

## Action for Children National Children's Hour



### 'When the big hand reaches for the little hand.'

Leading UK charity Action for Children were to launch a new campaign aimed raising awareness of the huge value to children of having a least an hour a day of play and interaction with their parents or guardians.

They needed an identity to promote the campaign, and to really strike a chord with parents and guardians about the importance of this hour to children. Our approach was to create a typographic mark, incorporating a clockface that indicated the one hour a day – with the hands subtly suggesting a grown-up with a small child, peeking out from behind.

To add a further emotive element, we combined the mark with a warm and playful line, 'When the big hand reaches for the little hand' – underlining the importance of the connection between parent and child.

### Kind words...

*"Action for Children appointed Neon in 2014 to create a powerful creative idea and identity for National Children's Hour. Neon delivered this in spades, presenting us with a campaign where early signs indicate that the public will be active and enthusiastic participants. Working with Neon, you can expect strategic thinking combined with beautifully crafted creativity to bring a vision to life. As Head of Brand and Marketing, I not only appreciate the single-mindedness of their approach and attention to detail, but also the easy working relationship and genuine partnership they bring to the table."*

**SHEONA MICHIE**  
Head of Brand and Marketing  
Action for Children

## Action for Children National Children's Hour



### PROJECT SUMMARY

- Art direction
- Brand guardian
- Campaign strapline
- Campaign brand mark
- Advertising
- Promotional posters
- Literature
- Bespoke illustration
- Digital
- Events

