

HERO

The word "HERO" is rendered in a bold, blocky font. The letter 'H' is filled with a white robotic arm reaching out. The letter 'E' is filled with a bright orange lightning bolt. The letter 'R' is filled with a dark blue background featuring a bokeh effect of yellow and white lights. The letter 'O' is filled with a dark blue background featuring a bokeh effect of yellow and white lights. The entire text is set against a solid orange background.

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ABOUT US



Dom Walsh
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MANAGING DIRECTOR
HERO SYDNEY

TODAY

- 01 Meet HERO**
- 02 Industry challenges**
- 03 Building a strong brand**
- 04 Success factors**



**“WE CAN BE HEROES
FOR EVER AND EVER
WHAT D’YOU SAY?”**

DAVID BOWIE

**WE TURN BRANDS
INTO HEROES
THROUGH BOUNDLESS
CREATIVITY. MELDING
BRAND, TECHNOLOGY
AND MEDIA IS OUR
SUPERPOWER.**

-  **FULL-SERVICE**
-  **AWARD-WINNING**
-  **INDIE SPIRIT**
-  **GLOBAL REACH**



OUR HEROES



TOYOTA



Microsoft



Menulog

POWERADE.



ASSA ABLLOY



v2 food



XBOX



NSW
GOVERNMENT



MYER
FOUNDATION



Topo Chico



CIRCLES.LIFE



reckitt



metricon



flare



aveo
LIVE WELL



Centrum



DHA
Defence Housing Australia



Credit Corp Group



mastercard.



Dedicated to a better Brisbane

CITY OF
GOLDCOAST.

MELBOURNE AIRPORT



Queensland
Government



airservices

THE LANGHAM



RACING
QUEENSLAND



WorkSafe
VICTORIA



catch



Pernod Ricard

L'ORÉAL
PARIS

MAYBELLINE
NEW YORK



Bakers Delight



METRO



Sustainability
Victoria



VICTORIA
State
Government



VICTORIA POLICE



Rymble Ladies' College

innocent
bystander



PORTER'S
ORIGINAL
PAINTS

LinkedIn

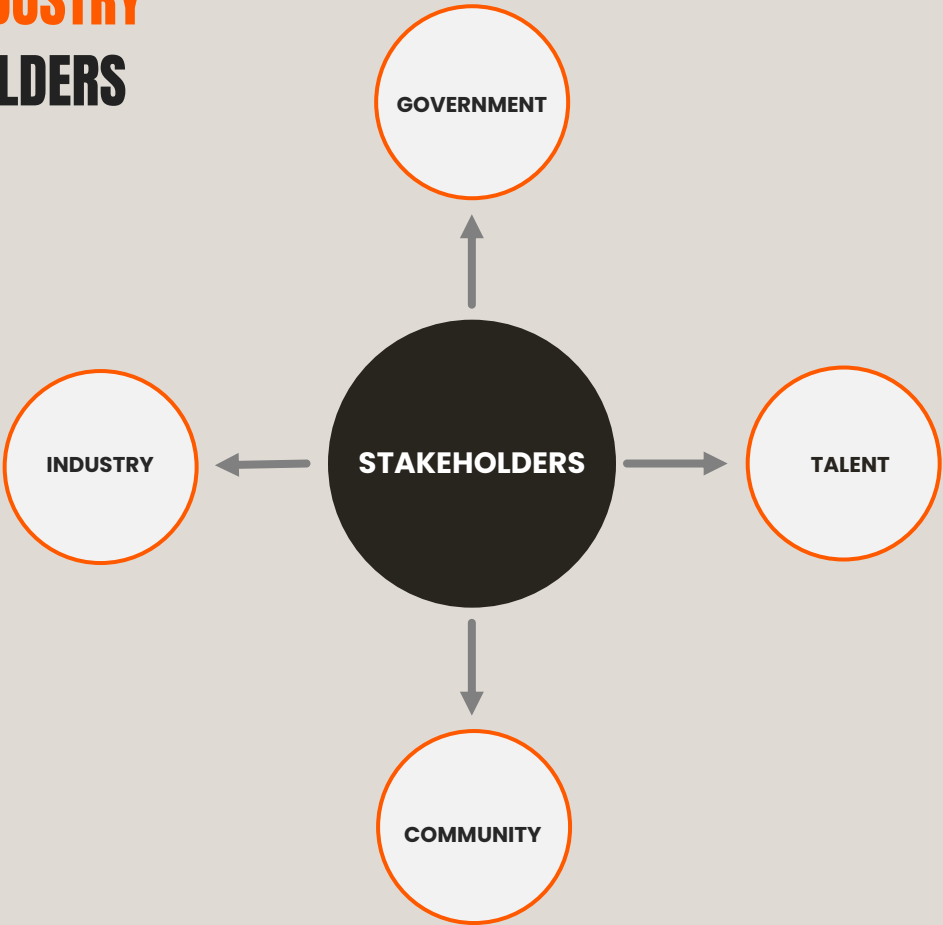


Dulux

INDUSTRY CHALLENGES

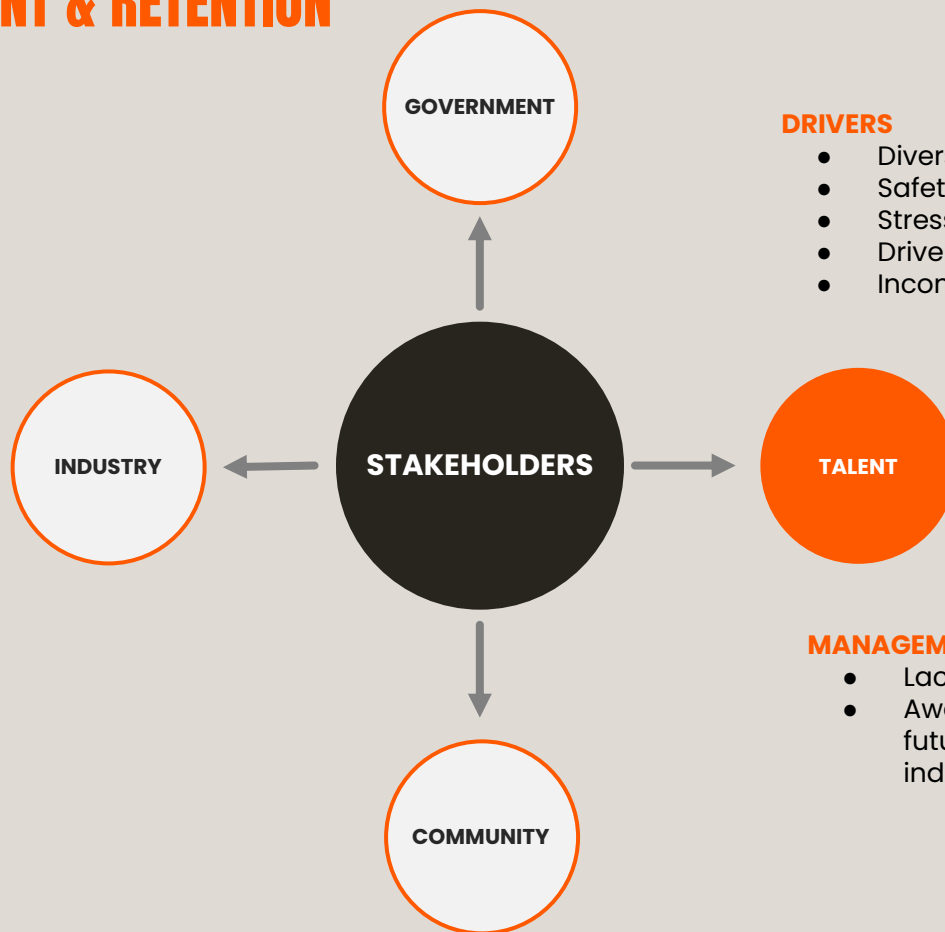
BUS AND COACH INDUSTRY

MULTIPLE STAKEHOLDERS



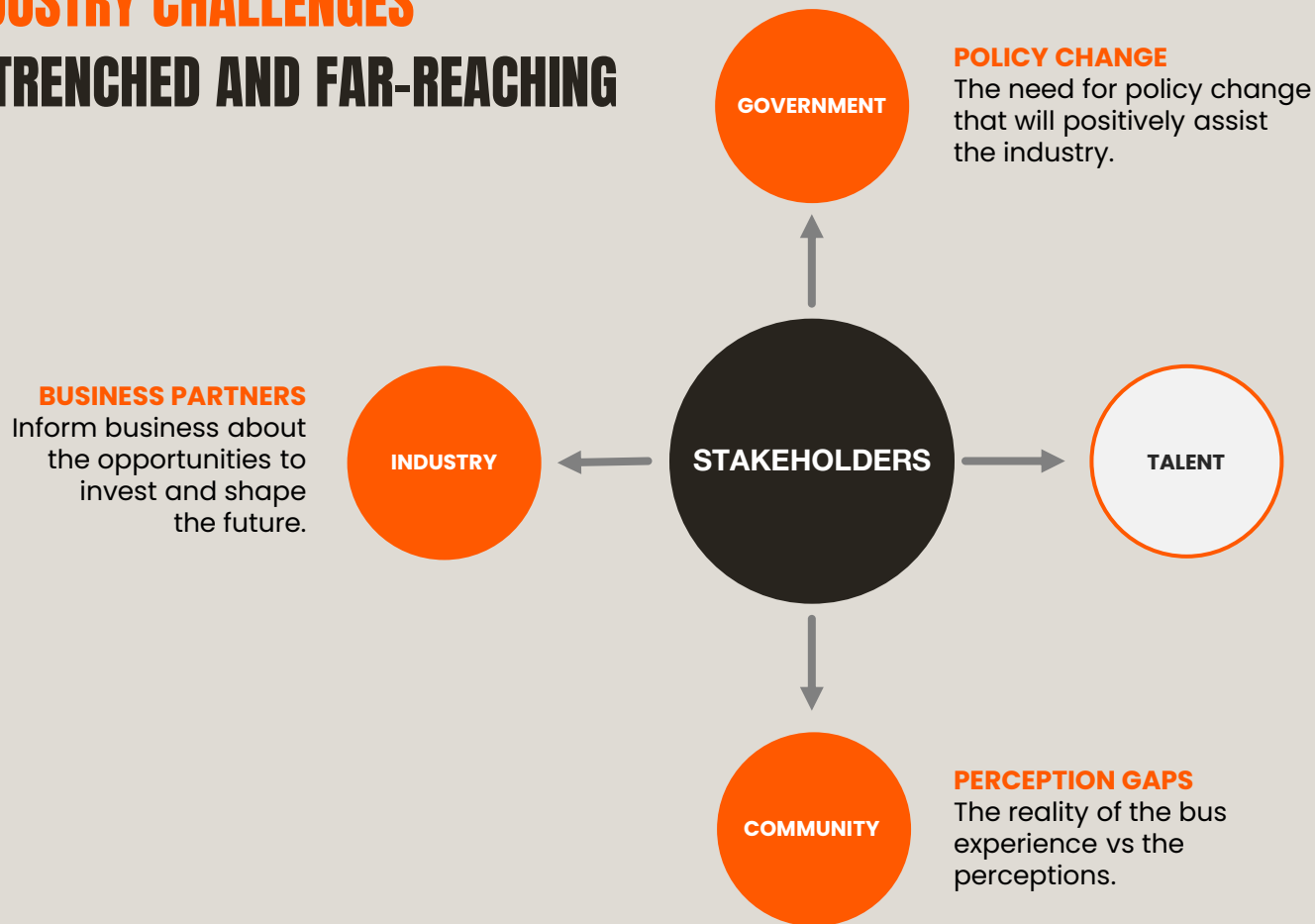
DRIVER RECRUITMENT & RETENTION

A KEY FOCUS AREA



INDUSTRY CHALLENGES

ENTRENCHED AND FAR-REACHING

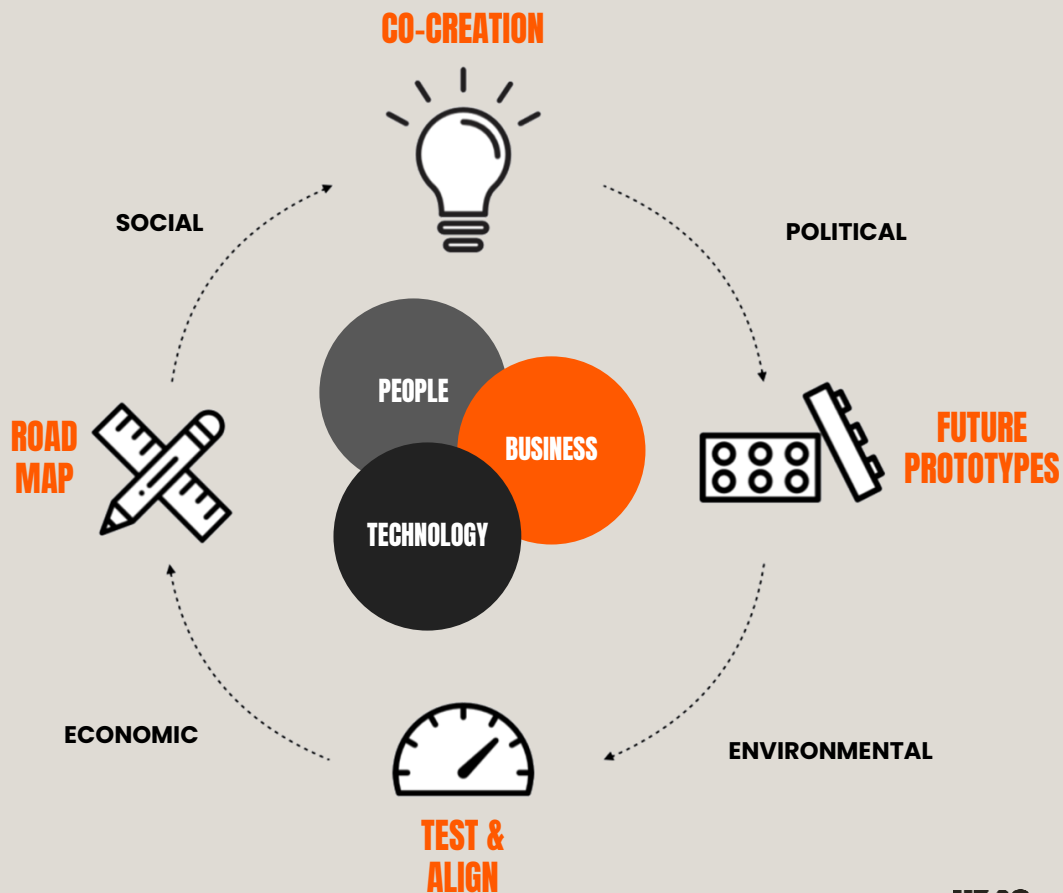


**WHAT IF YOU COULD LOOK FORWARD
INTO THE FUTURE?**

FUTURES THINKING

Broadly examine possible futures and outcomes.

Examine key cultural and economic factors via a highly collaborative process.



YOUR OPPORTUNITY



EXCITING FUTURE INNOVATIONS

Future of mobility
Autonomous vehicles
Artificial Intelligence
Sustainability



FULFILLING EMPLOYMENT

44,000+ drivers
Supports economy
Employs 55+
Flexibility & Freedom



SHAPING FUTURE POLICY

Improve conditions
Sustainability
Connecting Australia



SUPPORT AUSTRALIAN COMMUNITIES

Schools & families
Rural & regional
Disadvantaged:
health, financial



CONVENIENT & COST-EFFECTIVE TRAVEL

Accessible
Inclusive
Affordable

**WHAT IF WE COULD
BUILD A STRONG BRAND?**

CREATING A MEANINGFUL ROLE



A brand is a **promise made and kept.**

It is the product of **thousands of small gestures.**

It defines and enshrines **everything your brand does**

It acts as a lens from which **everything is considered – would we do this?**

GREAT BRANDS TELL GREAT STORIES



FUELING THE
NATION



GAME
CHANGER



BEYOND
PETROLEUM



RELATIONSHIPS
CREATING SUCCESS

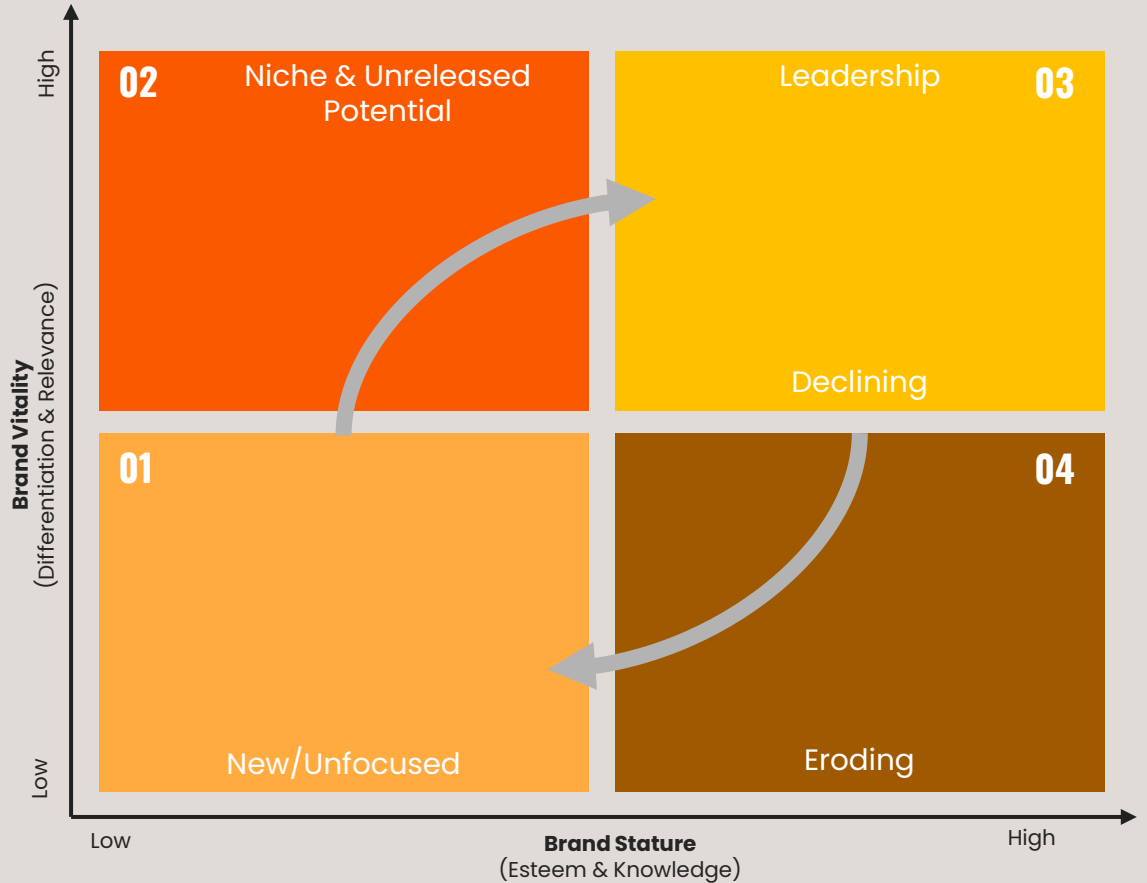


HOW AUSTRALIANS
CONNECT

BUILDING BRAND EQUITY

BUILDING EQUITY

Building knowledge, esteem, relevance and difference.



ALIGNING THE EMPLOYER BRAND WITH THE CONSUMER BRAND

EMPLOYEE = COMMUNITY

Aligning employee value proposition and external customer value proposition, assists with recruitment and community messaging.



Research International – strength of relationship 0-1

TARGETED BRAND BUILDING

STAKEHOLDER MAPPING

Understanding stakeholder nuances and motivations

TARGETED MESSAGING

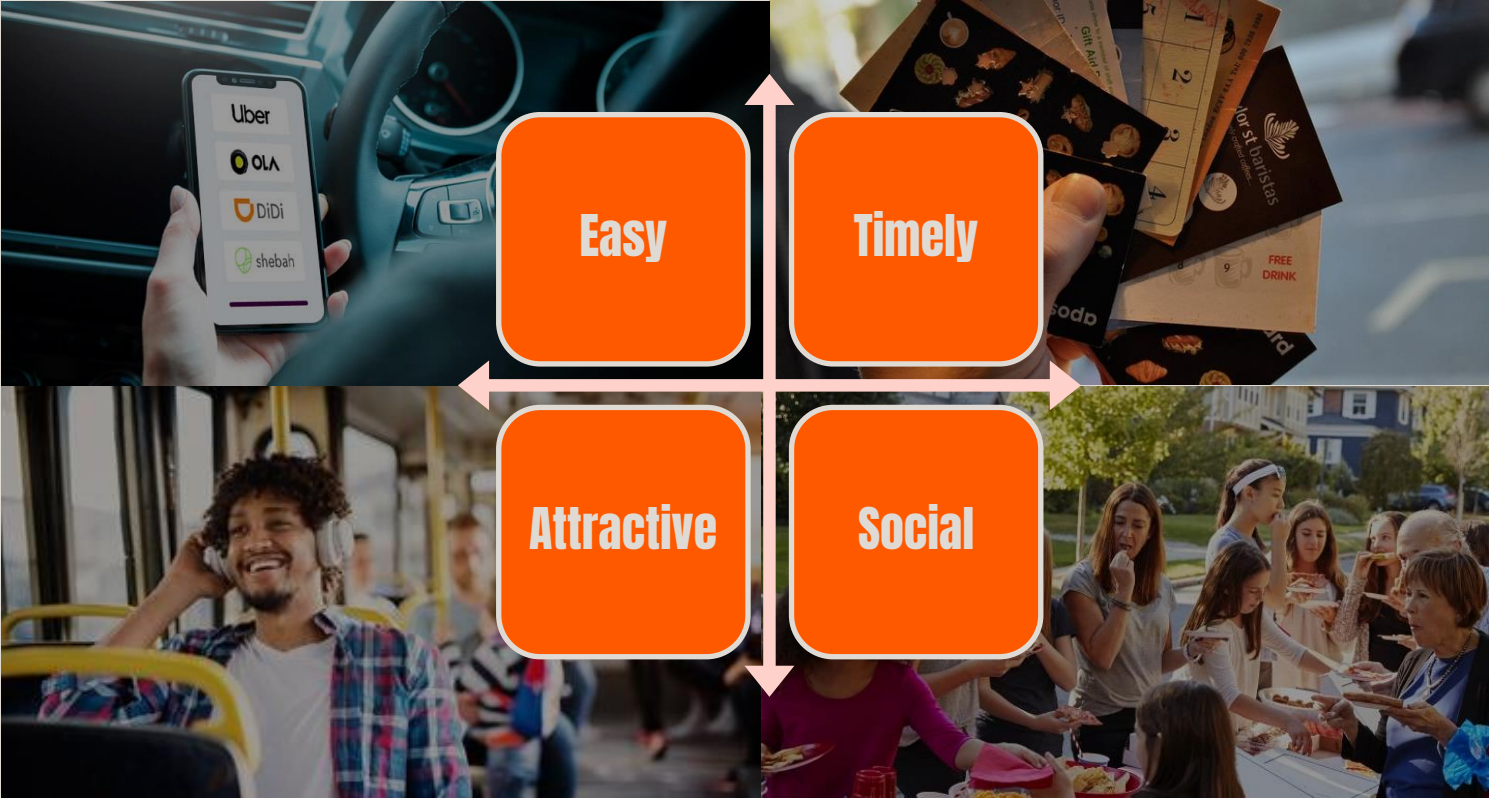
Targeted messaging based on stakeholder needs



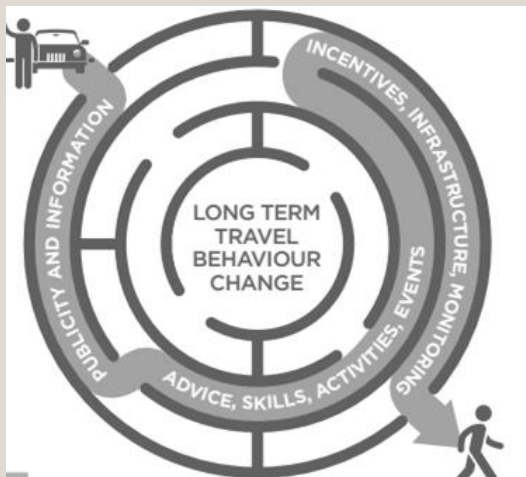
CONNECTING TO BUSINESS OBJECTIVES



BEHAVIOUR CHANGE CORE PRINCIPLES



BEHAVIOUR CHANGE BUILDING BLOCKS



Stage of change	Individual's perception	Proposed actions
Pre-contemplation		
Contemplation		
Preparing		
Action		
Maintaining		

**WHAT DOES
SUCCESS LOOK LIKE?**

TO SUCCEED, WE NEED TO MAKE IT

01

ATTRACTIVE

02

FUTURE-FOCUSED

03

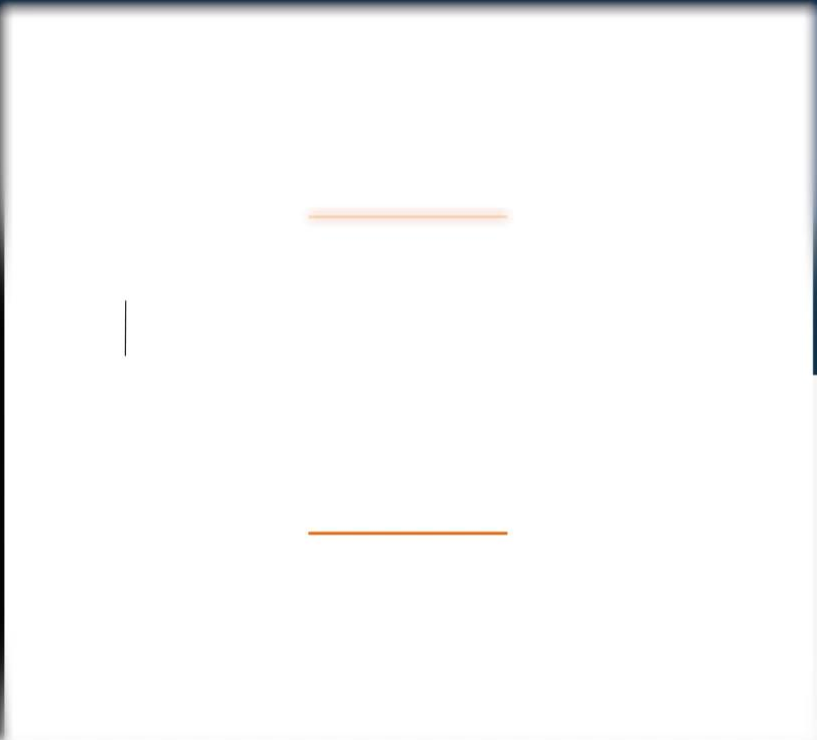
MEANINGFUL

1. MAKE IT **ATTRACTIVE**



ZR two tone model shown.

2. MAKE IT **FUTURE-FOCUSED**



is cutting-edge research report commentary by world leading experts.

UNIVERSITY OF MELBOURNE MADE POSSIBLE BY MELBOURNE

WE NEEDED

to drive awareness of the impact of the university research

THAT WOULD

encourage collaboration, drive recruitment and raise pride

BY (HOW)

turning the City of Melbourne into a live, interactive exhibition

FOR (WHO)

Melbournians - especially those standing at Melbourne's most popular inner city tram stop

HOW WE KNOW IT WORKED

78% awareness with target audience.

1.5M video views.

80% increase in research partnership requests.

57% increase in website traffic.



1 We took over 14 Adshels across the city.



2 A microsite was created to help viewers navigate via the tram.



3 Each adshel could be interacted with via the microsite on a mobile device.

UNIVERSITY OF MELBOURNE RECRUITING PERFORMANCE

WE NEEDED

create a central, unified, and integrated SEM recruiting platform

THAT WOULD

completely revolutionising their SEM platform

BY (HOW)

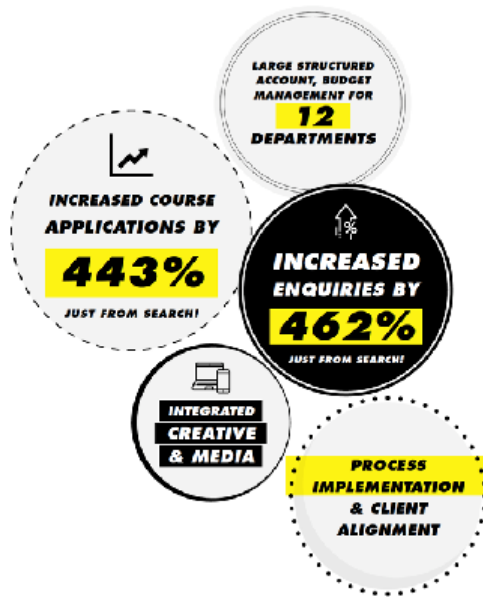
enabling aculties to pool their data together, learn behaviours from a larger audience group, and create effective ad sets

FOR (WHO)

high achieving potential recruits both domestically and internationally

HOW WE KNOW IT WORKED

Record engagement, enquiry and application numbers throughout the duration of campaign.



3. MAKE IT MEANINGFUL

THANK YOU.

For enquiries please contact:

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