

## Direct Mail Case Study



### Change a Child's Life



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Sector & Brand: Non-Profit, Barnardo's

Country: Ireland

Date: 2010

### Background:

#### Who was the advertiser?

Barnardo's children's charity was founded in 1866 and is one of the leading welfare organisations that operates to support vulnerable children and young people. Though it is based in London, UK, it carries out its support projects in a number of countries including Ireland. As of 2010 Barnardo's spent over £190million each year on more than 400 services aimed at helping these groups in order to fulfil the charity motto; 'Giving children back their future.'

#### What was the challenge?

To reach an audience and inspire donations despite the long-standing nature of the charity and the unchanging need, and the previous campaigns combined with the multiplicity of charities vying for contributions.

#### What were the objectives of the campaign?

The aim was to reach more people, in so doing raising brand awareness, and garner a cash-injection prior to year end, gain a useful donor database to help with future mailing campaigns.

### Who was the target group?

The target audience were women of the age 35+ in the middle to upper income bracket. They are DRTV and direct mail responsive and likely to donate by a means of cash gifts or direct debits.

## The campaign in detail:

### Which media were used?

This was a multi-channel campaign using DRTV, outdoor posters, digital activity, direct mail, DR inserts in 3 national titles, and press advertising, as well as radio and a microsite.

### What was the mailing approach?

The campaign was two-pronged; the main part of the campaign using Direct Mail was sent to the existing donor base, while the cold insert was the national and regional press titles. There was a standalone donation form and reply envelope provided to facilitate ease of response.

### What was the creative concept?

The creative concept was based on making an emotional appeal though giving an example of a child's difficulties to stimulate a response and highlight the good work that the charity could do if provided with the funds.

## The results

- In comparison to the television campaign in 2009 there was a 1000% increase in donations.
- Donations were hugely increased; cash offerings were over target by 147% and those by direct debit were up by over 2000% compared to the previous campaign.
- Achieved further outreach to prospective donors for the future.

