

# *Australian Greens*

## *Federal Election Campaign 2010*

### *Selected work*

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## *Make Believe*

- Emerging in early 2009, Make Believe is a groundbreaking young communications and creative agency focused exclusively on mission-driven companies and causes in Australia and around the world.
- Make Believe works with leaders in the non-profit, political and social enterprise space to create effective communication that results in positive social, environmental and political change.
- Make Believe is not just an advertising, strategy or digital agency, but a hub of integrated expertise committed to the evolution of advocacy and “doing good, better”.
- The focus is on building the capacity of clients to realise the untapped potential of their movement.
- Make Believe is progressive but not party aligned. We are working exclusively for The Greens this federal election.

## Selected clients 2009-10



better place 



### Advocacy

- Amnesty International Australia
- Australian Conservation Foundation
- Choice
- GetUp
- The Australia Institute
- 350.org Australia
- Avaaz.org
- Global Peace Index
- Avaaz.org
- Make Poverty History

### Unions

- LHMU
- Queensland Public Sector Union
- Queensland Council of Unions
- CPSU

### Political & public policy

- Australian Greens
- New Zealand Labour Party

### Socially responsible business

- Better Place Australia
- Fair Trade Australia & NZ

### Youth communications

- Foundation for Young Australians
- The British Council
- Australian Youth Climate Coalition
- NSW Parliament

## *Introduction*

- Make Believe is the principal agency leading the strategy, branding, messaging, creative and online components for The Australian Greens this election. Our early work was in identifying the current audience perceptions of the Greens; especially among ‘Green leaners’ – those who would broadly be in support of the Greens, but may not be voting Green for any number of reasons.
- What we found was the primary barrier for this audience wasn’t that they disagreed with the Greens’ policies or values – it was the misperception (conveniently reinforced by the other parties) that Greens voters ‘aren’t people like me’.
- We all know the Greens have their origins in protest and environmental politics, so it was time for them to show people that they’ve become much, much more. A real, modern, progressive alternative to the increasingly homogenous political choices. A modern, accessible political party.

## *Our work on the campaign*

- Beginning mid 2009, we began working with the Greens at local, state and national levels. The scope of the campaign was to:
  - Rebrand the party for the campaign, making it feel more accessible;
  - Create an new website, greens.org.au, that would tell the story of the Greens in a new way, and invite people in to be part of it;
  - Developed all marketing and campaign collateral
  - Engage in research and develop messaging
  - Provide advice and training on online/offline organising strategy to best build and engage the grassroots movement of Greens volunteers – esp. in Victoria and the Melbourne campaign.
  - Provide outputs such as the TVC, newspaper ads, brochures, billboards, social media networking and advertising, etc.
- This document features a small selection of our work for the Greens now public – of course this is still a work in progress – so a full case study will follow.

# ***BRANDING***



# THE GREENS.

Evolved symbol for the campaign



New symbol in use





Body shots of candidates, rather than just your standard portrait (seen here on the News)

***TV/VIDEO***

**You Tube** youtube greens federal election Search Browse Upload

## Australian Greens Election 2010 TV AD

AustralianGreens 56 videos



0:10 / 0:46 360p

AustralianGreens | 13 July 2010

This is the Australian Greens television advertisement produced for the Feder... **14,155** views

Brand television advertisement released just before election was called



Search

[Browse](#)[Upload](#)

## Make History Melbourne. The Greens.

[AustralianGreens](#)

56 videos

[Subscribe](#)[AustralianGreens](#)

16 February 2010

Melbourne: We can make history! Melbourne is special. As we saw at the last ...

2,528

views

Introductory video for Adam Bandt campaign for Melbourne

***ONLINE***

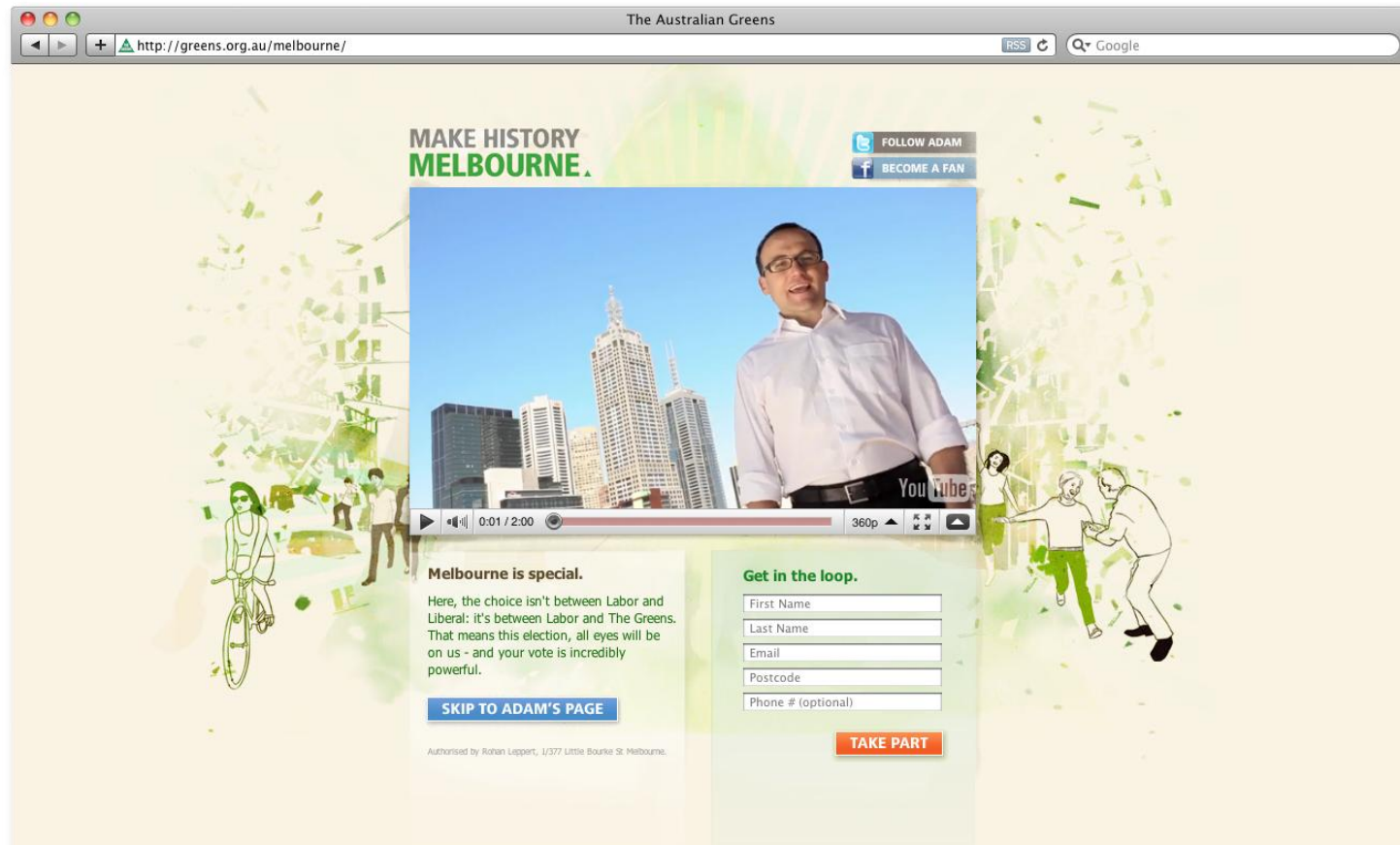




Greens National website (designed with Circul8.com.au)



Greens Victorian website (designed with Circul8.com.au)



Splash page for Adam Bandt, candidate for Melbourne



The screenshot shows a Facebook page for the campaign 'Make History Melbourne: elect the Greens in 2010'. The page header includes the Facebook logo, a search bar, and navigation links for Home, Profile, and Account. The main content area features a large profile picture of a man in a suit, a post with a green background, and a text-based post. The right sidebar contains advertisements for 'Guy Leech', 'Apply In 60 Seconds', and 'Hens and Bucks'. The bottom of the page shows a chat window with 10 participants.

**Facebook | Make History Melbourne: elect the Greens in 2010**

http://www.facebook.com/pages/Make-History-Melbourne-elect-the-Greens-in-2010/

**facebook** Search Home Profile Account

**Make History Melbourne: elect the Greens in 2010** There's over 2,750 supporters of this page now! All of you who live in the electorate of Melbourne: have you got a sign up in your window or front yard yet? What about your friends, neighbours and family? We need high visibility over the next few weeks, so come past the campaign office and grab a placard or two. Thanks! 9 hours ago

Wall Info Photos Video Boxes Notes

Write something... Attach: Share

**Make History Melbourne: elect the Greens in 2010 + others**  
**Make History Melbourne: elect the Greens in 2010** Just others

**Make History Melbourne: elect the Greens in 2010** There's over 2,750 supporters of this page now! All of you who live in the electorate of Melbourne: have you got a sign up in your window or front yard yet? What about your friends, neighbours and family? We need high visibility over the next few weeks, so come past the campaign office and grab a placard or two. Thanks!  
 9 hours ago via Facebook for iPhone · Comment · Like  
 3 people like this.  
 View all 5 comments

**Jon Lawrence** I have one on my fence and a small one stuck in the back window of my car which is strategically (and legally!) parked on a busy road.  
 6 hours ago · Like · 2 people · Flag

**Make History Melbourne: elect the Greens in 2010** well done Jon brilliant  
 about an hour ago · Like · Flag

Write a comment...

**Make History Melbourne: elect the Greens in 2010** With more and more people turned-off by the two party system, what's the alternative? Drop by and check out my lecture at the wheeler centre this thursday:  
<http://bit.ly/aMARSx>

**How Two-Party Politics Has Failed Australian Voters – The Wheeler Centre: Books, Writing, Id**  
 bit.ly  
 How Two-Party Politics Has Failed Australian Voters Deep into both a State and Federal Election cycle, it's hard not to stop and take stock of the choices being offered us. Election day is so much

23 hours ago · Comment · Like · Share  
 Tim Baxter and 11 others like this.

**Souraya Black** Exciting times for the Greens! All the best!  
 22 hours ago · Like · Flag

Write a comment...

**Make History Melbourne: elect the Greens in 2010** Stand Up! For The Greens.  
 The Greens and MC Claire Hooper (Good News Week) invite you to a

Create an Advert

**Guy Leech** x  
 Guy Leech 7 times World Iron Man. Get health and fitness tips, news, articles and healthy recipes. Or check out your health age  
 Like

**Apply In 60 Seconds** x  
 Choose a top credit card from our site, apply & in most cases get an answer in 60 seconds. Apply now.  
 Like

**Hens and Bucks** x  
 Hens and Bucks Party Supply Shop! Sydney's largest range of hens & bucks party supplies is in Hornsby! Open Monday to Saturday.  
 Like

More adverts

21 friends like this.  
 6 of 21 friends See all  
 Ahri Tallon Tim Baxter Kate Allan

Chat (10)

Facebook page for Melbourne campaign

11:02AM Wednesday Jul 28, 2010 | 3,659 online now | See today's paper

[SMH](#) | [Domain](#) | [Drive](#) | [MyCareer](#) | [RSVP](#) | [Newsletters](#) | [More](#) ▾



**smh.com.au**  
The Sydney Morning Herald

Environment



11:02AM Wednesday Jul 28, 2010 | 3,659 online now | See today's paper

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**smh.com.au**  
The Sydney Morning Herald

Environment



Flash banner ads for Fairfax Digital sites

# ***MERCHANDISE***



iPhone protective covers





Posters created for Melbourne campaign, including new artwork



Shopping bag



T-shirt for sale and use by volunteers doorknocking etc.

***PRINT***



**EVELYN**  
Music Librarian

**I WANT  
REAL LEADERSHIP  
ON CLIMATE CHANGE.  
THIS TIME,  
I'M VOTING GREEN.**

Growing up in Australia, I took clean air and a healthy environment for granted. But climate change and drought pose a threat to our way of life, especially for kids.

After seeing the Government fail to put a price on carbon and reduce pollution, I'm voting Green. They'll do what's right, not just what's easy or polls well.

**BECAUSE WHO YOU VOTE FOR MATTERS.**  
[vic.greens.org.au](http://vic.greens.org.au)

Authorised by S Csanyi, 1/377 Little Bourke St, Melbourne, VIC 3000

**THE GREENS.**

Advertisement for *Good Weekend*  
One of three





# PLAYING POLITICS WITH PEOPLE'S LIVES IS UGLY.

Asylum seekers arriving by boat make up less than 2% of Australia's immigration intake every year. At the current rate, it would take 20 years to fill the MCG with boat arrivals. 9 out of 10 people arriving in Australia by boat are found to be genuine refugees.

The Greens advocate a rational approach to processing asylum claims – based on facts, not hysteria – and an end to indefinite detention and remote island processing.

## YOU DO HAVE A CHOICE.

Adam Bandt – Candidate for Melbourne.  
Alex Bhathal – Candidate for Batman.  
Richard Di Natale for the Senate.

# THE GREENS.

Authorised by R Leppert, 1/377 Little Bourke St Melbourne

Quick response ad on refugee debate for  
Melbourne local newspapers

***OUTDOOR***



Billboard design templates – used throughout the country by candidates for Senate and lower house.

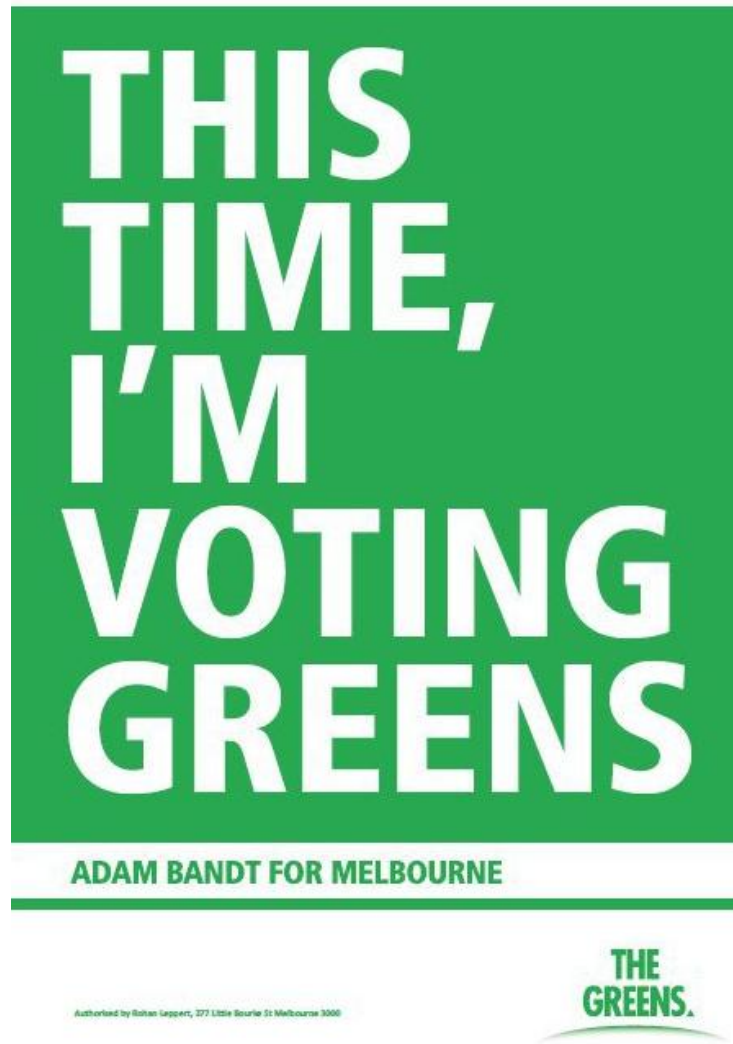


Legal street posters created for Melbourne / Victorian campaign

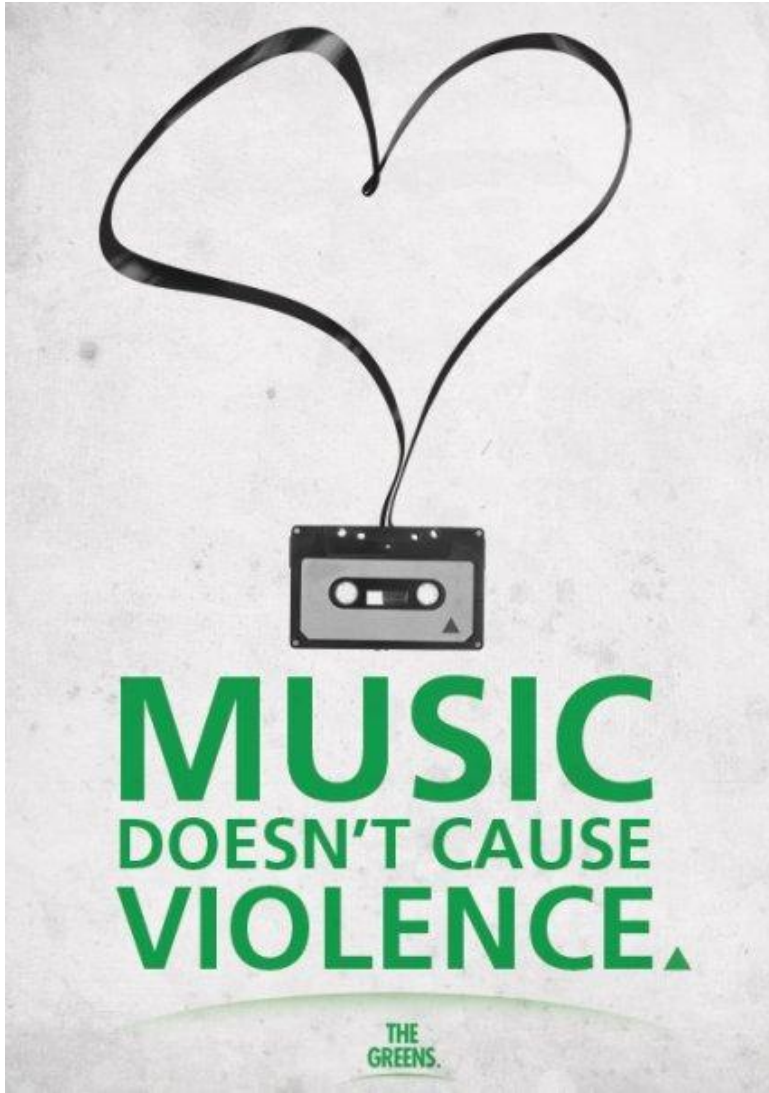




Billboard creative used across several supersites  
Direct response to major parties' climate change policy.



Corflutes for people's homes and use on election day



Poster created for Melbourne campaign



**YOUR VOTE IS POWERFUL.**

**THE GREENS STAND UP FOR WHAT'S RIGHT, NOT JUST WHAT'S EASY.**

This election, you do have a choice. Vote for the fastest-growing party in Australia: for real leadership on climate change, a compassionate approach to refugees, quality public education and better support for students.

**BECAUSE WHO YOU VOTE FOR MATTERS.**  
[vic.greens.org.au](http://vic.greens.org.au)

Authorized by S Ciampi, 1/377 Little Bourke St, Melbourne, VIC 3000  
Printed by Headland Press, 6 Short Street, Brookvale, NSW 2100.

**THE GREENS.**

Indoor advertising created for universities (washrooms etc).



## *For more information*

For more information about how your organisation can work with Make Believe, please contact:

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**Co-founder and director**  
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