



Ellis Jones Shared Value Case Studies

Shared Value Project



Optus

Name: [Optus Future Makers Lab](#)

Year of Project: 2019

Project focus: Shared value alignment, business innovation, start up coaching

Ellis Jones supported Optus to develop and facilitate an internal workshop with key business leaders and Future Makers (social enterprises who had been through an Optus accelerator program)

As part of this project, Ellis Jones:

- Interviewed senior leaders across Optus to understand business priorities and opportunities to create shared value
- Coached Future Makers on how to refine their pitches (strategically, visually and presentation wise) to meet the needs of Optus
- Advised Optus' sustainability team on opportunities to align the Future Makers' program with the broader business to create shared value

The Future Makers workshop built strong internal awareness and buy-in for the program. Importantly, it led to further meetings between Future Makers and specific business units to explore opportunities to work together.



Future Energy Skills (FES)

Name: [Future Energy Skills](#) NETs pilot course.

Year the project : 2018-20

Project Focus: Shared value communications strategy, shared value communications campaign, impact measurement framework and evaluation.

Ellis Jones developed and implemented an impact measurement framework and shared value consumer and industry awareness campaign to support Future Energy Skills to roll out an innovative multimillion dollar Victorian Government funded solar battery installation training. The new training was developed to meet the anticipated rise in demand for solar battery storage and address safety concerns around solar batter installation.

In particular, Ellis Jones

- Developed an impact measurement framework mapping financial and social outcomes across consumer safety, productivity and education. During the project Ellis Jones developed and implemented a comprehensive iterative impact measurement process (involving multiple consumer and industry focus groups, online surveys, stakeholder interviews, analysis of secondary data) to enable stakeholders to understand, learn from and communicate the outcomes of the 2 year project.
- Developed and continues to implement a shared value campaign strategy for Future Energy Skills. Work includes a strong, creative campaign concept to unify communication and messaging, a micro-site to function as a content hub and provide a clear pathway to awareness and action, a content marketing cycle to generate powerful stories and increase reach across various channels and content partnerships to amplify campaign content.

The shared value consumer awareness campaign generated demand for the new course while also increasing consumer demand for qualified solar battery installers. While the final impact report is yet to be completed, the anticipated outcomes include a trained and competent workforce to safely assess, design and install new energy technology systems, decrease in safety incidents related to solar battery installation and increase in skills and confidence of registered training operators (RTO) to deliver digital training. The course is also anticipated to lead to an increase in productivity and income among solar battery installers and the TAFE industry.



Opal Aged Care



Name: [Opal Aged Care](#)

Year of project: 2017-2018

Project focus: Shared value strategy, executive workshops, social impact measurement road map, shared value programs, communications strategy

Ellis Jones undertook a shared value business transformation project with Opal Aged Care involving the creation of a strategy, overseen by an executive taskforce to embed and measure shared value across the organisation. As part of the share value transformation process, Ellis Jones:

- Developed an impact measurement road map which identified the needs, challenges and opportunities across care staff, clinical, admin and manager, residents and community.
- Conducted business unit assessments across all departments identified existing impacts, potential impact for enhancement and opportunities for new initiatives. This enabled the identification of priorities and opportunities for integration of shared value into every element of business operations.
- Developed and assessed four shared value pilots across HR, procurement, capital works and marketing
- Developed a communications strategy for engaging staff and clients about the shared value journey.
- Brought together a taskforce comprising of leadership in relevant corporate office and operations teams to coordinate and execute plans.

As a result, Opal has a strong roadmap for implementing shared value and to assess the viability of any new shared value assessments.



Probiotec #BeTheLast campaign



Name: [Probiotec #BeTheLast campaign](#)

Year of project: 2016

Project focus: Shared value social mobilisation campaign strategy, campaign delivery, Shared value partnerships.

Ellis Jones developed and launched #BeTheLast, a social mobilisation campaign for Probiotec to help promote a new weight loss and nutrition product, developed with CSIRO. The campaign invited people to pledge to change their behaviour or that of people around them to help end the endemic condition of obesity in Australia.

Ellis Jones developed:

- Develop a social mobilisation campaign strategy that leveraged strongly on cross sector partnerships, using behavioural insights to inform and drive consumers to make a to change their behaviour or that of people around them to help end the endemic condition of obesity in Australia.
- Work included the creation of visual branding and communications collateral, development of a microsite to provide a clear pathway to awareness and action and the development of a diverse range of partnership sin fitness, food and other related industries.

The campaign resulted in the highest Probiotec sales for January and February ever, with 4,270 new members joining over the campaign period. More than 300 pharmacies activated the campaign locally, and there was a strong re-engagement of current Probiotec members whose commitment to the program had lapsed.





Name: [Bupa Partnership Strategy](#)

Year of project: 2014

Project focus: Shared value partnership strategy, strategic partnership management model.

Ellis Jones worked with Bupa Australia and New Zealand (Bupa) to develop a framework for assessing and pursuing partnerships to create shared value. Shared value principles were a natural fit for Bupa's strategic partnership exploration because they provide the basis of a model to identify, assess and manage those partnerships to ensure realisation of purpose and business returns are outcomes of every relationship.

In particular Ellis Jones:

- developed and facilitated a strategic partnership workshop with internal and external stakeholders
- Built a partnership management model for Bupa to aggregate health and business impacts into the partnership strategy, based on shared value principles.

A base strategic partnership management model was created for further development. The model ensured whole of business visibility over partnership investment to ensure aggregate health and business impacts reflect the partnership strategy. This work showcased the role of partnerships as lead instruments in achieving social and financial change.



Just better care

Name: [Just Better Care, Possible Campaign](#)

Year of project: 2016-17

Project focus: Shared value market and communications strategy, strategic brand identity, research

Ellis Jones undertook a detailed customer research, working closely with the executive team to develop an integrated shared value marketing strategy and award winning campaign. The research project helped identify Just Better Care's competitive advantages, unmet needs, directions for service innovation, and communication issues to address. These insights informed the creation of a shared value marketing and communication strategy, as well as a re(launch) of Just Better Care's brand identity.

Ellis Jones:

- Designed customer research and used customer insights to inform the development of new branding and marketing strategies.
- Developed new branding
- Created and executed an award winning mobilisation campaign to create brand awareness, brand advocates, and draw people to a career in the community care sector.
- Worked closely with franchise owners to develop localised approaches to marketing. The marketing strategy has defined roles for owners, empowering them to build a regional presence, which is on-brand and uses centralised tools efficiently.

Just Better Care is now in a strong position to meet the challenges and capitalise on opportunities from the NDIS and ongoing aged care reforms. The #possiblecampaign outperformed all previous campaigns in terms of customer engagement, while also helping to elevate the role of carers in the community. Ellis Jones continues to work closely with JBC on its marketing strategy and implementation.

