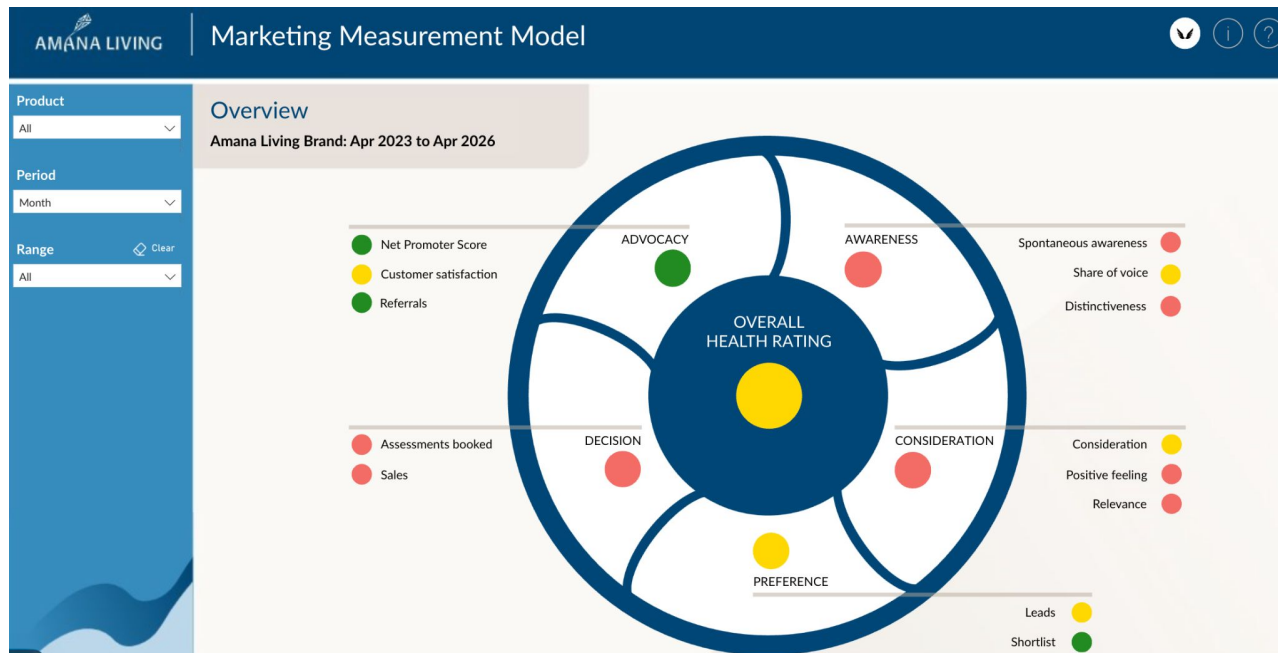




CHALLENGE: Amana Living, a major Aged Care provider, needed to see a total view of marketing effectiveness, across their customer journey; incorporating all of their continuum-of-care products, from Home Care, to Retirement Living, Respite Care, Residential Care and total Brand.

SOLUTION: A marketing measurement model, moving from awareness to advocacy and including Sales and NPS, creating a virtuous cycle. All these phases are lit by actionable and clear traffic lights, based on KPIs agreed amongst Amana Living and their Partner agencies.

OUTCOME: "Rebel Angel Strategy FlightDeck has simplified the complex and developed an interface that is easy for our marketers and makes sense to other stakeholders, driving growth across our business. I would recommend Rebel Angel Strategy because what we achieved exceeded my typically high expectations." Gillian Reilly, Head of Marketing and Customer Service **Amana Living**