

Breaking Thru with Success

BREAK THRU launches first integrated campaign

Sydney, March 2012: Build around the 'celebration of success' Break Thru, Australia's leading disability employment, training and community services provider, looked to its clients to grow awareness.

"We are very well known within the industry, but not top of mind with employers, we created this campaign to give voice to what is known at the grass roots", explains Fayssal Sari, General Manger – Marketing & Sales at Break Thru.

"We determined that our real success is the success we bring to our clients, be it financial, physical or emotional.

"Such success is something everyone can appreciate and profit from in their own way", said Fayssal.

The campaign incorporates television, radio, out of home, social media, online, public relations, sponsorship, direct mail (traditional and electronic), client relations, and internal communications.

About BREAK THRU: Among the largest disability employment service providers in the country Break Thru People Solutions (Break Thru) is a not-for-profit company specialising in employment, training and community services.

Employing over 700 staff across 56 sites throughout Queensland, New South Wales and Victoria, Break Thru provides training and employment services for some of Australia's most disadvantaged groups including people from culturally and linguistically diverse backgrounds, Indigenous Australians, disadvantaged youth and people experiencing mental health issues.

Additionally, Break Thru's 'Community' arm provides centre and community based activities, counselling, family support and advocacy and work experience to assist each client reach their full potential.

Simply, Break Thru helps their client's 'break thru barriers and create futures'.

For more information visit www.breakthru.org.au

Credits: Ideation, strategy & creative development by LOCKE pty ltd and Break Thru with

online and social media being managed by Diiigy and buying by Delaney Advertising.

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