



JUDGE'S COMMENT:

“An excellent use of media. Used press to demonstrate what it’s like to walk past a homeless person, it forces you to double take.”

Cordell Burke, Cordscom

THE TEAM

- Reuben Turner
- Selina Heathcote
- Lynn Bushby
- Caroline Glover
- Emma Amato
- Paul Bygraves
- Louisa McGinn
- Joe White
- Karla Montfort

THE GOOD AGENCY

CLIENT • Centrepoint

WHAT IS WONDERFUL ABOUT THIS WORK? • Very few homelessness charities can recruit outside Christmas, especially not off-the-page. We bucked this trend with ROI of 1.46:1 in year one and 243 new sponsors worth over £40,000 a year.

OBJECTIVES • To recruit loyal, high-value sponsors all year round at the lowest possible cost. To produce a new banner ad to replace a creative in decline.

STRATEGY AND TARGETING • Like many homelessness charities, Centrepoint has a natural flow of donations and new supporters around Christmas, when the weather is at its coldest. Unfortunately this puts us in direct competition with other charities such as YMCA, Crisis, Shelter and St Mungo's. Many donations at Christmas are single gifts, with no opportunity to capture details or build a relationship with donors. The Room Sponsorship product provides Centrepoint with a regular income stream. We capitalised on the success already achieved from off-the-page press.

Most people don't know what to do when they're confronted by a young homeless person. Because they don't know how to help, they just walk past. This was the moment we wanted to recreate, the difference being that we'd offer a tangible and credible way to help. We knew that a full-page long copy ad would prove most successful for a relatively large regular gift. The Independent, Guardian, Telegraph and Times all performed well, with other media buying largely led by the creative, which made an innovative use of the space. The extra 'teaser' ad posed two challenges – cost and production. Fortunately the additional cost of the teaser was borne by many of the media owners as Centrepoint was buying full pages. Where there was an additional cost, the increased response more than made up for it.

DATABASE • We capture phone, address and email details. New sponsors are given the opportunity to receive future communications by text, mail, phone or email, driving both retention and upgrade. We will soon launch a new virtual room where sponsors can tour a Centrepoint room.

RESULTS • Powerful creative, a tangible proposition and smart media-buying produced a campaign with outstanding results. In a market where few charities are able to recruit new regular givers successfully, we have ROI of 1.46:1 in year one and 243 new sponsors worth over £40,000 a year.