

CASE STUDIES

RAPID AWARENESS RAIDING AND FUNDRAISING SUPPORT DURING THE COVID CRISIS

Unicef UK

OBJECTIVES:

Raise awareness, at scale, of Unicef's 'Save Generation Covid' appeal.

Drive association between Unicef and Coronavirus to cut through in a crowded coronavirus appeal environment

Drive understanding that Coronavirus is a crisis affecting children

CAMPAIGN DETAILS:

June 2020

Part of 'First Hello' first paper posting cycle after lockdown

Classic Rail and Classic Roadside 6-sheets nationwide

RESULTS:

Consideration for supporting Unicef increased

Those exposed to the campaign were **33% more likely to consider Unicef**, an uplift sustained throughout the campaign

Brand advocacy increased

18% uplift in likelihood to recommend Unicef to family and friends amongst those exposed to the campaign

Increase in brand relevance

Unicef association with Coronavirus response doubled pre- to post-campaign, **putting the charity above competitors**

Increase in trust

Those exposed to the campaign report **higher levels of trust** in Unicef, and view the charity as more 'relevant' and 'effective'





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“It was critical for Unicef to fundraise rapidly to support our emergency #GenerationCovid appeal. We needed to drive up awareness of the campaign and of this children’s rights crisis by delivering high impact, distinctive, highly targeted creative that would help us cut through in a crowded coronavirus appeal environment.

“We’ve seen very strong brand results from our Save Generation Covid campaign so far. Crucial measures of consideration to support, advocacy, relevance and trust all increased, making it much more likely that people would choose to donate to us.

“Those who saw the campaign say they are far more likely to support and recommend Unicef – and the out-of-home campaign has played a significant part in driving this fantastic brand impact.”

CATHY DRUCE

HEAD OF BRAND AND STRATEGIC
COMMUNICATIONS, UNICEF UK