

# The Salvation Army



Helping Aussies in need for eight years.

## The Brief

**The Salvation Army routinely engages us to understand national trends and test program and marketing initiatives.**

## The Work

For more than eight years we have assisted The Salvation Army in better understanding donor responses to campaigns, track brand equity, and gauge the effectiveness of its service delivery.

“We love working with the McCrindle team and feel they truly understand our needs. Research results have helped to make decisions about many areas of our marketing, including campaign advertising material. McCrindle also helps us better understand the target segments we are attempting to engage.”

## **Results & Deliverables**

Campaign testing has resulted in the Salvation Army moving forward with confidence in its messaging and visual approach. Brand equity tracking has created baseline indicators and ongoing visibility of the public’s sentiment and engagement with various Salvos initiatives and services.

## **Contact**

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