

June 2019

The Royals Agency Credentials

ROYALS



Coopers



Introduction

Hi, we're The Royals.

A customer focused creative company specialising in branded experiences with offices in Sydney and Melbourne stocked with curious minds continuously researching, experimenting and learning.

The Royals is a 'next generation' creative services business. Proudly independent and 'born modern' – we were designed for a digital world.

In this document, we're delighted to present our agency credentials to Coopers. Here we outline details of The Royals ways of working including our mindset, skillset and the toolset that we use as a part of our brand, campaign and communications development process. Our approach helps to deliver effective

work that both ourselves and our clients take great pride in. We've included case studies of just some of that work in this document.

At The Royals we could not be more excited at the prospect of working on your business. Nothing creates enthusiasm in our business like the opportunity to work on an iconic Australian brand, never mind an iconic Australian beer brand!



*Ideas the world wants.
Experiences the world needs.*



Our capabilities

It's not just about capabilities, it's about attitude

We appreciate just how fast the world is changing around us. Every industry is being disrupted and the beer business is no different. We also appreciate that everyone is talking about these changes but few businesses are actually rising up to meet them:

The Royals are.

The thing about change is that it often happens before we even notice it – it sneaks up on us. At The Royals, we think that if you're not consistently ahead, then you're already behind. For our clients, it's this attitude that feels unique from traditional agency/client relationships.

With this attitude in mind, we'd like to introduce a bespoke solution to your communication needs, which would be built specifically for Coopers and is defined by:



Mindset: The attitude that defines everything we do.



Skillset: The people creating the impact.



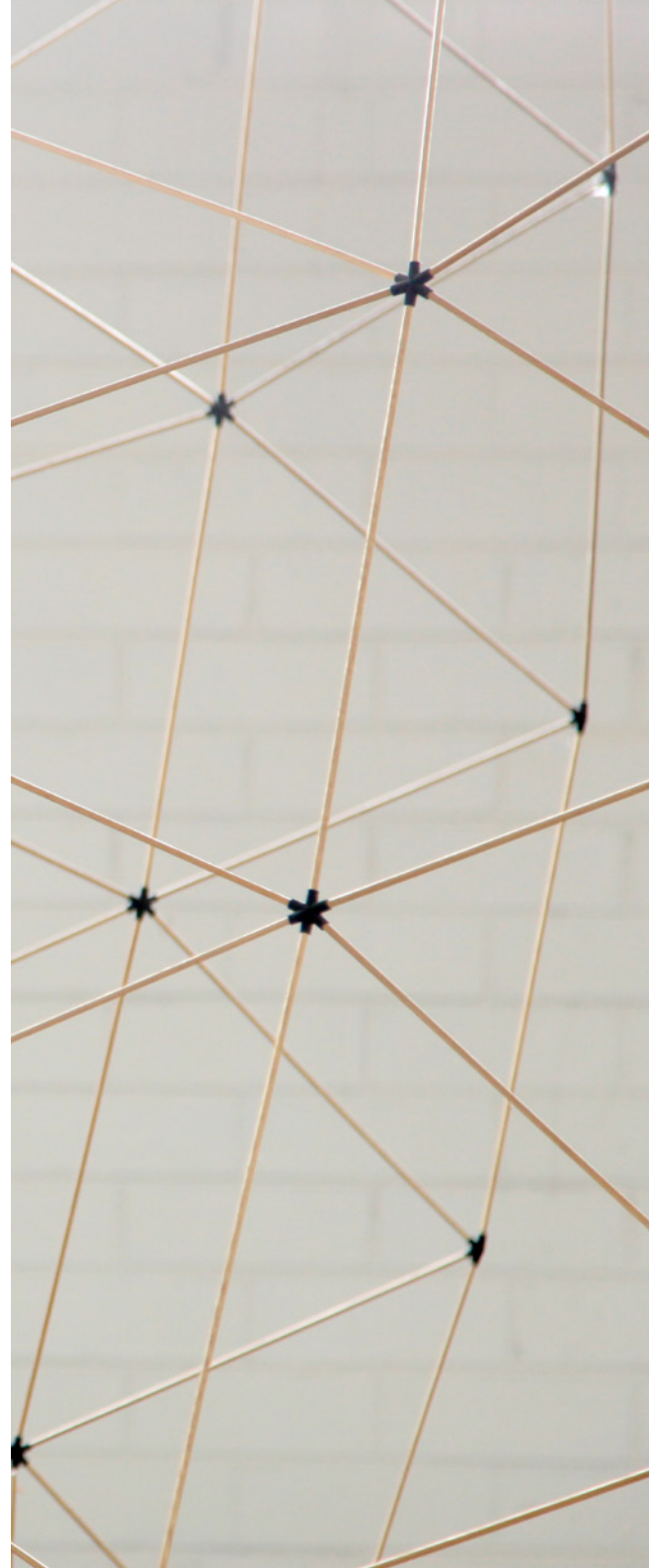
Toolset: What we use to create the best possible in-market results.



Mindset: Always interested, always adapting, always on

The Royals ethos #MostInterested motivates us to understand why and how – not just what – and it informs a tenacity around keeping our finger on the pulse of customer and culture. At its simplest, our mindset is to 'get better at getting better'. It's about learning and adapting, at a faster pace, with greater insight, to always keep one step ahead of the market with, and for our clients. We have completely un-siloed the agency model because the consumer, culture and category are completely un-siloed. Where once business culture, customer experience, digital tools, consumer insight and creative assets could be created separately and taken to market disparately, today they must act as one.

What rallies the consumer around a product or service must also rally your internal audiences. What hits market in the form of advertising must also imbue the digital tools and customer experience that sits beneath it. Our mindset is one that believes constant iteration, listening and learning is the only way to keep ahead of the market.





Skillset: Insight led, creatively minded, impact focussed

The Royals seek people that come from all different backgrounds so that as a collective we embody not just the best communication services the industry has to offer, but we also bring a refreshing level of cognitive diversity. Every member of The Royals is chosen for their capabilities and reputation but also for their uniqueness. We favour experiences, curiosity and creativity over all else. Scan our agency floor and you'll find fiction writers, film makers, journalists, scientists, radio hosts and AI experts – all #MostInterested minds. That means we can always check and liberate ourselves from our own biases, allowing us to create work that is more unique and more geared towards creating culture, rather than simply reflecting it.

We passionately believe that diversity is important, because a lack of it means a lack of relevance. The Royals hail from 15 countries and speak 12 languages (52% female / 48% male). Half the senior leadership team are women. All these people have a range of backgrounds – marine biologists, ex-journalists, lawyers, criminologists and accountants. Our clients tell us the service they receive from such a diverse group of thinkers is like nothing else in the market and we hold that close to our hearts.



Capabilities you'll have access to

CONSULT

Unlocking business impact

- Qualitative and quantitative research
- Ethnographic research
- Trend monitoring
- Brand health studies
- Brand strategy
- Product evaluation and strategy
- Comms strategy
- Experience strategy
- Data strategy, modelling and insights
- Innovation strategy

CREATE

Compelling creative ideas

- Creative ideation and concepting
- Branding and packaging design
- Integrated advertising campaigns
- Digital, retail, experiential campaigns
- Social content and activations
- Branded content and storytelling
- Web, mobile, app development
- Technology innovation and prototyping
- Voice, VR, AR, AI solutions
- Digital production and asset creation
- Print production and finished art
- Film production, video, sound and editing

CONNECT

Right time, place, message and experience

- Channel planning - paid, owned, earned
- Experience and service design
- UX design
- CRM program design
- Content planning
- Social media planning and buying
- Influencer mapping and outreach
- Human centred design
- Journey and automation mapping

Royals + HYLAND media partnership

- Media planning and buying - TV, radio, OOH, print, sponsorship, activations
- Programmatic media and PPC
- Search - SEO, SEM

CONDUCT

On time, on budget, on brief delivery

- Client service
- Agile methodology
- Project management
- Always-on program management

CONTINUE

Ongoing reporting, analysis and optimisation

- Tracking and tagging
- Reporting, actionable insights, CRO
- Dashboards and data visualisation
- Campaign and data analysis

“The Royals are true partners to our business. They are passionate about our challenges, they are invested in making things happen and most importantly, they listen and work with us to achieve great results.”

Katherine Gracey,
Marketing Manager, Mercedes-Benz Vans - Australia and NZ

Proposed service offering

	Account Management	Research/Strategy		Media	Data/Insights		R&D/Prototyping	Creative/Design		
Steering committee	Dan Managing Partner	Michaela Head of Strategy		Virginia Agency Founder & Principal HYLAND	Simone Head of CX/CRM Sydney		Gil Creative Technologist	Nick Cummins Creative Partner		
Core Team	Ian Group Account Director	Laura Senior Planner	Andrew Comms Director	Danielle General Manager Media HYLAND	Jimmy Technical Lead	Mark UX Architect		Sebastian Deputy Ex. Creative Director		
								Lewis Senior Copywriter	Pete Senior Art Director	Gavin Design Director
Support Team	Etaoin Senior Acc. Manager	Katie Social Media Manager		Planner/Buyer HYLAND	Sarah CRM Manager	Dr Paul Data Scientist		Ken Senior Digital Designer		Terry Senior Designer
				Buying Executive HYLAND				Kitty Finished Artist		
				Communication Assistant HYLAND						
Corporate PR/Issues Management			Development/Production			Film Making		Content		
Kate PR Consultant			Richard Digital PM	Emerald Producer	Carlos Digital Designer	Qiao Film maker	Brenton TV Producer	David Editor in Chief		
			Maxime UX Design	James Snr. Front End Developer	Alex Back End Developer (Stack)	Hossein Editor	Antuong Film Maker	Dan Content Writer		

Your team



Dan Beaumont
Managing Partner

Dan has 20 years of marketing and communications experience across almost every category and industry in Australia. Dan has worked in some of the most significant agencies in the country, such as M&C Saatchi, GPY&R, The Monkeys and now as a Partner of The Royals. With this, Dan has been a member of agency boards and senior leadership teams for over a dozen years and has a range of rich experience from working on brands such as Vodafone, Cadbury, Optus, The Star, Foxtel, Parmalat, Intel, Telstra, Fairfax, Google, Spotify, Snack Brands and Athena Home Loans. His alcohol experience is second to none – Carlton Draught, VB, Boags, Corona, Penfolds, Yellowglen, Smirnoff, Wild Turkey, Aperol and Glen Grant to name a few. Dan has been involved with work that's won over 150 awards at Cannes, Clio, One Show, AWARD, The Effies, ADMA, IAB and D&AD plus over 18 Agency of the Year titles. All evidence of his passion for fusing commerce and strategy with creativity and technology.

Most interested in: Creating impact for clients and his record collection



Nick Cummins
Creative Partner

Nick's career spans 30 years in both traditional and digital agencies with experience across brands such as Campari, Woolfblass and Mountain Goat. He is driven by creativity and has a passion for new thinking and problem solving which has resulted in a raft of awards both locally and internationally. Along with holding key roles in agencies such as DDB, JWT, Y&R and Grey, Nick has been a founding partner in two highly successful local agencies Sputnik Agency, one of Australia's first digital agencies with a staff of 80 which he ran for 10 years before selling it and now The Royals. Nick has a passion for creating a culture and environment where creative, interested minds can prosper.

Most interested in: Currently, music and how it can dramatically affect our state of mind.



Virginia Hyland
Founder and Principal - HYLAND

Virginia is the Founder of HYLAND, instilling its client centric values that have been central to the agency's success. Virginia is a 'hands on' leader both within HYLAND and with its clients; personally ensuring the highest standards of relationship and output. More broadly, Virginia is frequently recognised for her impact within the media industry where she is an active and long-standing Board Member of the Media Federation.

Most interested in: What makes successful businesses tick and how creating the right messaging in the right channel can drive new customers.



Danielle St. George
General Manager - Media, HYLAND

Danielle's 11+ year career has spanned agency roles across Canada and Australia, within some of the largest media agencies globally such as UM, Carat and Zenith. Her media planning experience extends across all channels with expertise rooted in integrated communication planning, bringing a passion for combining art and science to deliver strategic and effective solutions for clients backed by data insights. She has spent the majority of her career working across the alcohol category, having led both global and locally iconic brands and retailers including Budweiser, Bud Light, Stella Artois, Kokanee, Alexander Keith's, BWS, Coors and Miller Chill to name a few.

Most interested in: The stories that can be derived from numbers, when a simple set of data points can paint a picture worth a thousand words.

Your team cont.



Mike Porter

Strategist - Media, HYLAND

Mike has 30 years of alcohol experience in the UK and Australia where he has led multiple agencies in Australia and in London. He has worked on brands such as Jim Beam, Canadian Club, Makers Mark, Russian Standard Vodka, Carling Lager, Tennents Lager, Harp Lager and Veuve Clicquot.

Most interested in: Uncovering new strategic opportunities for my clients that deliver real business success.



Michaela Futcher

Head of Strategy

Michaela has over 13 years experience working in Australian Advertising Agencies as both a strategist and a creative. She has worked across almost every category but most notably built and ran the communications strategy for Woolworths and Qantas whilst at Droga5. Here she also spent time in the wider APAC region looking after the Heineken owned Tiger Beer account (global) as well as Coca Cola throughout South East Asia. She has worked on automotive, retail, FMCG, beverages, government, tourism, shopping centres, charity, telcos, retail banking and financial services at agencies such as Y&R, Clemenger BBDO, DDB and JWT.

Most interested in: People, their quirks, their behaviour and their innate 'humanness'. She loves that even the most seemingly rational behaviours are more often than not, entirely irrational.



Simone Blakers

Head of Customer Experience

Simone is a CX specialist with over 24 years experience leading CX, digital and social media agencies in Australia and the UK. Having started her career in direct marketing, Simone has a passion for combining data, technology and human centred design that drives a positive return on investment for clients. Her experience spans many blue-chip clients across the finance, telecommunications, technology, FMCG, QSR, airline, travel, automotive, loyalty, government and retail industries – including working with brands such as Pernod Ricard, Brown Forman, Proximo, Google, Westpac, Nestle, Volkswagen, Telstra, Qantas, News Limited, McDonalds, NSW Government and many more.

Most interested in: The secret lives of dogs and cats.



Sebastian Vizor

Deputy Executive Creative Director

Sebastian has just started with The Royals but is an award-winning creative with 14 years of global experience of building brands, across London, Amsterdam, Melbourne, and Sydney. Entirely media neutral, with a clear focus on strategic ideas, he helps create culturally relevant content and digital experiences that stand out and connect with people. Seb has worked at some of the worlds best agencies; Sid Lee, 72andSunny, Publicis and R/GA, across a spectrum of clients such as James Squire, The Glenlivet, Carlsberg, The North Face, Absolut Vodka, PepsiCo and Netflix.

Most interested in: Finding out whether it's creatively acceptable not to have a beard and once that's done, completing the Mongol Rally.

Your team cont.



Pete Sherrah
Senior Art Director

Pete has 10 years experience as a designer and art director both in agencies and client-side. Outside of Sydney, he spent 3 years working in Toronto, most notably at Sid Lee, where he steered their Subway account. He has also worked on creative for Apple, Google, Coke, WWF, Heineken, Absolut and Aperol.

Most interested in: What a world without screens would be like.



Lewis Farrar
Senior Copywriter

After completing his Communications degree, Lewis attended ADMA Creative School, where he was awarded best copywriter and his first job with G2 Worldwide. He's since worked at Banjo, Leo Burnett, and now The Royals. Lewis has worked on a variety of clients including Nando's, Mercedes-Benz, Bundaberg Rum, Johnny Walker, Wild Turkey and Campari picking up local and international awards. Outside of work he entered the international Doritos "Crash the Super Bowl" competition and made the semi-finals out of over 5,000 entries!

Most interested in: Russian troll factories and the conspiracies around them.



Ian Hartley
Group Account Director

Ian has 17 years experience working for award winning creative agencies and client side roles in Australia and the UK. He has worked across multiple disciplines, including brand, digital, social and CRM on a series of big brands like Campari, Jack Daniel's, Volvo, Fairfax, News Corp, McDonald's, Snack Brands, MyState, Spotify and Huawei. Ian has established a strong track record, delivering excellence in creative strategy and award winning work.

Most interested in: Podcasts, podcasts and podcasts.



Etaoin Knight
Senior Account Manager

Etaoin began her 8-year career creating, activating and executing bold experiential campaigns for Cadbury, Reckitt Benckiser, Miller Genuine Draft and WKD. A move into advertising presented itself and led to opportunities within the Publicis Groupe in both Ireland and Australia. Working on integrated accounts, Etaoin created an array of brand, digital and social campaigns across multiple channels for a number of big brands such as Corona, Magners Cider, OPSM, Virgin Active, AirAsia, Nestle, P&G, Bayer, UNICEF and Spotify.

Most interested in: Plane-spotting (No, really).

Your team cont.

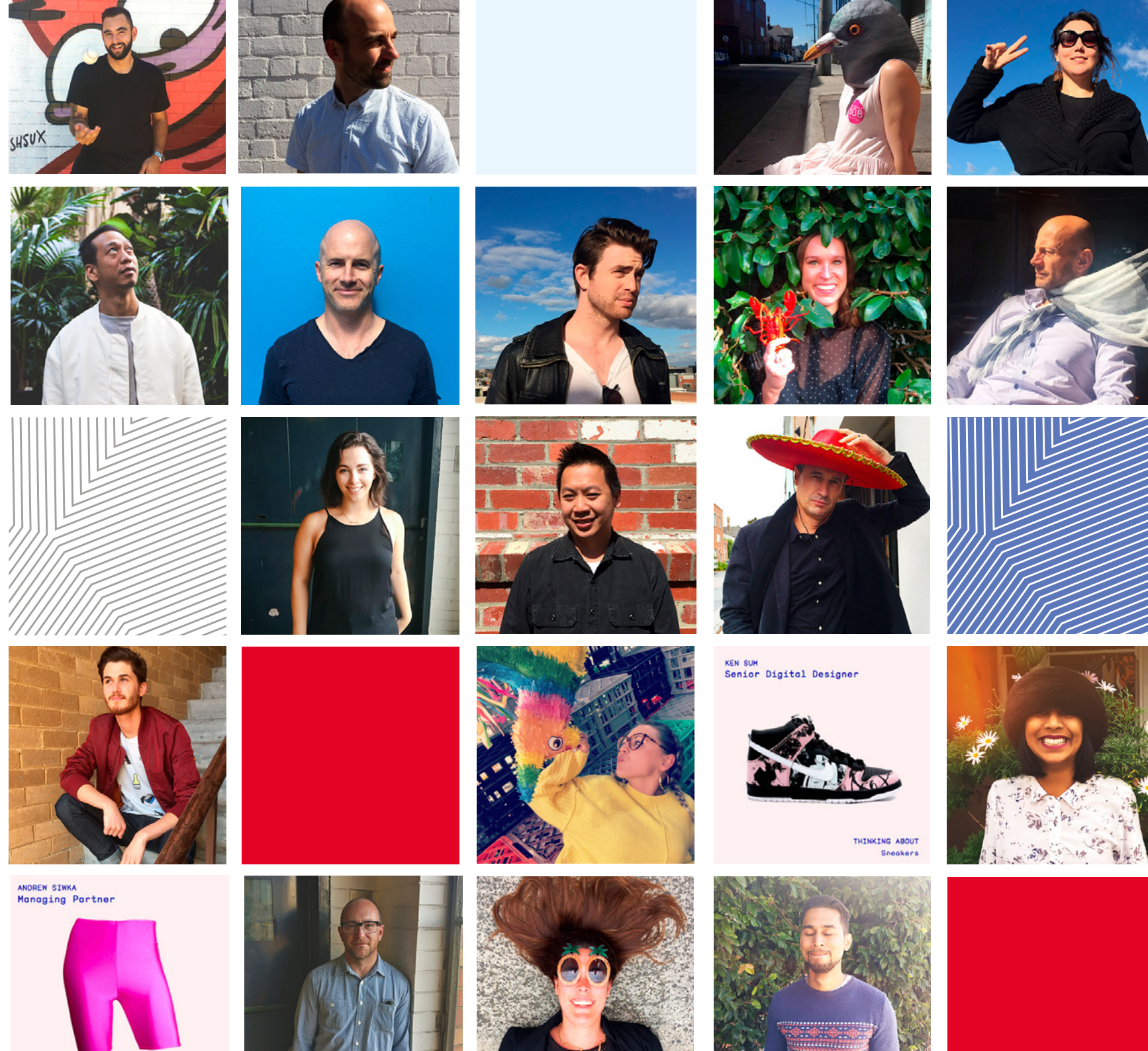


Katie Morris

Social Media Manager

Katie has technically been a Royal since 1991, when she started cheering on the Kansas City baseball team of the same name. She made the title official around two years ago, coming on board as The Royals Social Media Gun. A fearless Millennial with a knack for shaking things up; think of Katie as a blender who multi-tasks. She brings to the table an extensive knowledge of the language and cultural norms of each social platform which she's showcased across brands such as Riccadonna, Aperol Spritz, Wild Turkey and Baron Samedi.

Most interested in: College basketball, Star Wars and Chrome extensions to expand my Netflix library.



Social, Digital and Media at The Royals

While The Royals can offer Coopers an end to end branded experience, we know your interest currently lies in digital which is why we have focused on our capabilities in Social and CX in the following pages. If you would like to find out more about our capabilities in brand, sponsorship etc. then please get in touch.

Social Media Capabilities

We are passionate about not just retrofitting content but maximising the unique formats that are available across channels to capture audiences and deliver information in a fun and memorable way. We are constantly keeping track of usage trends, and new formats across all major social platforms to ensure that our clients’ content is as engaging and as forward-thinking as possible.

We are guided by

Rewarding the reader

Our audiences need to see we care; about their time, about their lives and about the things that matter to them. Great content will attract them to our brands by being educational, inspirational, or entertaining, but most of all it will focus on solving their problems.

Creating for context

Creating content that will really resonate means accounting for cultural significance in everything we do. If we are attuned to the rituals, symbols, language and forms that inhabit the lives of our audiences, we will appear more relevant and create more impact.

Experimenting always

The modern media environment rewards cut through and novelty. Standing out requires pushing to extremes, embracing iteration, and adoption. Originality matters and we are always playing with formats and forms to connect originally with audiences.

We rally against

Clickbait

Clickbait is bad for content, bad for audiences. We should aspire for better. Truly engaging takes more effort than catchy headlines or eye-catching thumbnails.

Hard sells

Being interested in our clients’ brands and audiences means we avoid producing content that’s swiped by and overlooked because it looks and sounds like everything else. Commanding attention means being more interesting than everything and everyone else.

Noise and feed fill

The distinction between content and ads is simple – content doesn’t need to sell to be – it instead provides alternative value by being informative, entertaining or original.

We deliver

Platforms: Instagram, Facebook, Twitter, Pinterest, Youtube, WeChat, Reddit, Outbrain, Reviews etc.

Social ecosystem: role of channel and platform, setup, migrations

Content strategy and planning: themes, pillars, insights

Content creation: storytelling, photography, video, animation, newsroom

Formats: static, carousels, stories, lead ads, shoppable ads, vertical video, canvas etc.

Influencer campaigns: identification

Audience building: interest targeting, custom audiences, pixels, follows

Publishing: scheduling, posting, platform distribution, hashtag use

Moderation: escalation guidelines, monitoring of pages, posts, ads, responding

Paid social: buying objectives, media investment, campaign and testing setup, frequency and conversion monitoring

Measurement and optimisation: reporting, analysis, dashboards, optimisation



Digital Experience Capabilities

In a world of banner blindness and digital spam, we understand that we need to create unique and impactful ways of engaging our audiences. We are passionate about using data to identify the right audience and the right moments, coupled with technology and digital formats to connect your brand in the right way.

We are guided by

Being useful

Utility is important. It provides purpose beyond messaging and ultimately delivers experiences that customers love.

Data insight

We derive insight from all types of data sources, be it metadata, behavioural data, customer data or purchase data. And we use data to drive more relevant digital experiences – such as dynamic creative that changes based on the weather, or the time of day.

Interaction

The beauty of digital experiences is that they are not passive one-way communications. We look for ways to engage audiences, deepening their connection with the brand by supporting their journey and encouraging interaction.

We rally against

Boring Banners

In a world of banner blindness, we look to maximise the impact of the specific digital formats available to us and push beyond matching luggage creative. This approach extends beyond online advertising into mobile first web-apps, digital out-of-home, kiosks, event displays and sales promotions.

Tech for tech's sake

Just because you can, doesn't mean you should. There are many new shiny technologies available to marketers, whilst we strive for innovation, we do so with an understanding of relevant tech adoption and appropriate levels of investment.

Spam

Robotic automation, digital stalking, over-communicating and irrelevant messages all damage brand relationships. Our retargeting and CRM activities are planned against customer journey's to ensure relevance. Whilst our website, email, app notifications, cookie collection approach all follow best practice GDPR and ADMA privacy guidelines.

We deliver

UX, persona and user needs states

Information architecture, wireframing, sketch, inVision

Responsive web design and development, WCAG 2.1 compliance

Interaction design, user interface design, app development

Digital asset creation

Promotional websites, data capture forms

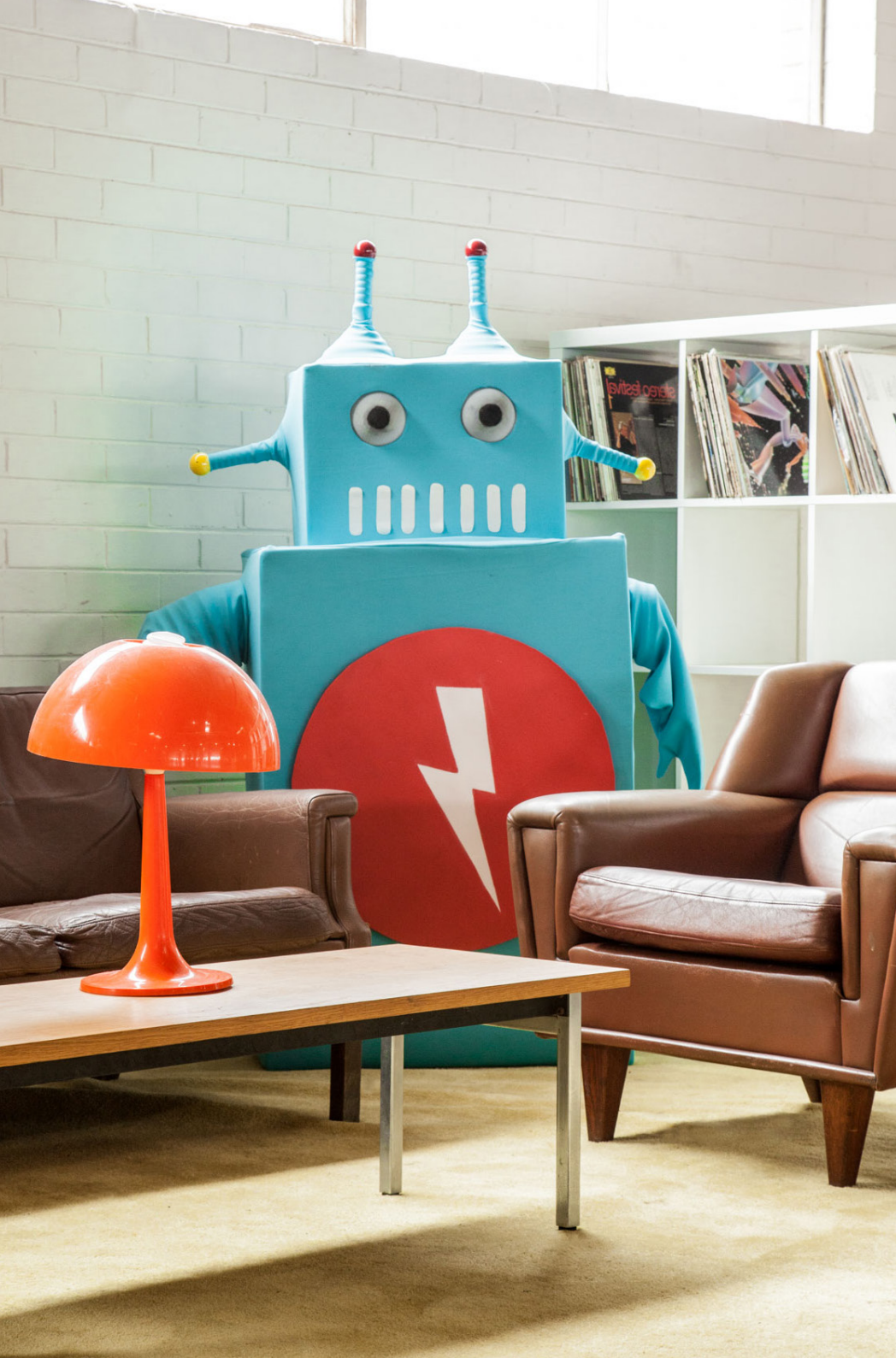
CX audits, journey mapping

Marketing automation, CRM, emails, sms, notifications etc.

Human Centred Design, service design, experience design

Innovation, prototyping, voice devices, chatbots

Data analytics, tagging, dashboards, data modelling



Media Capabilities

No longer do clients need two separate agencies. The Royals have partnered with HYLAND to provide an embedded full-service creative and media offering. HYLAND is an independent, transparent business who has challenged the media industry status quo for the last 14 years. Together we have reimagined how agency and client relationships work, through agile client engagement, diverse consumer understanding and full-service integration.

Introducing The Royals HYLAND.

We are guided by

1+1=3

The Royals and HYLAND partnership delivers more than the sum of its parts. One strategy. One approach. The media and creative solution is fused. You don't have to worry about conflicting recommendations. There's no confusion about roles and responsibilities. The only focus is delivering the right solution that creates an impact in market for your business and unlocks growth.

We rally against

Hidden media fees

Hyland are proud to be one of only two Australian agencies that have publicly gone on record to guarantee transparency for both media and ad-serving technology costs. We believe clients deserve full transparency around our rates and how we trade.

Trusted advisers

We provide cross-disciplined agile project teams, led by a multi-dimensional Super Leader who becomes a single point of contact for our clients. Delivering trusted advice across every touch point.

Bots and fraud

Being seen by bots or having your ads appear off-screen delivers the wrong metrics. We use the metrics that matter with MRC accredited solutions that ensure viewability, brand safety and avoidance of ad-fraud.

Trading to the highest degree

We negotiate at the most senior levels with media partners to achieve the very best outcomes and negotiated value. Leveraging Omnicom volume, share and adaptable conditions throughout implementation. No Holding Group commitment to specific channels.

Duplicated reach

Planning your media investment cross-device, cross-platform and cross-channel is an important way that you are actually achieving the right reach and not just duplicating your frequency. Our ad-tech software enables us to develop the right attribution model for your brand.

What this means for you

- One agency point of contact
- Fully integrated approach
- Creative and media learning together

We deliver

Business intelligence: brand health measurement, audience sizing, trend monitoring

Audience insight: profiling through Roy Morgan, Quantum, Emma, ComScore

Data management: targeting and audience management through Salesforce DMP, Adobe Audience Manager, Lotome

Reporting and dashboards: Datorama, Tableau, Adobe Analytics

Digital brand safety and authentication: verification and fraud management via IAS, DoubleVerify, Moat, ComScore, Picalate

Ad Tech: ad serving and programmatic trading via Media Math, Amobee, Adobe, DoubleClick, Media Optimizer

Digital and Programmatic: geo-targeting, re-targeting, dynamic ads, connected TV, digital OOH

Search: SEM, PPC, CRO and SEO, technical and website audits, on-site implementation, backlinking, maintenance

Media Planning and Buying: media investment, TV, radio, print, OOH, sponsorships, activations

Reporting and Optimisation: real-time dashboards, campaign analysis, optimisation recommendations





“The Royals strategic and creative smarts when matched with their content capability across standard and emerging formats makes for a progressive agency offering.”

Melissa Rauff,
Content Manager, Australian Super



Toolset



Working methodology

Our method of working is bespoke to each client. Our working principles are:

- Collaborative
- Transparent
- Interactive
- Agile
- Trust-based

We have borrowed the best behaviour from technology companies, entertainment companies and advertising agencies. It's an agile philosophy at heart – we empower people to be experts in their field – and we work iteratively and collaboratively throughout the process.

The output for Coopers is well-managed projects from an aligned agency and client team.

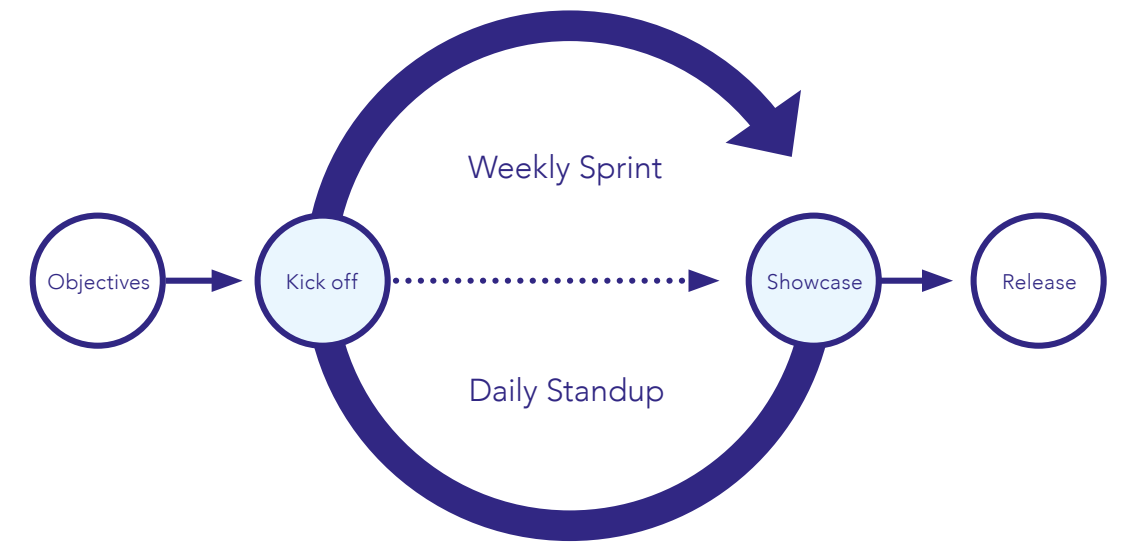
Weekly sprints

We work in project teams, where each role is as vital and important as the next. Every team member has a defined role and knows when/what they are expected to contribute.

This is where we would agree roles and responsibilities of any other external partners Coopers might have (e.g. PR agency, media agency) and ensure we feel like one team. No competing priorities, everyone working to the same expectations and objectives.

Weekly working rhythm

- **Day 1** - Planning meeting for the week (The Royals x Coopers project team, partner agencies)
- **Daily** - 5 minute stay up meeting/WIP to ensure the project is running smoothly (The Royals, partner agencies)
- **Day 5** - Showcase/WIP meeting with Coopers to share progress



Working in 5-day sprints allow us to

- Handle high volumes of work effectively, in a controlled manner.
- Ensure that timing and quality control measures are being met throughout the life of the project.
- Bring the client into the project at the most appropriate moments for the collaboration and approvals.

Project tracker

At the start of each project, The Royals will create a live project tracker using Google Docs. The project tracker gives everyone access to an up-to-date timeline at any stage in the project to ensure we can plan ahead.

Estimates and budget splits are provided at the start of any brief. To help manage hours, no work will commence without an approved estimate. As part of The Royals standard agreement, upon estimate approval, we will bill 50% upfront and 50% on completion.

Where required, external costs for production (e.g: video or photography shoots, activations) may be required to be pre-paid prior to the work starting in order to secure suppliers. All supplier costs are passed on without mark-up.

To best manage budgets and Royals' head hours, the project tracker is also used to capture a live assessment of where we are in the project and budget spent vs. budget remaining. This allows us to have conversations about budget throughout the project period and be accountable together, in order to avoid 'bill shock' at the end of any campaign.

During periods of heavy campaign development, daily stand up meetings can be held between The Royals and Coopers to ensure we stay on track and hit key deadlines. When relevant, daily wrap and priority lists will also be distributed via email to summarise what's been achieved and key actions. The intention is not to waste time with meetings or additional emails but to ensure project teams understand what needs to be prioritised that day/week during key delivery periods.



Collaborating across distance

The Royals are already well versed when it comes to collaborating across different cities, countries and timezones.

We are open to working a number of different ways to ensure distance doesn't get in the way:

- Regularly scheduled alternate trips between Sydney and Adelaide. Can be scheduled around major milestones or meetings.
- Collaborative working sessions via Google Hangouts or Skype each week as part of the weekly working rhythm.
- Shared Google Drive files so everyone can work into documents at the same time and have access to the same information.

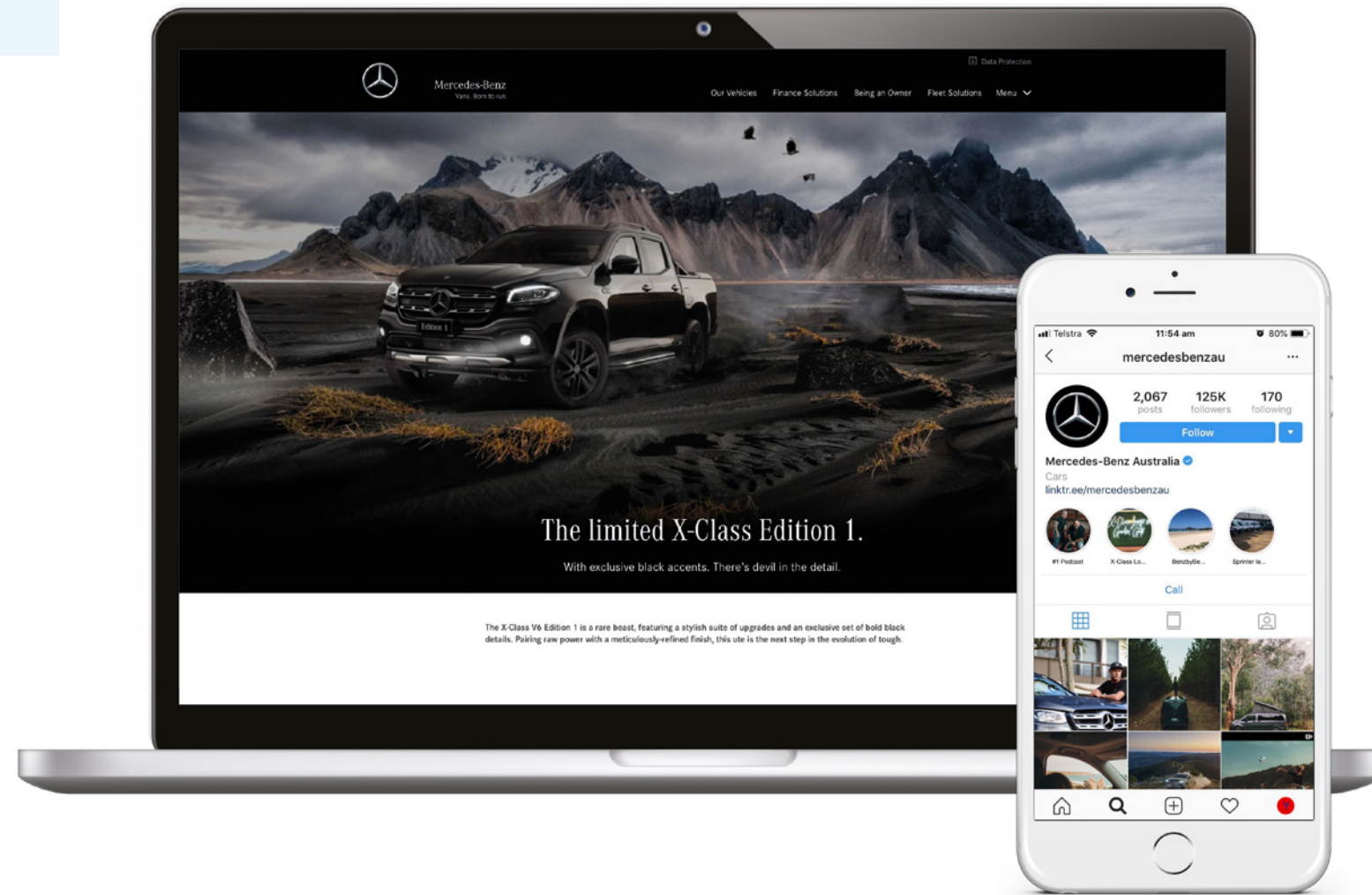
Case Studies

Mercedes-Benz Vans

Mercedes-Benz Vans and The Royals: A truly integrated partnership

The Royals are responsible for the full Mercedes-Benz Vans (MBV) customer journey from brand strategy, creative, sponsorship and events through to managing their social channels, content strategy and creation, website build and management and CRM programme. This is carried out across the full MBV range including Vito, Sprinter, X-Class to name just a few.

The Royals' close relationship with MBV started in 2016 and has grown to one where the agency is a true partner and an extension of the MBV marketing team. MBV make use of the Royals' full range of capabilities as well as holding close working relationships with other agency partners such as media and PR. The benefit of this approach to MBV is that media, PR and creative ideas are developed hand in hand right from the strategy stage so that opportunities are maximised from the start.



Finding new opportunities for Mercedes-Benz Vans

Over the course of the last three years The Royals have established and built MBV's social channels and audiences from the ground up, growing from an organic-only feed to the ongoing use of sophisticated media strategies to drive lead generation and action throughout the funnel. The Royals manage all locally and internationally produced social content for MBV as well as creating and managing MBV's influencer and content creator strategy.

In addition to this, The Royals have also created and implemented MBV's CRM strategy. The Royals team manage a programme of activity including the development and implementation of prospecting journeys for key campaigns. Plus the development of the MBV quarterly blog and 'Love Your Work' loyalty programme.

We are currently also providing support in MBV's migration to Salesforce Marketing Cloud, including setup of their onboarding and prospecting journeys.

In addition, The Royals have recently rolled out and are managing an entirely new mobile first MBV website for both Australia and New Zealand.



The benefits of this working relationship can be seen in the results

Mercedes-Benz Vans have celebrated YOY market share growth in Australia, increasing share in the overall van market by 9% in 2018.

During The Royals tenure with Mercedes-Benz Vans, we have helped launch a range of projects and our portfolio size has doubled in this time period. We've launched a private line of vans (V-Class, Marco Polo ACTIVITY), the new Mercedes-Benz ute – the X-Class, and the new Sprinter.

View the work here:
coopers.theroyals.com.au

Spotify

Giving students a life more premium

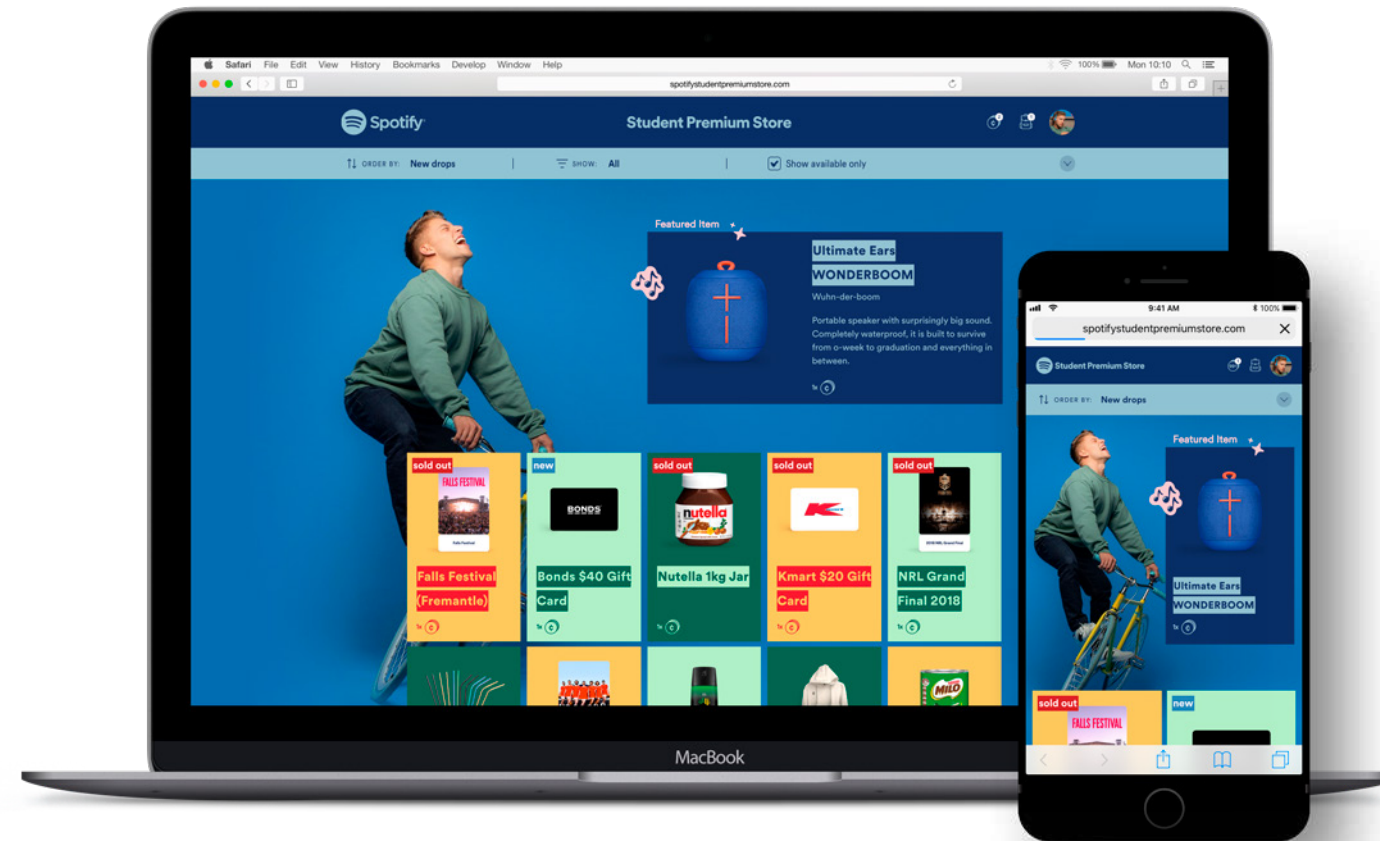
The Challenge

Students represent the largest, most loyal and engaged group on Spotify but they don't have much money, so they're always chasing the latest bargain.

Spotify briefed The Royals to help increase awareness and trial of the new Spotify Premium for Students for \$0.99 offer that was launching in market by leveraging the advocacy of existing Student Premium users as well as paid media, but we needed a brave idea to cut through the noise in a competitive category due to a combination of low budget and ambitious KPIs.

The Strategy

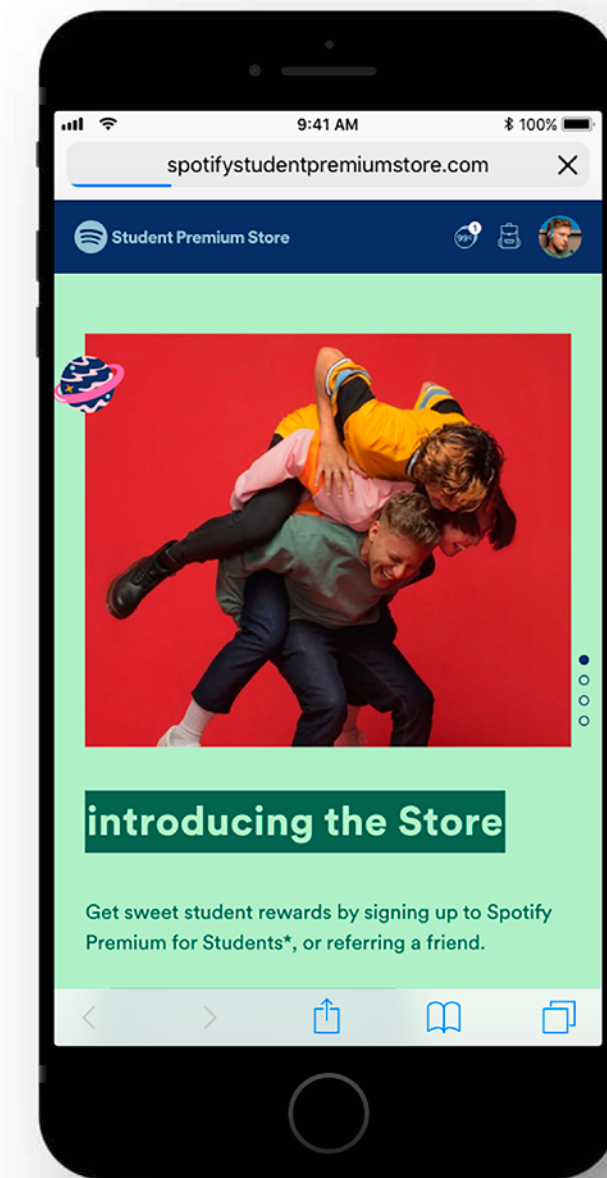
Students' lives these days are a dichotomy. Due to the cost of living and tuition fees, they do everything they possibly can to save money while still aspiring to the premium life they see in their newsfeed every day. Spotify needed a campaign which would sell the benefits of Student Premium while giving them access to experiences and items they couldn't otherwise afford, big and small.



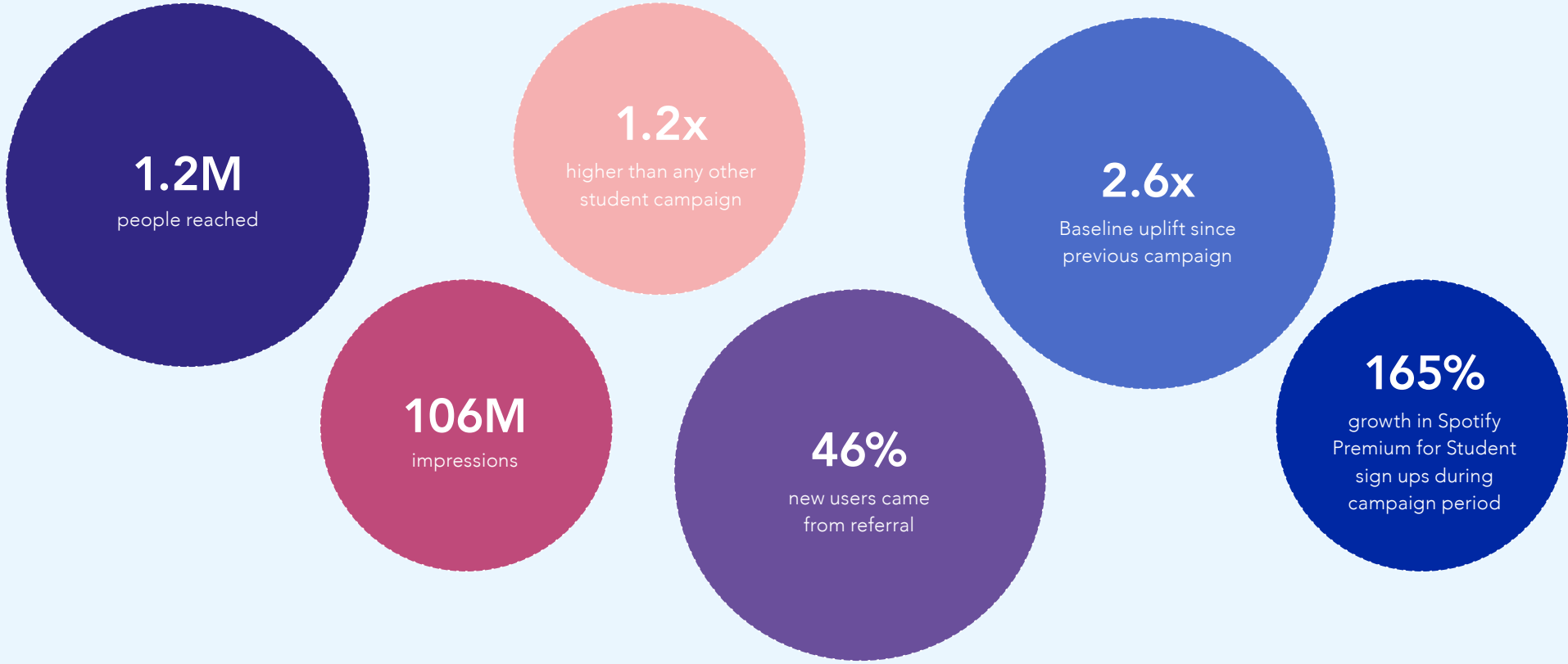
Idea

The Royals attacked the brief with an idea engineered to spread: The Spotify Student Premium Store. A unique online store where the currency was credits that existing Spotify Student Premium users could spend in the store in return for referring their student friends who signed up to Spotify Student Premium for 0.99c. Students were rewarded for real sign ups, not just referrals – so conversion was everything.

The campaign was first launched via a CRM campaign to the existing Spotify Student Premium user base to create momentum then pushed externally in digital display and paid social across Instagram, Facebook, Snapchat and student influencers.



Results



View the work here: coopers.theroyals.com.au





Aperol Spritz

Contemporising a 100 year
old brand for a modern context

The Challenge

Aperol Spritz had high awareness all across Europe but in Australia awareness was low. Our task was to introduce the Australian public to Aperol Spritz using an Australian Open Tennis sponsorship and drive trial.

The Strategy

The Royals developed a fresh contemporary style that referenced Aperol's authentic European heritage and created a story that positioned it as the drink of the Summer.

The Idea

Your summer in a glass.

To bring the idea to life we created a series of animated films designed specifically to work in the context of the Australian Open major courts, maximising the number of people who experienced the films on site and on TV. The execution told the story of an Aperol orange travelling through an Italian summer interacting with on screen and real life court side obstacles like commentary boxes, doorways, and camera operators. The animations invited spectators to Club Aperol bars located around the complex where they got to experience Aperol's distinctive orange bittersweet taste. Supporting media included digital outdoor, digital display, sponsored social media, and Snapchat Geofilters. The branded experience was carried through to the Aperol bars on site where the public were introduced to the brand and Aperol Spritz.

Results

Aperol
outsold
beer at The
Hopman Cup

60,000
Aperol Spritz
sold during
the AO

View the work here: coopers.theroyals.com.au



“You guys are killing it!”

Scott Delaney,
Head of Marketing, MyState Bank

Our clients



Any Questions?

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ROYALS

