

Problem =

- Barnardo's were struggling to attract donations with a small annual media budget in comparison with 'big name' charities.
- Broadcast a creative campaign designed to challenge findings of research showing that 25% of adults think disruptive or anti-social children are beyond long-term help by the time they are 13 years old.

Challenge =

- Create awareness of what Barnardo's stands for and does, generate donations and recruit new donors.
- Building on JAA's 9 year relationship with Barnardo's, introduce Equi=Media to implement a digital strategy, integrated with the existing offline media campaign.

Our approach =

- Working with Barnardo's' creative and PR agencies, Equi=Media and JAA worked together to integrate quality national press with digital homepage takeovers incorporating a controversial video ad (rich media).
- Press and online activity were supported by a short duration heavyweight national radio campaign using 30" and 40" ads voiced by Daniel Craig, plus tube carriage 'takeovers' in London.
- Online video campaign was a media first focusing on the true story of a verbally abusive child. The execution sees him tell care workers and teachers to "f**k off". The ad then underlines the fact that Barnardo's refuses to "f**k off" and give up on such children.

The result =

- The campaign has successfully changed perceptions of Barnardo's:
 - Now seen as more modern
 - Decrease in spontaneous association with orphanages
 - Increase in donations
- 4,586 interactions online with 1,397 pledges and 115 donations attributed directly to the 'I believe' campaign (4.6% conversion).
- ROI on the total awareness and fundraising activity has been calculated at 2.2.

