

# Case study foster care agency network

## Marketing research on TA

### 【why/how Australians use social media】

To connect with friends and family (81% vs. 66%), shop or gain shopping inspiration (25% vs. 11%), follow brands I know and love (26% vs. 14%), follow celebrities and influencers (20% vs. 11%).

#### 18-24<sub>yo</sub>

were significantly more likely than any other age group to use social media to **watch videos** (67%) or **follow celebrities and influencers** (30%).

#### 35-44<sub>yo</sub>

were significantly more likely than any other age group to use social media to **send messages or make calls** (59%), **share photos and videos** (56%), **connect with like-minded people/community groups** (45%) or **explore new brands** (36%).

#### 25-34<sub>yo</sub>

were significantly more likely than any other age group to use social media to **catch up on news and current affairs** (53%).

#### 65<sub>+yo</sub>

were significantly more likely than any other age group to use social media to **connect with family and friends** (86%).

(refer: Landasocial.com. 2021. Available at: <https://landasocial.com/wpcontent/uploads/2020/09/SocialMediaCensus.pdf>)

Analysis: We should put our ads on video platforms and make full use of influencers' culture to attract young people, also noticing 35-39 years old like to connect with like-minded people and community groups.

Tone of voice: thoughtful light-hearted warm

Big idea: make your home a better place

Insight: As the target audience already has a higher consideration of becoming a foster carer, We need to build a network of information flow so that people who are already foster carers can share information with potential foster carers, to dispel doubts and prejudices, and to generate care through real experiences.

Timeline: 2021.9-2021.12

Stage 1: provides the information and rebuild the net to make the non-active carers notice

Stage 2: to raise empathy of other old Victorians

Stage 3: Call for action by organization & social media influencers

Execution:

Print: Handbook for potential foster carers

Outdoor: PSA in train stations\supermarket\...

Social:

- Youtube preroll ads
- Facebook hashtag campaign
- Ins & tiktok (collaborate with influencers)
- website banner (subcultural community)

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### Strategy:

- A handbook is distributed to every family in each community, which ensures that the target group owns the house. The handbook contains basic information about the children or young people who have been taken in and provides a direct access to online testing by attaching a QR code on the cover.
- PSA in train stations, supermarket with good flow of people, visually displaying of the number of local fosters needed in Melbourne each month, especially during the epidemic.
- Placement of portal banners in the subculture online community such as LGBTQA+, providing a channel for online Q & A and consultations.
- The preroll ad is placed on youtube to bring foster families together to call for action, and the content of the video focuses on harmony and warmth.
- Post the #youmademylife hashtag campaign on Facebook to encourage people who have been taken in and raised healthy to participate in the campaign and share their experiences to raise their voices
- Sponsoring influencers to encourage people to adopt on instagram & tiktok