

Action for Children

I'm an Activist for Action for Children



'Hello, Glastonbury! Are you ready to GIVE?'

A lovely brief from long-time client Action for Children – but quite a complex one, too. Why complex? Because we needed to find a way of weaving together a compelling and coherent story from separate, not-very-closely-related elements. For starters, there was Harry – a happy, healthy 13 year old, who was adopted at six, after a very difficult start in life. With his new family, Harry was about to embark on an epic 12-week voyage in their yacht, around the UK. And they were planning to use their adventure as the focus of a campaign to raise money for Action for Children. By chance, Harry's parents were on friendly terms with Glastonbury Festival supremo Michael Eavis, who kindly and amazingly gave them a slot on all the festival's stages big screens, including the famous Pyramid Stage, to promote their fund-raising and invite festival-goers to make a donation.

So, when Action for Children called in Neon to come up with a campaign idea and make promotional films, that was the challenge: to find a way of telling a clear story, easily understood by a potentially slightly woozy Glasto crowd, linking Harry and his family's trip to the wider efforts of the charity to make things better for children whose lives have been anything but plain sailing – and finally and most importantly to motivate people to either donate their money or time to actively sign-up to get involved in helping to support Action for Children's efforts in their local area. So, quite a lot to pack in...

Usually our advice would be to simplify. However, in this instance the complexity and the challenge in the amount of messaging and content, ended up helping create something wonderful – especially when it came the promotional film.

Time to put our thinking caps on – hang on a minute...

We wanted to find something simple, fun, and involving; something that would tap into Glastonbury's unique feel good vibe, and motivate people not just to give, but also – ideally – to get involved.

Our solution? A red paper hat. A simple but elegant visual device connecting Harry and his boat to the work of Action for Children, which also works as a striking (as well as cheap and biodegradable) give away at Glastonbury – and a highly visible statement to pledging help to do some good. The campaign signature red paper hat is supported by our accompanying line rousingingly inviting people to become an 'Activist' for Action for Children.

Just watch the movie to see how charmingly flexible that idea turned out to be. Storyboarded in loving detail by Neon, and then beautifully brought to life by animation production company and friends of Neon, Scriberia – and the music was kindly donated by the most excellent Delta Mainline.

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PROJECT SUMMARY

Campaign concept & strapline
Campaign brand mark
Campaign animation concept & ideas
Animation storyboarding
Animation art direction
Sourcing soundtrack
Advertising
Promotional posters
Literature
Bespoke illustration
Digital
Promotional stand

