

Action for Children National Children's Hour



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

Leaving UK charity Action for Children were to launch a new campaign aimed at raising awareness of the huge value to children of having at 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

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PROJECT SUMMARY

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

