



ABOUT HEALTHY LAND & WATER

In 2017, two non-for-profit environmental organisations (Healthy Waterways and SEQ Catchment) came together under one new umbrella business to join forces in their endeavour to preserve Queensland's land and water. They approached Evolve Marketing for direction in creating a new brand that encompassed all core elements of both organisations whilst exhibiting their independence as a science-based, non-government entity.



FROM CREATIVE TO MARKETING EXPERTISE

Evolve Marketing conducted a branding workshop featuring all key stakeholders involved in the two organisations in which the team discussed business models, future planning, point of difference, target market, influences, personality and current positioning to ensure that we understood what direction the brand should be going in. From this, Evolve developed a summary presentation that suggested multiple creative strategies for the stakeholders to assess. With the unanimous decision to call the new brand "Healthy Land and Water," the new HLW team agreed that our 'carbon fingerprint' logo concept evoked the sense of who they are and why they exist – that being for the future of our land, water and communities.

After developing a creative strategy consistent with the organisation's ethos and positioning, Evolve strategized and introduced the second stage of the marketing plan – implementation. In terms of a traditional strategy, it was important that Healthy Land and Water remained present as a knowledgeable, trusted and professional organisation. With this in mind, Evolve created collateral for every aspect of the traditional roll-out including assets for external communication such as capabilities statements, outdoor advertisement, exhibitions and trade shows, annual reports and printing assets such as banners, brochures and land/water report card templates. As well as this, the traditional strategy included internal resources such as a full corporate stationary suite and signage.

A complimenting digital strategy focused on providing science-based information to the public in a user-friendly manner. This included the audit and review of the Healthy Waterways website and assistance in streamlining the merge of the two organisations. The introduction of Facebook and Instagram were highly encouraged to connect with a greater audience of adults and young people, as well as the suggestion of an Electronic Direct Mail campaign to touch base with both organisations' networks.



THE RESULT

As the rebrand was so well received by staff and stakeholders of the new Healthy Land and Water organisation, the HLW team have gone on to continue engagement with Evolve as a key part of their marketing department. Working closely with the engineering, information technology and communication departments, Evolve have continued to undertake further web audits, production of marketing documents and branding of sub-projects such as Water by Design & Meet the Pollutants.