



# Cause an effect

Delivering real  
campaign impact

**rowland.**  
campaigns

OUR CAPABILITIES

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# Engage. Influence. Impact.

At Rowland, we create campaigns with real meaning — connecting our clients to their audiences every time, creating memorable experiences, telling compelling stories, and shaping customer behaviour.

Whether advocacy, reputation, positioning, behavioural change, or simply awareness is your goal, Rowland can create a campaign that engages, transforms perceptions, and has real impact on behaviour.



# Solve. Create. Transform.

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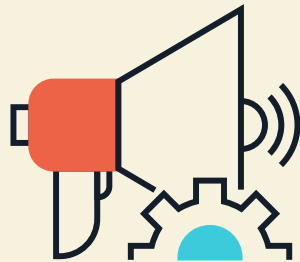
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# Our services



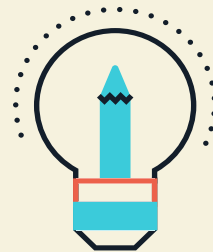
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Stakeholder  
engagement  
strategy



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Campaign and  
media strategy



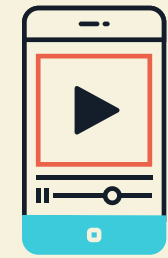
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Creative  
concepting,  
copywriting,  
and design



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Scriptwriting  
and  
storyboarding



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Video  
filming,  
audio and  
editing, and  
animation

# Our strategic approach

Rowland brings together an unrivalled breadth and depth of skills and experience to offer integrated client solutions.

We employ 60-plus staff, all of whom are highly qualified practitioners with expansive industry knowledge and expertise, ensuring our collective 'brains trust' is second-to-none.

We assemble specialist teams from across the business to tailor solutions that maximise results and return on investment.

Drawing on our expertise in strategic communication, organisational change, investor relations, digital strategy, public affairs, stakeholder engagement, and reputation and issues management, we collaboratively develop the best strategy to inform and underpin creative campaign development and implementation.

With an in-house award-winning design and digital studio — and access to the world's latest tools, channels and global markets through our partnership with global communication agency FleishmanHillard and its parent company Omnicom — our team will consider the right mediums and deliver compelling creative solutions to bring the overarching campaign strategy to life.





# Our work

Our campaigns have helped move the needle on critical projects and issues across the country, bringing about significant change and awareness.

That's why so many of Australia's most recognisable brands, industry bodies and government departments have entrusted Rowland to help them deliver real impact.

Explore our work on the following pages.



# National Storage Brand Campaign

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Case Study

# Making space for every audience

## Case Study

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**Following the success of Rowland's 'Make Space' out of home campaign, the National Storage team briefed Rowland to take it to the next level — create a TVC that would increase brand awareness and shift perceptions from something people see as a 'need', to something they 'want' to optimise their lifestyle.**

In this way, we redefined the self-storage category — moving from a focus on an empty storage unit to a positioning as a lifestyle enabler.

In an industry where customers generally make purchase decisions based on price and location, the brief was to attract new customers by adding warmth and personality to the National Storage brand, and to extend the contracts of existing customers.

Rowland took a deep dive into National Storage's diverse audiences. The campaign needed to appeal to many age groups, locations and life stages, including:

- ▶ The Maximisers — apartment dwellers and downsizers making the most of their limited living spaces
- ▶ The In-betweeners — home movers, renovators and students storing short term
- ▶ The Makers — small business owners storing stock, adventure seekers storing equipment for outdoor hobbies and travellers storing belongings while interstate or overseas for an extended period.

Our solution to this challenge was to create characters that touched on all these audiences.

To enhance cut-through we created a faux movie trailer for our imaginary film, *'Meet the Space Makers'* — a 'movie' about people, their quirks, their stuff and the life-enhancing potential of *Making Space*.

Shot cinematically and featuring recognisable tropes of the genre, we crafted a story featuring characters our audience segments would identify with — all with cluttered, busy lives and a need for — SPACE. Introducing:

- ▶ Graham — Downsizer and narrator, making space for a fresh start
- ▶ The Andersons — Adventure-seeking family, making space for indoor living and outdoor hobbies and equipment
- ▶ Ava — Apartment dweller, making space for a flat mate (and maybe even love!)
- ▶ Sarah and Jai — Renovating young couple, expecting significant life changes with the arrival of twins

- ▶ Kenji — Small business owner, making space for success with his custom sneaker business.

*'Meet the Space Makers'* tells the story of our relatable characters as they discover what's possible when you *Make Space*.

With the campaign in market in Australia and New Zealand from late July 2025, across linear TV, YouTube and BVOD/SVOD, with supporting OOH, performance and social platforms, we expect to see significant impact across all audiences.

### Services provided:

- ▶ Campaign strategy
- ▶ Campaign concepts
- ▶ TVC production and execution
- ▶ Management of media agency — brief, co-ordinate and oversee media plan and buy.



**MAKE SPACE**  
to grow.



**MAKE SPACE**  
for your passion.



**MAKE SPACE**  
for freedom.



**MAKE SPACE**  
for a fresh start.



# Translink Smart Ticketing Campaign

Case Study

# Communicating Translink's new Smart Ticketing technology

## Case Study

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**Rowland was engaged to develop a campaign to support the introduction of Translink's new Smart Ticketing technology, which will ultimately allow passengers to tap on and off using the same smart device across all public transport modes.**

Research indicates Australians are early adopters of new technology, however commuters' use of the existing Go Card is already high, so introduction of a new digital payment method needed to convince passengers about the benefits technology's before behaviour change would occur.

Complicating the campaign was the staged activation of the new technology — Smart Ticketing will initially only be available in certain regions (the Gold Coast, then south-east Queensland), across certain transport modes (starting with heavy and light rail) and compatible with certain payment methods (AMEX and Mastercard, not VISA).

As a result, the campaign needed to be memorable, explain the new technology in simple terms, as well as any current restrictions on its rollout.

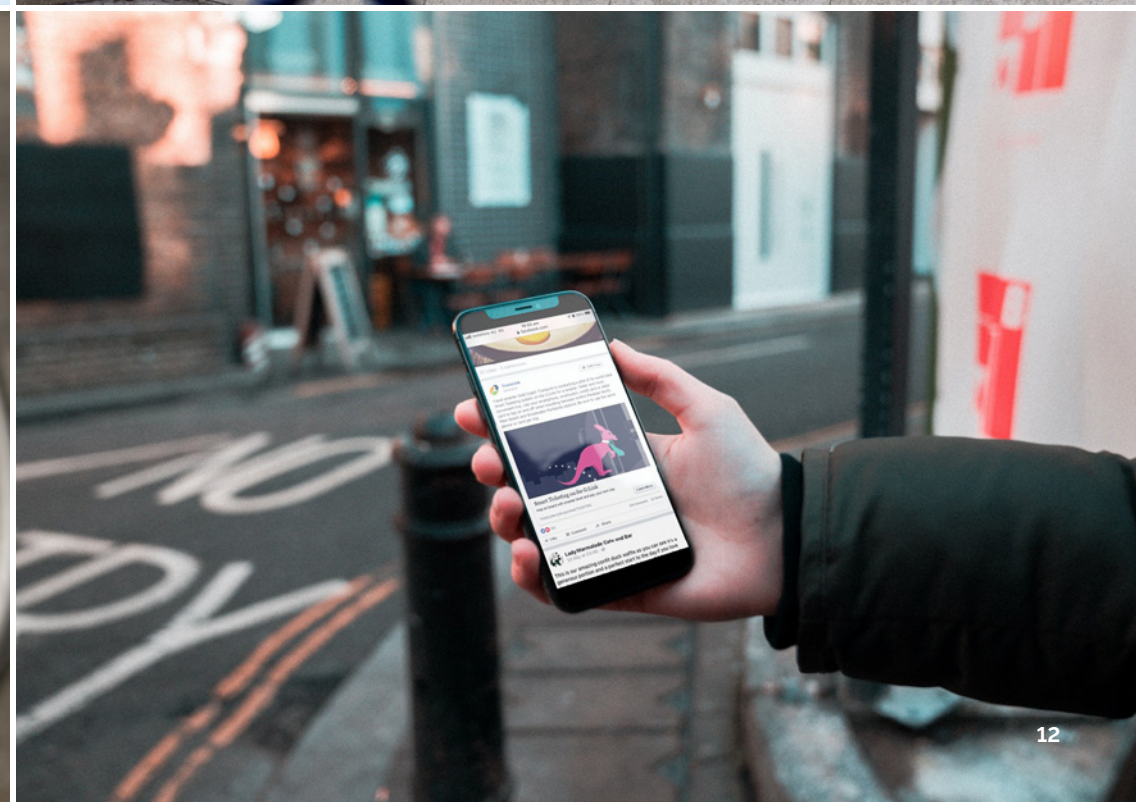
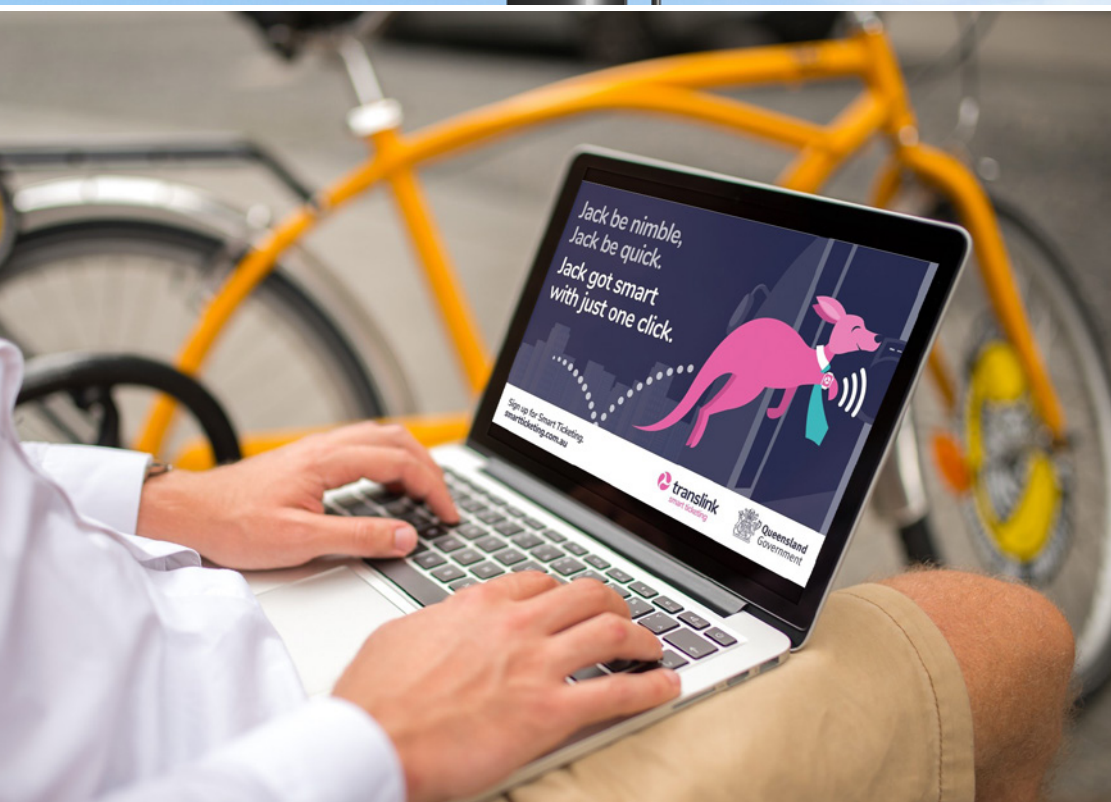
After undertaking research to inform the creative concept and messaging, Rowland developed a campaign centered around Marlu — the Rhyming Roo. The name Marlu is an Indigenous word meaning kangaroo.

The character adopts several different personas (school child, mother travelling with infant children, tourist, businessperson, person with disability) to appeal to the broad range of Translink commuters. When coupled with simple rhyme which outlines the benefits and features of Smart Ticketing, the campaign tested well with focus groups on likeability, comprehension and message retention.

Rowland also managed the development of campaign animations, radio ads, TV ad scripting, and the management of campaign ambassador Taliqua Clancy.

### Services provided:

- ▶ Brand positioning
- ▶ Brand development
- ▶ Brand application
- ▶ Creative design
- ▶ Illustration
- ▶ Corporate identity guide
- ▶ Photography
- ▶ Video production





# Vinnies Queensland CEO Sleepout Campaign

Case Study

# Sleepout and speak up: Elevating the Queensland CEO Sleepout®

## Case Study

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**The Vinnies CEO Sleepout® is an annual, national event run by the St Vincent de Paul Society (Vinnies) to raise awareness of and funds to address the issue of homelessness. The event challenges business, community and government leaders to sleep rough for one night and raise funds for Vinnies' homeless support services.**

For the 2024 event, Rowland helped launch the Sleepout with a 'Cardboard home' activation in Queen Street Mall, Brisbane City. Rowland created 250 cardboard houses, symbolising the number of homes requiring funding for the Vinnies 500 Homes project. Vinnies volunteers and housing experts were present to engage with the public, providing information about the project and encouraging participation.

Media outlets were invited to a media call, resulting in coverage and interviews with key Vinnies' business and community stakeholders.

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Rowland and Vinnies Queensland were honoured to receive the prestigious 2024 CPRA Golden Target Award recognising the effectiveness of the campaign.

The Vinnies CEO Sleepout® is an important event for Rowland, with a significant portion of our communication support provided pro-bono as part of our Helping Hand program.

Rowland's Chairman Geoff Rodgers has also participated in the event since 2011, served as an ambassador for nine years and raised more than \$580,000 for Vinnies' homeless support services.

In partnership, Rowland and Vinnies Queensland have exceeded fundraising and participation objectives on several occasions, securing the following awards for the campaigns:

- ▶ Winner: 2024 CPRA Golden Target Award (not-for-profit category)
- ▶ Winner: 2018 PR Daily's Nonprofit PR Award (fundraising campaign)
- ▶ Winner: 2016 Asia-Pacific SABRE Awards (not-for-profit category).

### Services provided:

- ▶ Communication strategy
- ▶ Materials development
- ▶ Media relations
- ▶ Issues management
- ▶ Graphic design
- ▶ Video production



I donated to the  
CEO Sleepout.

500 HOMES  
IN 5 YEARS VINNIES  
CEO SLEEPOUT™



# Brisbane Airport Corporation BNE Stories Campaign

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Case Study

# Personal stories position BNE as part of Brisbane's lifeblood and beyond

## Case Study

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**With Brisbane's new runway landing in 2020, providing new economic opportunities and new flight paths, Brisbane Airport Corporation (BAC) asked Rowland to develop a campaign to advocate the benefits of a 24/7 airport.**

We immediately saw an opportunity to capture hearts and minds by elevating the fact we are all connected to our city's airport in more ways than we imagined. We wanted to bring to life stories that would help create an emotional (versus an economic) connection to the airport — stories that would surprise and delight, and might otherwise go untold.

Thanks to Rowland's understanding of the local business landscape and what makes a strong human interest story, we unearthed more than a dozen captivating stories to position Brisbane Airport (BNE) as part of the lifeblood of Brisbane and beyond.

Four hero stories were selected as the 'faces' of the campaign:

- ▶ Heath from Firefly Lighting (festival and public space lighting)
- ▶ Francesca from Donate Life (organ transplant service)
- ▶ Mary from All Animal Transport with Steve from Carina (pet transport)
- ▶ Rohan from Produce Art (produce import/export).

Using our proprietary StreetSmart technology, Rowland also helped map audiences' postcodes and how they used the airport. With more than 80 suburbs across Brisbane relying on the airport for employment, freight, and business and personal travel, it demonstrated to key decision makers that BNE is the lifeblood of Brisbane.

The digital (static and video) campaign achieved a 222,768 Facebook reach, 570,686 video views on Facebook and YouTube, and 7,342 landing page views in addition to out-of-home (OOH) reach.

With plenty of engaging creative, the campaign remained fresh and captivating, ensuring cost-efficient and effective delivery.

### Services provided:

- ▶ Campaign strategy
- ▶ Campaign concept
- ▶ Message development
- ▶ Creative design
- ▶ Video production
- ▶ Social media plan and content





# Sunwater Rain Ready Campaign

Case Study

# Preparing Queenslanders for the wet season

## Case Study

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**Sunwater is a bulk water infrastructure developer and manager, owning and managing around \$13 billion in water infrastructure assets and supplying approximately 40% of all water used commercially in Queensland.**

Rowland was engaged by Sunwater to deliver technology platforms that engage, promote, and educate communities on Sunwater assets.

Most recently, our team has upgraded an existing digital platform (primarily delivered through mobile devices) to implement new technologies, including augmented reality and interactive 3D modelling.

These additions were incorporated to further engage and encourage the sharing of Sunwater messages while creating 'shareable' content that also creates talking points and a reason to return to the platform.

This work advances previous Rowland installations involving 3D modelling and interactive displays for other resource businesses.

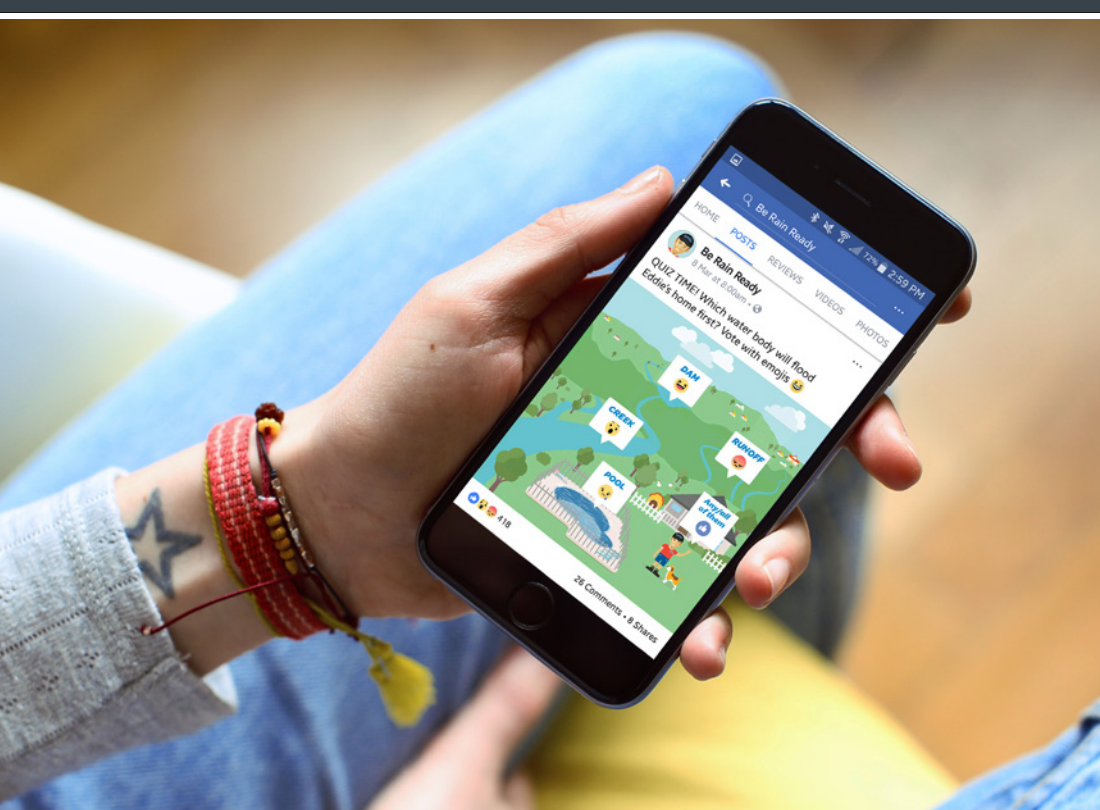
The rollout of this new technology coincides with the delivery of a state-wide public education campaign, Be Rain Ready. Implemented during the 2017/18 wet season, the program delivers a comprehensive above-the-line and below-the-line body of work to educate Queenslanders on the role dams play during flood events.

TV advertising across the regions where Sunwater dams operate, is supported by a Facebook page, programmatic advertising and a strong grassroots movement to engage local councils.

The campaign ran for three wet seasons, focused around a light-hearted delivery of otherwise dry or technical information.

### Services provided:

- ▶ Media planning and booking (via Wavemaker)
- ▶ Campaign strategy and concepts
- ▶ Graphic design and illustration
- ▶ Short-form video content
- ▶ Web development
- ▶ App development
- ▶ Social media strategy and implementation
- ▶ Stakeholder engagement
- ▶ Media relations





# Central West Health Recruitment Campaign

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Case Study

# Attracting top health professionals to Queensland's Central West

## Case Study

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**The opening of Central West Health and Hospital Service's (CWH) state-of-the-art hospital at Blackall in 2020 presented an opportunity to recruit doctors, nurses and operational staff to join its dynamic team.**

CWH teamed with Rowland in the development of a targeted recruitment campaign to raise awareness of available new positions, with the campaign helping potential recruits understand the unique clinical environment at CWH and the benefits of living and working in Central West Queensland.

The campaign was as much about promoting the CWH brand (created and developed by Rowland in 2018), as it was about attracting new medical staff applicants, articulating the opportunities for new recruits in a prospering region, while evoking the appeal of the Central West in its striking landscapes and colourful communities — rich in culture and history.

Rowland, in collaboration with CWH and its media buying agency, Mediacom, developed two broad campaign themes: 'Within reach' — targeting individuals seeking a lifestyle change, and 'Seek change' — for those seeking career growth.

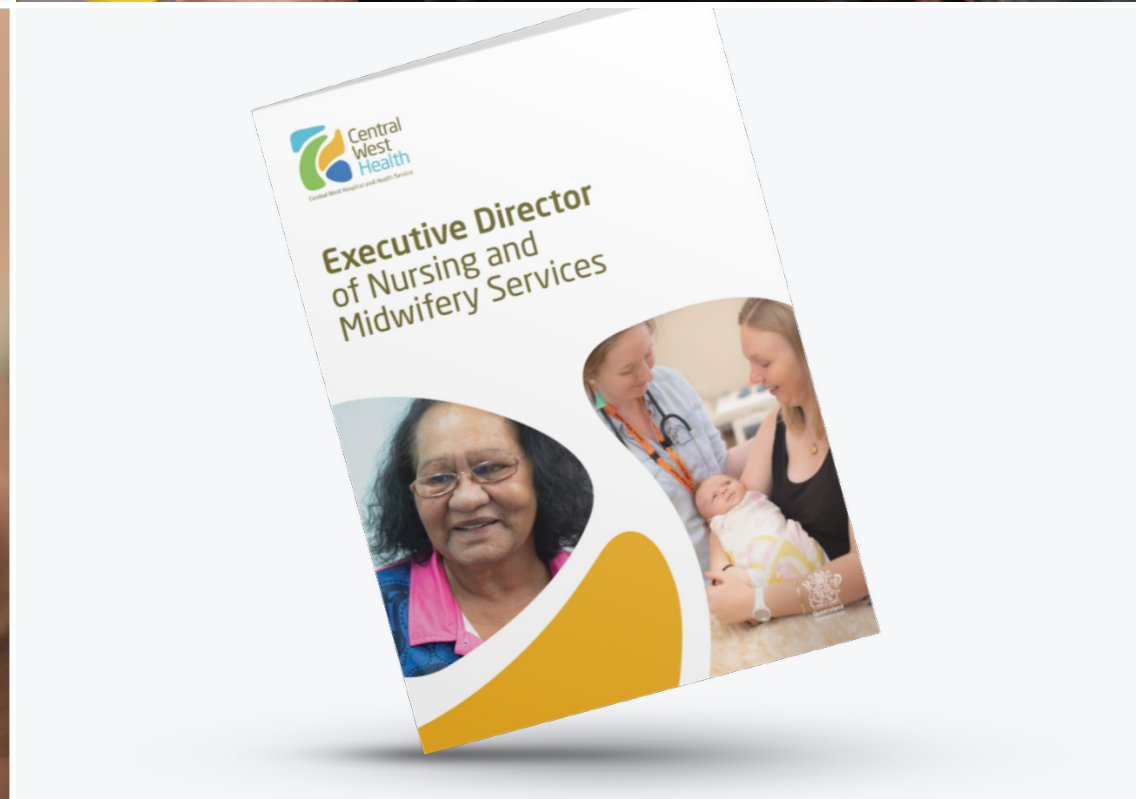
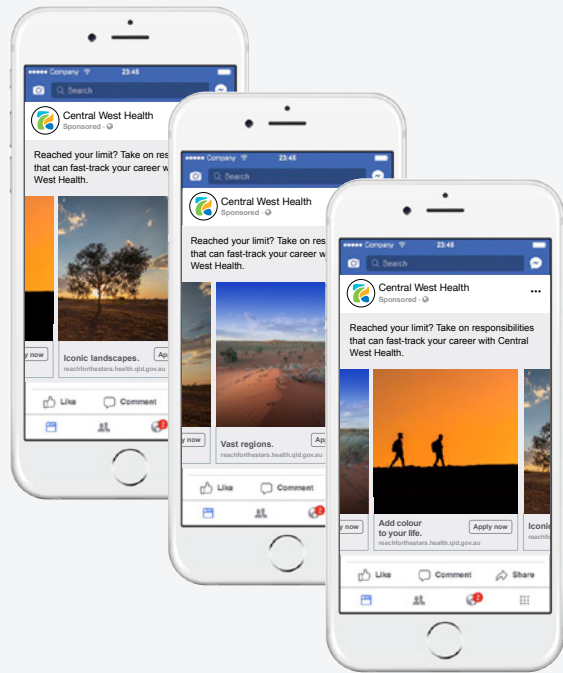
Rowland's social media strategy involved advertising campaigns designed to target users from those new to the brand, to those already familiar with CWH and the campaign work.

Evocative social media post assets for Facebook and LinkedIn were developed, including the creation of a one-minute video and a series of six-second cutdowns that featured striking commissioned photography and footage of the Central West region. The video stands alone as a key recruitment tool and branding asset for the future.

The campaign reached more than 1.6 million people, while driving 3,379 clicks to the website from both Facebook and LinkedIn. The campaign assets had a second life in a recruitment campaign the following year in CWH's search for a Director of Midwifery.

### Project services

- ▶ Campaign strategy
- ▶ Social media strategy
- ▶ Graphic design
- ▶ Publication design
- ▶ Digital design
- ▶ Video production
- ▶ Photographic art direction





# Royal Flying Doctor Service Queensland Mental Wellness Campaign

Case Study

# Supporting mental health in rural and remote communities

## Case Study

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**The Royal Flying Doctor Service (RFDS) Queensland is a not-for-profit air medical service providing essential health and mental health care services for rural and remote communities across the state.**

Following harsh flooding in Central Queensland in early 2019, along with ongoing drought and an expected severe wet season approaching, RFDS Queensland partnered with the Queensland Government to develop an awareness-raising campaign aimed at improving the mental wellbeing of people living in rural and remote communities.

RFDS Queensland engaged Rowland to develop a 24-month community engagement campaign to help raise awareness of the vital mental health services RFDS provides, and ultimately reduce the effects of mental health issues among individuals in Queensland's regional and remote communities — in particular, those communities directly impacted by recent natural disasters.

The campaign goal was to shift the target audience's negative perception of seeking mental health support, by reducing the stigma around talking about mental wellness with friends, family and professionals.

Rowland's approach was to:

- ▶ develop a strategy to guide the campaign
- ▶ craft campaign tagline options

- ▶ create campaign key messages for use across all materials
- ▶ tailor messaging and campaign channels to regional target audiences
- ▶ identify community ambassadors and partners to champion the cause and encourage participation in campaign activities
- ▶ integrate digital, traditional and face-to-face touchpoints to increase campaign reach
- ▶ develop a replicable campaign activation model to maximise efforts and leverage on-the-ground resourcing
- ▶ tap into existing events in the campaign timeframe to directly access captive audiences

- ▶ identify potential event sponsorship opportunities to extend awareness among the target audience
- ▶ create opportunities for government announcements and campaign activations as local media angles to enhance campaign reach.

To assist RFDS with the rollout, Rowland developed a detailed roadmap to guide activities and ensure the campaign's success when it went to market.

### Services provided:

- ▶ Campaign strategy
- ▶ Community engagement plan
- ▶ Campaign messaging
- ▶ Communication materials
- ▶ Event strategy



# About Rowland

**Rowland is one of Australia's leading strategic communication consultancies.**

**With five specialist practice groups under one roof, our clients receive expertise across a wide range of communication services and fully integrated, strategic solutions — the right mix tailored for every client's unique needs.**

For more than 30 years we have been using powerful, data-led communication — digital, visual, spoken and written — to help our clients solve problems, create opportunities, and, ultimately, transform their businesses.

Our size and breadth of expertise means whatever and whenever the client project or issue, we can assemble specialist teams at a moment's notice.

And since 2007, we have enjoyed a close, active association with FleishmanHillard International Communications — one of the world's largest communication groups, which means Rowland clients can reach any audience, anywhere, anytime.

Whether your solution requires issues management, organisational change, stakeholder engagement, marketing, risk management, business resilience planning, government affairs, graphic design, digital, multimedia services, the latest analytics, facilitation, professional development, or any other communication service, we're here to help you solve, create and transform.

# We'd love to work with you.

**Get in touch**

**Suzanne Collins**  
**Director of Creative Services**

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➤ Find out about our  
specialist practice groups

- Corporate Affairs
- Creative
- Digital
- Strategy & Insights
- Training & Development

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