

RE— MODEL®

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

FASHION #MUSIC #ENTERTAINMENT

re-model.co

Re-Model is a social impact agency. We design end-to-end research, policy and communications strategies, creative executions and information campaigns to inform intelligence operations.

OUR PRINCIPLES_

RESEARCH IS OUR NON-NEGOTIABLE.

Social issues are not trends or marketing opportunities.

Policy and behaviour change strategies can't be effective if they're not **evidence based.**

IT TAKES A VILLAGE.

It takes partnerships across the **whole of society** – I-NGOs; government; private sector; academia; subcultures, cultural figures, key opinion leaders to **build a movement.**

CREATING CHANGE THROUGH CULTURE.

Culture makes **complex conversations**
accessible and delivers outcomes.

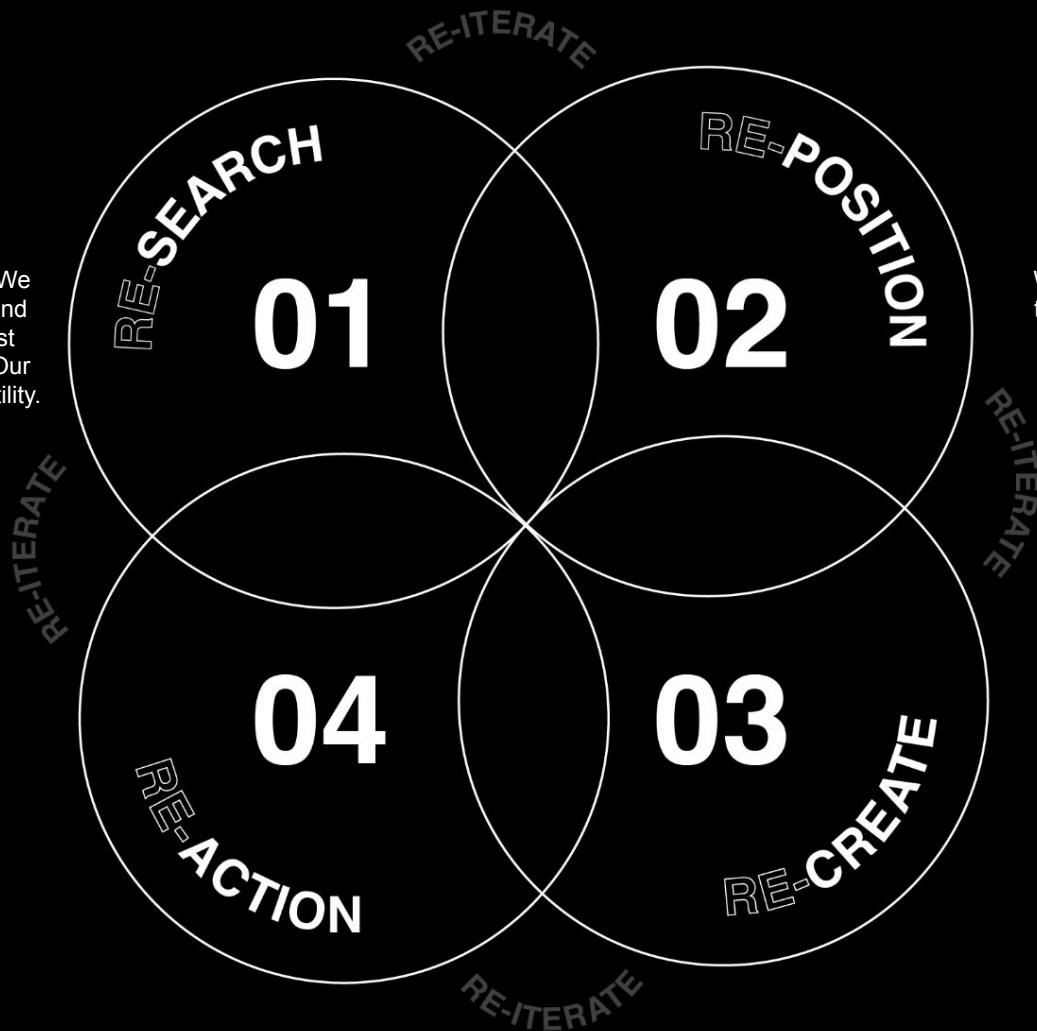
OUR PROCESS_

RE-SEARCH

Our approach to research is different. We combine consumer, social indicators and behavioral insights to identify the most impactful opportunities for the cause. Our outputs are relevant and have lasting utility.

RE-ACTION

We measure social returns on investment and engage audiences on the journey.



RE-POSITION

We find a meaningful strategic position that connects with your audiences. We identify opportunities for authentic involvement.

RE-CREATE

We create culturally relevant social impact campaigns and aspirational initiatives that capture the imagination of audiences 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, theories of change and impact frameworks, and ecosystem maps to ensure impact efforts are unified 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

SPLENDOR
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