

MEDIA RELEASE
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The Benevolent Society launches new brand campaign to elevate awareness of its support services for people

The Benevolent Society, one of Australia's first charitable organisations, has launched a new brand campaign to increase awareness of its integrated services and launch its new tagline, 'Your life. Your way'.

Established in 1813, the independent charity provides support and programs to children, young people and families, people with disability, older Australians and carers.

The new positioning and tagline are underpinned by an integrated brand storytelling campaign that includes a TVC, digital and print ads, radio ads and earned amplification.

The campaign comes as an exciting new era begins at The Benevolent Society with the recent announcement of new CEO Lin Hatfield Dodds.

Lisa Hresc, Director, Brand, Marketing and Communications at The Benevolent Society, said the campaign is designed to increase the organisation's brand awareness and refine the way it communicates the range of services and support available to Australians.

"We believe everyone deserves to live life their way," said Hresc. "Our new campaign brings this to life with the focus on our clients and how we support them to live life on their terms.

"The TVC and creative assets were inspired by internal research that highlighted the value we place on each person's story and their goals. We love our team of practitioners who walk with, listen to, and support people across the country through an integrated service delivery model. The new creative reflects that heart, and our desire to tell their story."

The brand strategy, positioning and creative campaign was developed by ImpactInstitute, formerly Filtered Media. The impact advisory and brand storytelling firm began work with The Benevolent Society in late 2020, conducting stakeholder interviews, collaborating on brand strategy and creative assets.

The ImpactInstitute CEO and Creative Director, Mark Jones, said The Benevolent Society has remained a vital part of Australian society for more than 200 years because it continues to evolve and respond to people's needs.

"We are genuinely moved by the stories of people whose lives have been impacted by the practitioners at The Benevolent Society. The campaign captures the spirit of these stories and reminds Australians that clients are central to the work of The Benevolent Society and inspire its pursuit of social change and a just society."

The omni-channel campaign, [Your Life, Your Way](#), is now live across television, digital, and print, supported by case studies from The Benevolent Society clients and staff. Campaign materials also include a comprehensive brand book and a national staff roadshow.

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About The Benevolent Society

The Benevolent Society, operating since 1813, provides integrated support services to children, young people and families, older Australians, people with disability and carers. It has more than 1,000 people-first practitioners working to help people live their life, their way. As one of Australia's first charitable organisations, The Benevolent Society has pioneered positive social change and uses its practice wisdom to advocate for a just, caring society.

Visit www.benevolent.org.au for more information.