

Action for Children 'It starts with hello' Loneliness campaign

“Young or old loneliness
doesn't discriminate”

Jo Cox



Helping beat loneliness through the power of “hello”

“Young or old, loneliness doesn't discriminate . . . “ those were the words of campaigning MP Jo Cox; and following her tragic death, the Jo Cox Commission on Loneliness was set up to continue her work in taking practical action to tackle this extremely widespread social problem.

Neon's long-time client Action for Children, knowing better than most how loneliness affects hundreds of thousands of children, parents and families throughout the UK, were quick to sign up as partners in this groundbreaking initiative. And at Neon we were thrilled when they came to us for a powerful identity and visual style for the Commission report, and communications aimed at raising awareness of the issue

Half the person, double the visual impact

Taking the report's title - “It starts with hello” - as our starting-point, we developed a simple but dramatic visual device, based on brutally cropped black and white photos, to suggest how people feel cut off, marginalised, left out on the edge by their experience of loneliness.

Designed to work equally powerfully across different applications, the campaign idea was reinforced by shocking statistics on the prevalence of loneliness, while in print we added warmth, and had some fun, with assorted regional synonyms for “hello”, the unassuming little word that can start a conversation and help put loneliness on the back foot.

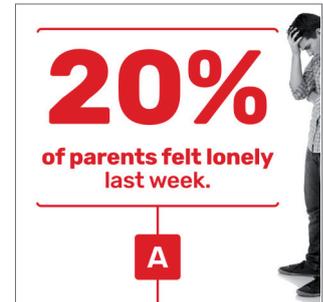
Go on, try it. Say hello - or something similar - to someone you meet who could be lonely.

Kind words...

“Dana is our go to person for our tougher or more sensitive briefs. This was yet another simple but highly impactful idea, that captures the problem of the isolation and the simple humanity that is the solution. Brilliant and provoking as ever.”

SHEONA MICHIE
Head of Brand & Marketing
Action for Children

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PROJECT SUMMARY

Art direction
Brand guardian
Campaign strapline
Literature
Advertising/ Promotional posters
Digital / Social Media advertising