



CRISIS ANNUAL CHRISTMAS CAMPAIGN



ROOT

THE CHALLENGE

Crisis, the UK's national homelessness charity, wanted to build a sustainable funding model after being impacted by government cuts of £6bn in charity sector spending.

THE ASK

Develop an ambitious media strategy for a long-term nationwide donor acquisition drive, piggybacking the charity's existing annual Christmas fundraising campaign.

ROOT

WHAT WE DID

Produced a cult campaign that has delivered year on year for over a decade.

HOW WE DID IT

Leveraged existing data to garner smart, usable insights, introduced new channels, balanced awareness vs response media, integrated/discarded innovations, fine-tuned near-infinite creative, medium, position, timing, size and environment permutations. All to support successful planning and better rate negotiation, ultimately increasing ROI every year.

2162%
INCREASE
IN REVENUE FROM
DONATIONS

265%
INCREASE
IN FIRST YEAR
ROI.