

## GOLD

As donation mechanics and creative strategies for charity campaigns have converged, they have become increasingly difficult to differentiate. World Vision, a charity working for the world's poorest communities, sought a bold new creative approach to achieve brand cut-through and broaden its portfolio beyond its core 'Child Sponsorship' programme, while reaching a new audience.

Its 'Poverty Over' campaign was a trial for a harder-hitting approach, backed by a wider product portfolio. The charity targeted a wider group identified as 'Global Citizens', who were in tune with its aims, but may not have been prepared to sponsor a child.

The radio creative, praised by the judges for avoiding clichés, used chilling images in sound to convey its message. For example, the fact that a child dies every three seconds as a result of poverty was illustrated by leaving three-second gaps in the voiceover.

Awareness of World Vision among the target audience tripled, while outside this group, it rose 200 per cent. Conversion rates rose 45 per cent against a benchmark figure, with the option of monthly giving seeing a 71 per cent rise. With a cost of acquisition of £12, ROI was 600 per cent.

Despite a relatively small number of entries in this category, judges reported that all were well-executed campaigns that pointed to a maturing of radio as a key DM channel.



## SILVER

DP&A reinforced the benefits of World Vision's Child Sponsorship programme – for both the child and sponsor – through the use of testimonials. These highlighted what child sponsorship provides to communities in need and illustrated the personal motivations behind the decision to sponsor a child. It also achieved a 37 per cent reduction in cost per response.

## BRONZE

Thresher wanted to encourage those 18 to 35 year olds who make spontaneous purchases to buy more of its products. Harrison Troughton Wunderman discovered 'strange' days that are celebrated around the world. Radio spots featured friends using these occasions as an excuse to throw a party. Transactions increased by 5.6 per cent and sales by 7.2 per cent.

## GOLD

**Client**  
World Vision  
**Agency**  
DP&A  
**Agency team**  
Dan Douglass  
Dave Poole  
Carolyn Stebbings  
Dave Money  
Michael Wright  
**Other companies involved**  
021 (production)

## SILVER

**Client**  
World Vision  
**Agency**  
DP&A  
**Agency team**  
Dan Douglass  
Gareth Lloyd  
Michael Wright  
Nick Rainbow  
Amy Chester

## BRONZE

**Client**  
Thresher  
**Agency**  
Harrison Troughton  
Wunderman  
**Agency team**  
Emily Portnoi  
Johnny Watters  
Chris Catchpole  
Tracy O'Halloran  
Niamh Comerford