



Australian Unity NDIS launch





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When Australian Unity was appointed as a provider to the National Disability Insurance Scheme (NDIS) it turned to DPR&Co to establish its position as a leading and empathetic deliverer of services to Australians living with disability in New South Wales and Victoria.

Demonstrates.

- **High impact creative**
- **Brand creation and revitalisation**
- **Product launch support**
- **Working with vulnerable communities**
- **Working with non-professional talent.**

The challenge.

Australian Unity had acquired the NSW Government's Home Care Services organisation consisting of 40,000 plus clients across the aged care and disability sector.

Retaining these clients through the newly contestable NDIS services rollout was a significant challenge – especially given that Australian Unity had no existing brand presence in NSW.

Meanwhile, in Victoria, Australian Unity was chiefly known as a health insurer and had no existing connection to people living with a disability.



Australian Unity clients Elie, Dean, Holly and Cassandra, four of the spokespeople for the NDIS activation campaign.



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Our response.

Our campaign strategy was to build brand relevance for Australian Unity in the disability services sector while simultaneously delivering a client retention/acquisition campaign aligned to the geographic roll-out of the NDIS.

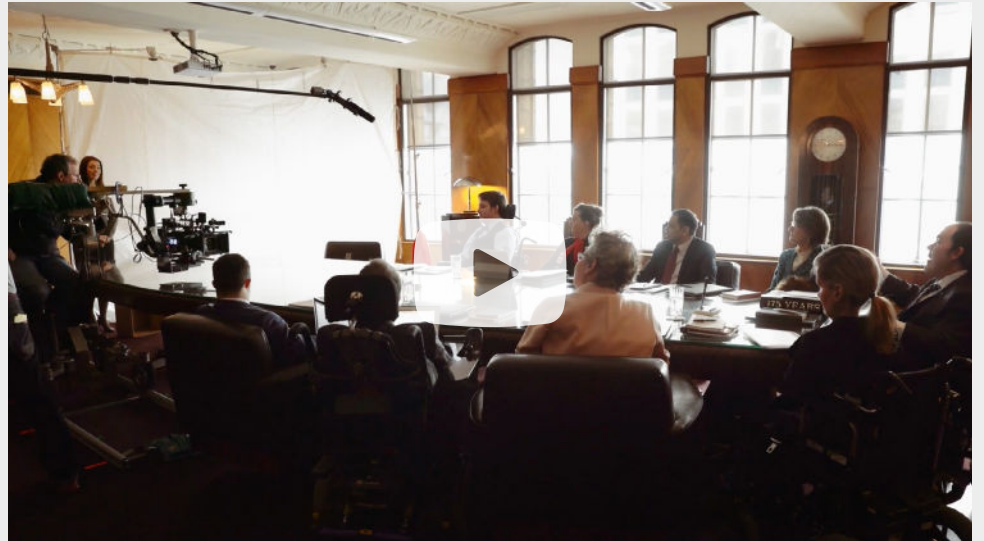
Secondly, using ABS and Roy Morgan data, we linked a customer acquisition campaign to the geographic rollout of the NDIS.

We then developed a strategic approach to campaign activation designed to reassure clients, their families and carers, that Australian Unity would assist them even prior to their becoming eligible for the NDIS. This included the design of 120 customer service centre across Victoria and New South Wales.

Our New Truth process led us to develop a core theme based on the insight that, *for the first time, Australians living with a disability were in control of the assistance they received and could plan the support they needed in order to fulfil their personal aspiration to the best of their abilities.*

The resulting campaign showed people living with a disability 'interviewing' Australian Unity for their role of their service deliverer.

This concept called on us to recruit actors and volunteers from across the disability spectrum – to our knowledge, an Australian first.



'The Making Of' – A behind-the-scenes look at the AU NDIS launch campaign.
<https://vimeo.com/181583324>



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The result.

Client	Australian Unity
Product	NDIS Home Care Services
Audience	Males 30+
Channels	FTA TV, BVOD, YouTube, digital display/programmatic
Deliverables	Strategy development, creative development, TVC/OLV, digital, built environment design, POS, collateral
From brief to live	4 months
Performance	37% aided recall (NSW), 92% customer retention through transition (NSW), over-subscribed for new customers.



Australian Unity TVC – Launch
<https://vimeo.com/181743111>