

RE— MODEL®

**A SOCIAL IMPACT AGENCY UNIFYING
BUSINESS, PEOPLE, GOVERNMENT AND NGOS.
WE CREATE CHANGE THROUGH CULTURE.**

FASHION #MUSIC #ENTERTAINMENT

re-model.co

**The greatest transfer of inter-generational
wealth in human history is here.**

UBS WEALTH MANAGEMENT

Millennials & Gen Z are 4 to 6 times more likely to purchase, protect and champion purpose-driven companies.

FORBES

The status quo is no longer relevant.

**Re-Model is a social impact agency
connecting consumers with purpose
through evidence based, culturally
relevant and aspirational impact
strategies and campaigns.**

OUR PRINCIPLES_

RESEARCH IS OUR NON-NEGOTIABLE.

Social issues are not trends or marketing opportunities.

Purpose strategies can't be authentic if they're not **evidence based and deliver measurable results.**

IT TAKES A VILLAGE.

Brands don't operate in silos and neither do social issues. It takes partnerships across the **whole of society** – I-NGOs; government; academia; subcultures, cultural figures, key opinion leaders to **build a movement.**

CREATING CHANGE THROUGH CULTURE.

Culture makes **complex conversations**
accessible to customers and the
communities.

GENUINE IMPACT DRIVES COMMERCIAL OUTCOME.

Philanthropy of the future goes well **beyond donation drives.** Our circular model enables true change while opening doors to commercial opportunities.

WHAT WE DO_

BRAND & POLICY

Definition & strategy

IMPLEMENT

Brand purpose strategy

MEASURE & COMMUNICATE

The purpose & impact

OUR CLIENT SEGMENTS



We help brands find their distinct purpose and impact territory and develop a strategy to implement.

**If you don't have a purpose strategy -
this is why you need one.**



We help brands who know their impact direction, but need help detailing a strategy to get there.

**If you do -
this is how you can implement.**



We help brands who are already working their purpose strategy, but want help to optimise and amplify their efforts.

**If you are implementing one -
this is how you improve.**

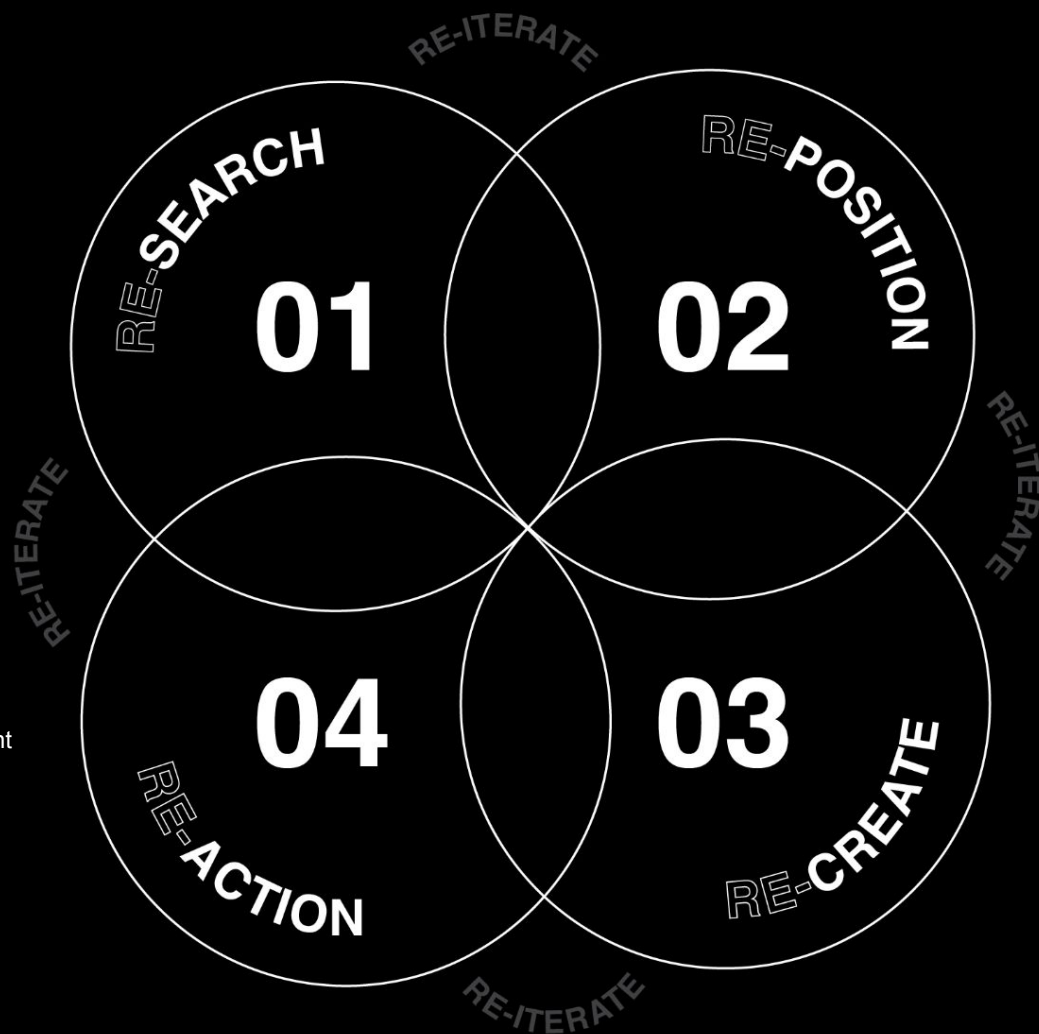
HOW WE DO IT_

RE-SEARCH

Our approach to research is different. We combine commercial, customer, and social indicators to identify the most lucrative opportunity for the brand. Our outputs are relevant and have lasting utility.

RE-ACTION

We measure social and commercial returns on investment and engage customers on the journey.



RE-POSITION

We find a meaningful brand position that can evolve and adapt over time. We identify opportunities for authentic involvement.

RE-CREATE

We create culturally relevant social impact campaigns and aspirational initiatives that capture the imagination of customers in new and interesting ways.

SERVICE OFFERINGS

RESEARCH

We perform audits, consumer insights, market analysis, in-depth issue studies, cultural trends, impact framework definition and measurement and evaluation frameworks.

STRATEGY

We create policy and purpose strategies, business wide impact frameworks, and ecosystem maps to ensure impact efforts are unified to maximise ROI across all business units and deliver true impact across society.

CAMPAIGNS & ACTIVATIONS

We communicate your policy purpose to the right people, the right way through culturally relevant and aspirational initiatives.

CELEBRITY IMPACT STRATEGY

We recognise the power of the voice of influence of celebrities, so through our network curate relevant celebrity talent to grow your influence through authentic and wide scale partnerships.

PUBLIC-PRIVATE PARTNERSHIPS

We connect governments, businesses, brands and NGO partners to create greater scale and impact through shared resources, relevant to each mission.

POLICY PROGRAMS

We help businesses participate meaningfully in policy related conversations across media, government and consumer. For governments, we design policy related programs in aspirational and culturally relevant ways to amplify impact.

OUR TEAM _

WHO WE ARE

We are a global network of world-class creatives, strategists and social impact specialists united by a vision for a beautiful new world.

**WHO WE'VE
WORKED WITH.**

WHO WE'VE WORKED WITH



OPEN SOCIETY
FOUNDATIONS

FLUNZ

LOCAL
-SUPPLY-



Kiehl's
SINCE 1851

GQ

COUNTRY ROAD



TEDx

LIGHT, MUSIC & IDEAS
VIVID SYDNEY

SPLENDOUR
IN THE GRASS

RAYMOND WEIL
GENEVE

biennaleofsydney



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CHANEL

Are you ready to

RE-MODEL YOUR IMPACT?

contact jo@re-model.co

*case studies available on request