

THE PROBLEM

- Falling awareness amongst younger people (18-40)
- Lack of perceived relevance
- An ageing donor base

If we don't start attracting younger supporters now, we may struggle to sustain our funding and therefore our service longer term.

THE BRIEF

Create an interactive outdoor engagement piece which can be installed in a high footfall area. The primary audience for this will be 18-40 year olds, however it will be open to everyone.

The Brief

- Surprise, delight, amuse, entertain
- Interactive – the primary objective is for this to be **engaging**
- Relevant to our cause in a way that raises awareness of our brand
- Encourage social sharing

Considerations

- Consider if it can be repeatable/scalable
- Able to capture data or able to elicit donations either physically or by text. Think about what the payoff from the transaction could be. This is not to be at the expense of the overall experience.
- Consider if a corresponding/complementary digital experience can be offered and what this would look like.