



Social Thinking

How augmenting existing business systems and practice can create shared value, driving business growth and competitiveness.

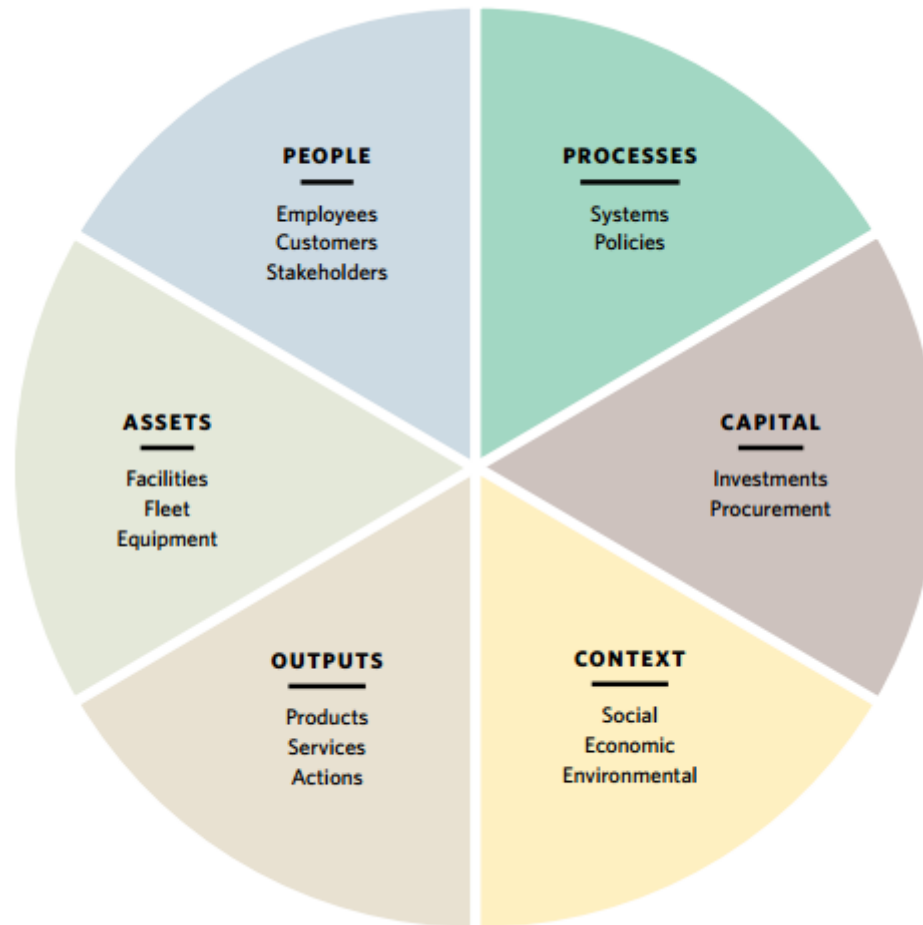
Ellis Jones

SHARED
VALUE
PROJECT

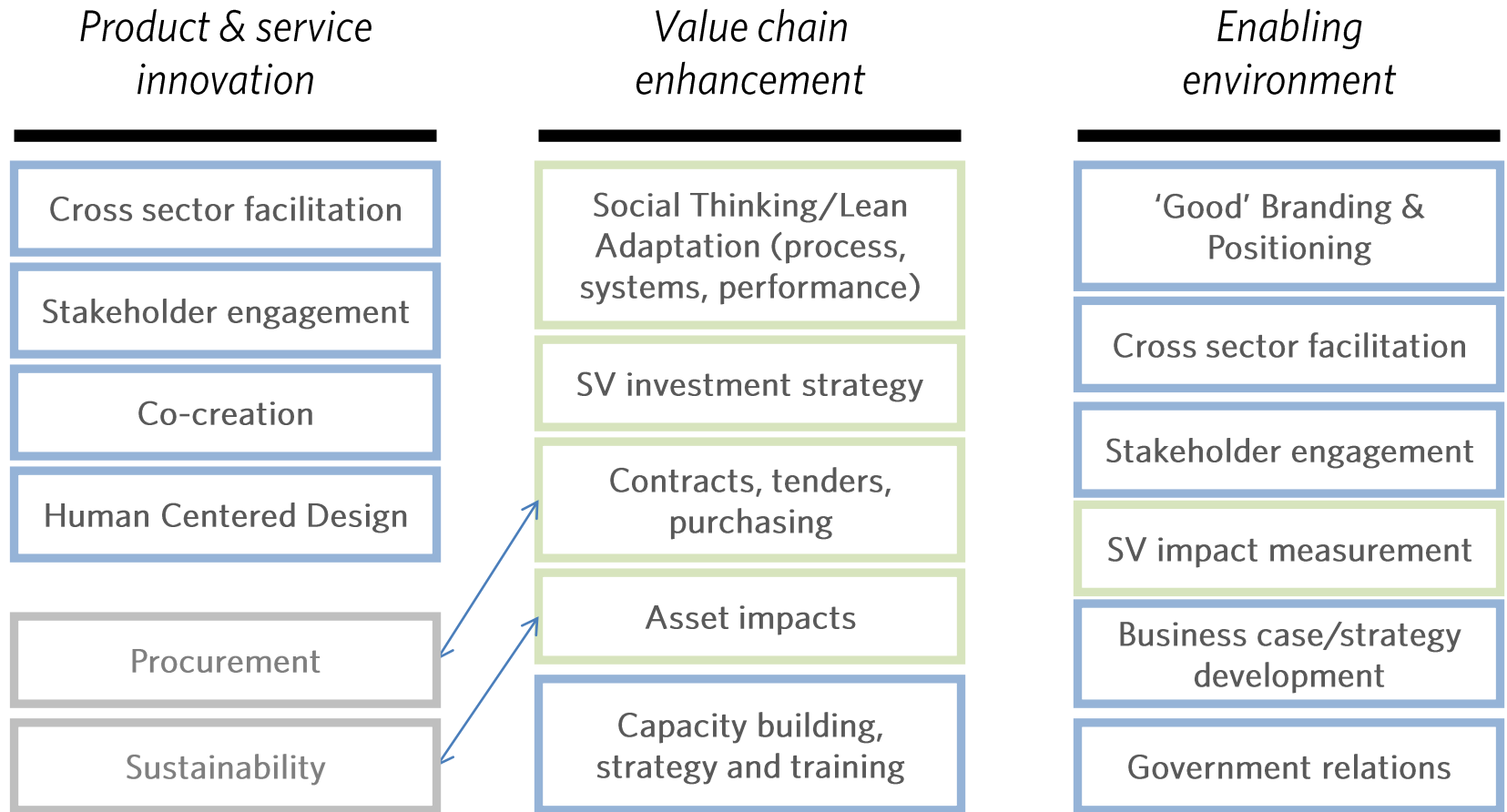
Measurable value

- Sustainable and scalable business development based on social need.
- Making a better society into a better brand and a competitive edge.
- Access to consumers, data and endorsement via cross sector partnerships with NFPs.
- Improving human dimension of operations for productivity and cost efficiency.

Focus areas



Our integrated model



Platforms

- Augmenting lean process/practice
- Evolving CSR model to CSV
- Redeploying commercial sponsorship
- Evolving CCI framework/model to extract more value
- Enhancing existing training and performance management systems

Our commitment

- Leverage existing business systems and activities so that resource needs are low.
- Match brand equity benefits with business improvement outcomes.
- Bold action does not mean risk; we manage business impacts and reputation.
- Build internal capacity by sharing knowledge and co-creating strategy.
- Measurement and validation at every step.



Listen, create, engage and measure.



What we do

Social Impact
Research
Marketing & PR
Branding
Social Media
Design & Websites

Where we do it

Health & Ageing
Arts
Commercial
Government

Why we do it

Blog: People Talk
Unique Thinking

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People
Contact
Agency

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Integrated marketing and comms.

BLOG: Have absolute confidence in hitting your mark.



Social recruitment and retention.

BLOG: Recruit nurses that match your needs. Online.



Lifestages 50+ Marketing

Reach the forgotten 20%. Get your marketing to older segments right.



City of Melbourne.

BLOG: Tangible design responds to the human dimension of sustainability.

Concept is everything.
BLOG: Differentiated narrative in words, imagery and



Grandparent's Day

CASE STUDY: Ellis Jones produced COTA NSW's Grandparents Day website using our full suite of web design services.

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branding. social media. design. websites.

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**People
Talk.**