

Food Bank Aid Campaign



There's a new banking crisis.

We all know the great work food banks do — but who helps them when they're struggling to fill their own shelves? That was the challenge Food Bank Aid (FBA) brought to Neon: to help raise £1.25 million in just 36 hours to keep their network of North London food banks stocked with essential food, toiletries, and household goods.

Our response was to reframe a familiar message. Instead of focusing on the cost-of-living crisis, we turned the idea on its head with the simple but provocative line “There’s a new banking crisis.” It instantly captured attention and empathy, shifting the conversation from financial institutions to the community organisations that support thousands of families every week.

Building on FBA’s only existing brand asset — a heart on a plate — we developed a distinctive creative concept rooted in human connection and emotional honesty. Neon created the campaign strategy, storyboard, copywriting, and art direction, collaborating with Golden Ticket Productions to bring the film content to life. The fundraising video featured real recipients, silently holding the viewer’s gaze while sharing their stories written on empty paper plates — a simple, haunting visual metaphor that made the cause impossible to ignore.

The campaign’s impact was immediate. FBA not only hit but exceeded their £1.25 million target within 36 hours, with strong engagement across social channels and widespread positive feedback from donors and stakeholders.

FBA’s Client Service Lead, Nicola O’Hara Cregan, said:

“Dana and Neon impressed us with a wealth of innovative ideas that exceeded expectations. The campaign’s

success — surpassing fundraising goals and earning high praise from stakeholders — speaks volumes about their exceptional work.”

We’re proud to have helped such an extraordinary charity continue its life-changing work — and delighted that FBA has since continued working with Neon on their ongoing content strategy.

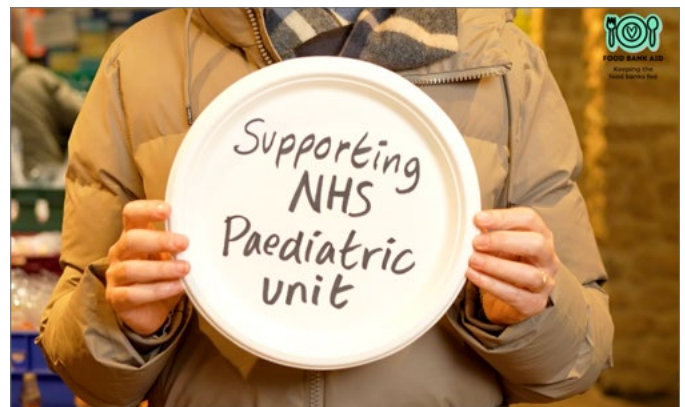
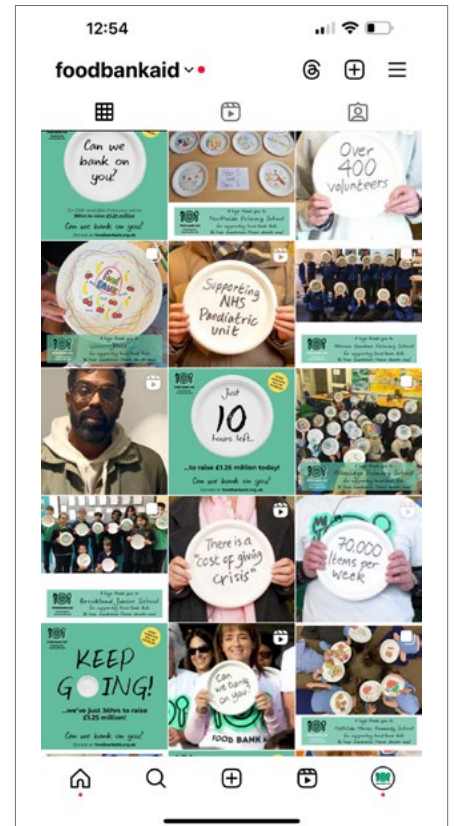
Kind words...

“Dana is a standout professional who brings immense value to every branding and communication project. When I shared FBA’s key fundraising campaign brief with Dana and Neon, they impressed me with a plethora of innovative ideas that exceeded our expectations. Dana’s expertise in his craft and calm demeanor amidst a storm of sometimes choppy opinions instilled confidence and respect in the team. The success of the campaign, surpassing fundraising goals and earning high praise from stakeholders, speaks volumes about his and Neon’s exceptional work.

Working with Dana and Neon was a delightful experience, as they perfectly balanced creativity, speed, and affordability within our limited budget, delivering a big bang campaign. FBA’s decision to continue working with Neon for their content calendar speaks to the undeniable value they provide. Looking forward to our next collaboration!”

Nicola O’Hara Cregan
Marketing Director

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PROJECT SUMMARY

- Strapline
- Brand identity
- Brand mark animation
- Animations & end screens
- Brand visual style
- Digital templates
- Stationery

