign analysis
- Issues monitoring





# Clients

01.



02.



03.



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15.



**01. Run for a Safe Climate**

6,000km fundraising run from Queensland to Victoria

**02. Fluoro Mag**

Edgy Australian design magazine

**03. Step Right Up**

Street distribution and guerilla marketing company

**04. Overload Poetry Festival**

10-day celebration of poetry in Victoria

**05. Wrapped by housemouse**

Eco-friendly designer wrapping paper range

**06. Red Scooter**

St Kilda based eco-friendly event venue

**07. International Association of Privacy Professionals**

Peak professional body for privacy professionals in Australia and New Zealand

**08. Department of Justice**

Victoria's courts, police, emergency services and consumer affairs

**09. Neighbourhood Justice Centre**

A community justice centre located in the heart of Collingwood

**10. Judicial College of Victoria**

Professional education organisation for Victoria's judicial officers

**11. t-biz**

Business advisors and accountants

**12. Alpha Shows**

Children's theatre company which tours Australian schools

**13. Moving Galleries**

An exhibition of art and poetry travelling on Melbourne trains

**14. housemouse**

Melbourne based strategic brand and graphic design agency

**15. Consumer Affairs Victoria**

Consumer Affairs Victoria protects and promotes the interests of consumers





# Collection

In November 2009, 25 emergency service workers donated a month of their annual leave to run 6,021km from Cooktown to Melbourne.

the c word developed and implemented a social media campaign for Run for a Safe Climate, which reached more than 15,000 people on Facebook and 53,543 people on Twitter.

## Client

Safe Climate Australia is a non-profit organisation launched by Al Gore in July 2009 and formed by concerned climate scientists, and community and business leaders with a shared understanding of the need for emergency action to restore a safe climate.

## Campaign

the c word had a crew of three communication professionals working tirelessly during the six-week campaign. Our days were rigidly organised to ensure we were monitoring and updating the various social networking channels from early morning to late evening.



## Phase 1: Preparation

Preparation for a social media campaign is as important as training for a run. We started by brainstorming ideas and preparing a comprehensive social media strategy covering the relevant channels, including an action plan for each tool. While Twitter, Facebook and the blog were the primary focus; we also used Flickr, Twitpic, YouTube and Google Reader.

We developed a blog calendar to guide our content and also collected facts and trivia about every destination we were visiting. We also prepared runner profiles, strategically followed people on Twitter, posted calls of support to Facebook fans and drafted blog posts about the route, destinations and community forums. The final activity was the development of a social media pack for bloggers.

## Phase 2: The launch

On the day of the launch, the c word tweeted and twitpic-ed at the media launch and the official launch. We also posted photos across Flickr and Facebook, and posted an overview on the blog.

## Phase 3: The Run begins

The personal approach and authentic personality of the campaign resonated with fans and followers and resulted in retweets, blog posts and Facebook interactions.

Daily blog posts about upcoming destinations, weather conditions and runner profiles were uploaded throughout the day. Google Reader was used constantly to identify relevant blogs to pitch to, Twitter people to follow and to monitor online coverage.

As well as posting updates about the Run itself, we were continually monitoring other relevant topics to share with our followers.

## Phase 4: The last kilometres

The final day was a big day for the runners and a huge day for the social media crew, with updates and images being uploaded regularly to give supporters in other states a chance to be a part of the festivities. This was one of the busiest days of support and the twitpic of the '000 Climate Emergency' human sign received the most views of all our images.



Tweeting from the Sydney event alongside a social media supporter with more than 24k Twitter followers

## Challenges

One of the initial challenges was timing. We only had a couple of weeks to develop the campaign before the Run began. It also followed successful social media campaigns for Youth Decide and EnviroWeek which created a level of 'Green Fatigue'. And there was competing noise with Copenhagen fast approaching, Liberal Party leadership challenges and the Senate's rejection of the Emission Trading Scheme.

## Outcomes

- Reached more than 15,000 people on Facebook and more than 53,000 people on Twitter
- Twitpics were extremely popular. Aerial shot received 394 views with an average of 39 views per image
- Secured excellent social media exposure for major sponsor NAB and official automotive partner Mercedes Benz Cars Australia
- More than 770 @replies/mentions during six week campaign including 322 re-tweets and an average of 25.1 @replies/mentions per day while across Twitter it was 5.3
- Several donations secured via social networks
- Several radio interviews were secured via Twitter connections



# Compliments

I'd like to express my gratitude to your team for creating and managing a brilliant social media campaign for Run for a Safe Climate.

I was extremely impressed with your thoroughness, dedication and passion – and the great results.

Given Safe Climate Australia had not previously utilised social media as a tool for engagement, the number of people with whom we connected within a short timeframe was incredible. Thank you for your support and tireless efforts. The reach of the campaign surpassed our expectations.

**Danielle Johnston**  
General Manager  
Safe Climate Australia

Thank you for delivering a fantastic piece of copy for the eco-station project in such a short amount of time.

In my opinion as someone who knows the brief quite well, you've nailed it.

**Nancy Bugeja**  
Managing Director  
housemouse

We have been very appreciative of your exemplary internal communications and dedication to quality work, often in challenging circumstances.

With you as our communications contact we have always felt encouraged and supported. Your hard work and positive attitude keeps us going, as does your constant volunteering to go that little extra and help out.

**Brent P Carey**  
Manager, Privacy, Feedback  
and Projects  
Department of Justice, Victoria

