



INTEGRATED CAMPAIGNS

OneTalk Technology works at its most effective level when it is used in an integrated way with several audio products.

OneTalk partners with Sprout to add value and greater targeted reach to your campaign, using your audio and artwork assets across many platforms including talking posters, albums and Apps. Assets can also be extended further to include print, merchandise, radio television and much more.

Integrated Campaign Case Study

In a major project One Talk has supplied audio products for 31 regional and remote communities to communicate the message of Grog Running for the Department of Justice.

Three key messages of the campaign were translated into 10 languages

- 30 animated language Television adverts
- 30 animated language web and MMS files
- 3 variations of A2 talking posters rolled out Territory-wide
- 50 talking grog story audio books with health messages about alcohol

- 31 remote schools participating in creating their own messages on talking posters.

To date this is the most comprehensive integrated project that has ever been delivered in traditional language across the Northern Territory.

A dedicated project manager coordinated items across government departments and the creative agency. All materials were successfully focus tested in both the Top End and Central Australia.

OneTalk posters delivered the key Grog Running messages and were placed in community centres, police stations or council while the Grog Story book was used in clinics. The book makes the topic relevant because although some communities are dry, others have clubs and people do travel.

