Savvy Signature

Prepared for
IronBark Group Services

OUR RECOMMENDATION · NOVEMBER 2026

Option B Recommendation

Brisbane Regional Brand Building. A recommended investment of $27,600 over a 90-day campaign, and how each part of it works.

$27,600 · 90 days · Brisbane Southside and Logan

Strategic rationale

Savvy Signature recommends Option B as the preferred marketing investment for IronBark Group Services.

This option has been developed to provide a considered balance between building brand awareness, strengthening local market presence and generating relevant business opportunities for the group's operating businesses.

The intention is to establish IronBark as a recognisable group brand while ensuring that marketing activity also supports the individual objectives of Lifest HealthCare and Linked Housing. Rather than treating each business as a completely separate marketing effort, the campaign will create a connected presence in the market, with messaging and calls to action directed towards the appropriate services.

The proposed focus is Brisbane Southside and Logan, commencing with priority locations such as Springwood and surrounding areas before extending activity into other suitable Brisbane locations.

This approach allows the campaign to build visibility in a defined market before expanding further. It also provides an opportunity to understand which channels are generating meaningful engagement and enquiries, rather than spreading the available budget too widely from the outset.

Investment breakdown

The total proposed campaign investment is $27,600 over 90 days.

Marketing allocation	Investment
Roadside outdoor placements	**$4,800**
Shopping-centre digital screens	**$4,800**
GP screens and brochures	**$3,000**
Local print / radio	**$1,800**
Community activation and referral packs	**$1,800**
Creative adaptations, production and tracking	**$1,920**
Media flexibility allowance	**$1,200**

Marketing allocation	Investment
Total media and activation	**$19,320**
Meta advertising	**$3,312**
Google Search advertising	**$4,968**
Total campaign investment	**$27,600**

The investment is allocated across traditional media, local community exposure and digital advertising. This provides multiple opportunities for prospective clients, families, professionals and referral partners to encounter the brand.

How the investment works

1. Outdoor Advertising: Building Local Recognition

Proposed allocation: $4,800

Outdoor advertising will help establish IronBark's presence in selected high-visibility locations across priority areas.

The objective is to create consistent recognition of the IronBark brand and communicate its connection to healthcare, disability support and housing services.

Potential placements may include roadside billboards and other suitable outdoor inventory, subject to availability, location suitability and supplier quotations.

The creative direction will prioritise:

- Clear IronBark Group Services brand recognition.
- Simple messaging explaining the group's connected service offering.
- Appropriate references to Lifest HealthCare and Linked Housing.
- Clear calls to action directing audiences to relevant websites or enquiry channels.

Outdoor advertising is primarily an awareness and recall channel. Its contribution will be assessed alongside website visits, direct enquiries and other campaign activity, rather than expecting every response to be directly attributable to an individual placement.

2. Shopping-Centre Digital Screens: Community-Level Exposure

Proposed allocation: $4,800

Shopping-centre screens provide an opportunity to reach people during their regular local activities.

The campaign will explore suitable centres within the priority catchment, with consideration given to audience relevance, location, screen coverage, frequency and supplier reporting.

Messaging will focus on making the IronBark name familiar while communicating the services available through its operating businesses.

This channel can support:

- Local awareness among families and community members.
- Visibility for disability support and housing-related services.

- Recognition among people who may be seeking support for themselves or a family member.
- Repeated exposure to the group's brand and service offering.

The final placements should be selected based on their relevance to the target audience and the value offered by the supplier, not simply the number of screens available.

3. GP Screens and Referral Brochures: Reaching Relevant Audiences

Proposed allocation: $3,000

This is an important component of the proposed campaign because it provides an opportunity to build visibility in healthcare-related environments.

The focus will be on investigating GP waiting-room media and appropriate brochure placements through providers such as Tonic Media Network, MotioHealth or other suitable suppliers.

The campaign should prioritise locations where the audience and service offering are relevant.

The activity will support:

- Awareness of Lifest HealthCare among patients, families and carers.
- Greater familiarity with available disability and support services.
- Opportunities to introduce the group to healthcare professionals and potential referral sources.
- A clear pathway for interested audiences to access further information.

Where appropriate, QR codes and dedicated landing pages can be used to help measure engagement and identify the source of enquiries.

Supplier reach figures, placement availability, distribution arrangements and reporting capabilities should be confirmed before any media booking is approved.

4. Local Print and Radio: Supporting Regional Awareness

Proposed allocation: $1,800

Local print and radio will be considered as supporting channels where the audience, geography and commercial value justify the investment.

Rather than committing to broad advertising without a clear purpose, Savvy Signature will assess opportunities based on local relevance, audience profile, reach, frequency and cost.

The purpose is to reinforce IronBark's presence in the selected market and provide additional opportunities for the community to become familiar with the group's services.

The final channel mix will be guided by available supplier proposals and the campaign's early performance.

5. Community Activation and Referral Packs: Developing Relationships

Proposed allocation: $1,800

Marketing for healthcare, disability support and housing services should extend beyond advertising alone.

Building relationships with relevant organisations and professionals is an important part of developing a sustainable referral pipeline.

This allocation will support targeted community engagement and the preparation or distribution of relevant referral materials.

Potential engagement opportunities include:

- Healthcare and allied health networks.

- Support coordinators and disability-sector professionals.
- Community organisations and local service networks.
- Housing and property-related stakeholders.
- Relevant industry events and networking opportunities.

Referral materials will be designed to communicate the appropriate services offered by each business, with clear contact details and pathways for further enquiries.

The objective is to support meaningful professional conversations and make it easier for potential referral partners to understand where each business fits within the group.

6. Creative Adaptations, Production and Tracking

Proposed allocation: $1,920

To maintain consistency across the campaign, creative assets will be adapted to suit the selected media formats and placements.

This includes consideration of:

- Outdoor and digital screen artwork.
- GP and community-facing promotional material.
- Campaign messaging and calls to action.
- Digital advertising creative adaptations.
- QR codes and campaign tracking requirements.

The creative approach will maintain IronBark's group identity while ensuring that Lifest HealthCare and Linked Housing are represented accurately.

Tracking will be incorporated wherever the selected platforms and suppliers allow, helping establish which channels are contributing to audience engagement and enquiries.

7. Digital Advertising: Capturing Active Demand

Combined allocation: $8,280

Traditional media and community activity will help establish awareness. Digital advertising will provide an additional opportunity to reach people actively looking for relevant services.

Google Search: $4,968

Google Search advertising will focus on relevant search intent associated with disability support, NDIS services, support coordination and housing-related enquiries.

Campaigns will be structured around the services actually offered, relevant service locations and the capacity of the respective businesses.

The focus will be on:

- Reaching people actively searching for relevant services.
- Directing users to appropriate service-specific landing pages.
- Filtering out irrelevant or unsuitable search traffic.
- Monitoring search terms, enquiries and cost per qualified enquiry.
- Improving campaign performance through ongoing optimisation.

Meta Advertising: $3,312

Facebook and Instagram advertising will support local awareness, audience engagement and enquiry generation.

Campaigns may include:

- Awareness campaigns introducing IronBark and its operating businesses.
- Service-focused campaigns for Lifest HealthCare.
- Housing-related campaigns for Linked Housing.
- Relevant community and educational content.
- Retargeting opportunities where audience size and platform requirements permit.

The messaging will be tailored to the audience and service being promoted, rather than using one generic advertisement for every business.

Expected outcomes and performance indicators

Over the 90-day period, Option B will work towards the following indicative targets:

Performance indicator	90-day target
Qualified Lifest HealthCare enquiries	**20–35**
Qualified Linked Housing enquiries	**10–20**
Professional referral conversations	**15–25**

These figures are planning targets, not guaranteed results. Actual performance will depend on audience response, campaign execution, service availability, enquiry handling and the suitability of the selected media placements.

In addition to these targets, performance will be assessed through:

- Website and landing-page traffic.
- Google Search impressions, clicks and relevant search terms.
- Meta campaign reach, engagement and enquiries.
- Cost per qualified enquiry.
- Enquiry quality and progression through the sales or referral process.
- Professional relationships established through community engagement.
- Performance by location, channel and operating business.

Campaign management and review

The campaign will be managed through a structured 90-day process.

Month 1

Establish and Launch

- Confirm priority locations, services and campaign audiences.
- Finalise media suppliers and placements following quotation and approval.
- Prepare and adapt creative assets.
- Establish landing pages and tracking arrangements.
- Launch digital and selected traditional media activity.
- Record baseline performance.

Month 2

Monitor and Optimise

- Review channel performance and enquiry quality.
- Assess the effectiveness of selected media placements.
- Review Google Search terms and digital advertising performance.
- Identify opportunities to improve creative, targeting and calls to action.
- Adjust remaining media allocation where appropriate and commercially justified.

Month 3

Consolidate and Evaluate

- Assess overall campaign performance against the agreed objectives.
- Review qualified enquiries and referral opportunities.
- Identify the strongest-performing channels and locations.
- Evaluate the next stage of marketing investment.
- Prepare recommendations for the following six-month growth plan.

Performance reviews will take place at 30, 60 and 90 days, providing visibility of progress and allowing decisions to be informed by actual campaign data.

Why Savvy Signature recommends Option B

Option B is recommended because it provides sufficient investment to establish a meaningful presence in the priority market while retaining a disciplined approach to channel selection and campaign performance.

Option A would provide a smaller pilot, but may limit the campaign's ability to establish consistent visibility across multiple channels and generate enough data to assess performance confidently.

Option C would provide broader market exposure, but a larger geographic campaign should be considered once the group's operational capacity, service availability and lead-management processes are ready to support it.

Option B offers a more measured starting point. It allows the group to build recognition, support the individual operating businesses and develop a clearer understanding of where future marketing investment should be directed.

Importantly, the campaign is intended to support the group's commercial objectives, not simply increase advertising activity. Marketing performance should ultimately be assessed by the relevance of enquiries, the development of referral relationships and the opportunities that progress into sustainable business outcomes.

> **Savvy Signature's recommendation is to proceed with Option B as the initial 90-day campaign, subject to final media quotations, placement availability, confirmation of scope and approval of the investment.**

Investment clarification: The $27,600 represents the proposed media and campaign activation budget. Savvy Signature's agency management, reporting and any separately agreed services are additional unless expressly included in the final scope. GST and any additional production, installation or supplier charges should be confirmed before approval. The proposed media allocations are indicative and will be refined against actual supplier quotations.