

Cancer Council NSW appoints Archibald Williams to help achieve transformational CX strategy

Cancer Council NSW has appointed Archibald Williams after a 3-way pitch to help Australia's leading cancer charity create an overarching customer experience strategy to increase supporter engagement and loyalty. The strategy will transition the organisation from a 'campaign/product first' approach to fundraising to a 'supporter first' approach which seeks to prioritise the needs of supporters and their lifetime value.

Cancer Council works across every aspect of every cancer offering support, prevention, advocacy and research with the aim to create a cancer free future. The new strategy is designed to bring a holistic approach to marketing and communication planning across every supporter touchpoint including campaigns, direct marketing, call centres, support services and the community.

Archibald Williams strategic approach will centre on their Value Accelerator customer planning model which will bring together data, brand, CX, content and media. The appointment comes after the agency's successful campaigns and retail work for CCNSW, including 7 Bridges and March Charge.

Lyndsey Rice, Director of Marketing & Fundraising at Cancer Council NSW said: "At Cancer Council NSW, the vast majority of our funding comes from the community, so it's absolutely vital that we give our supporters an exceptional experience whenever they engage with us. Becoming a truly supporter-first organisation is a different way of working for us, so we needed an agency partner who truly understood what we're trying to do, had a clear roadmap for how to get us there and, most importantly, saw our supporters as people, not just numbers – and that's exactly what we've got in Archibald Williams."

Kiran Kaur, Head of Strategy at Archibald Williams added: "Cancer Council plays a role in the lives of Australians throughout their lifetime and in so many ways – from SunSmart in primary schools, to the Seven Bridges Walk with work colleagues, to using its support services if you've been diagnosed. There is such an incredible opportunity to truly make a difference by bringing together the

overall supporter experience from the view of a customer's lifetime. And we're seeing this come through in the energy and appetite of the CCNSW team!"

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