

SAVE THE CHILDREN

‘Censored’ - 2018

Background

- Save The Children are a leading children’s charity operating in 120 countries across the world. The charity strives to help in child protection, poverty, rights and education. Its new ‘Censored’ ad specifically focuses on raising awareness of children growing up in war zones/conflict and the life-changing work the charity does for them.
- The emotive ad follows two Syrian children who are affected by a bombing and highlights the role Save The Children play in helping these children in protected camps, provided and managed by Save The Children volunteers.
- The ad censors out the horrific post-bombing imagery and the ad’s strapline ‘children in war zones see things nobody should’ cleverly highlights how the children growing up in these areas of conflict aren’t so fortunate to be shielded from the horrors.

Plan

- Save The Children launched the ‘Censored’ ad across TV and online with cinema playing an important role for the charity. Cinema’s immersive viewing environment and low ad avoidance made it the perfect environment for an ad that contained limited dialogue and instead relied on its striking visuals and bold sound to communicate its emotional messages.
- Across the month the ads played before a range of films including silver spots in ABC1 adult skewing titles *King of Thieves* and *The Predator*. Capturing audience attention in reel and driving understanding of the ‘Censored’ concept the ultimate aim of the cinema activity was to drive impact, awareness and recall.

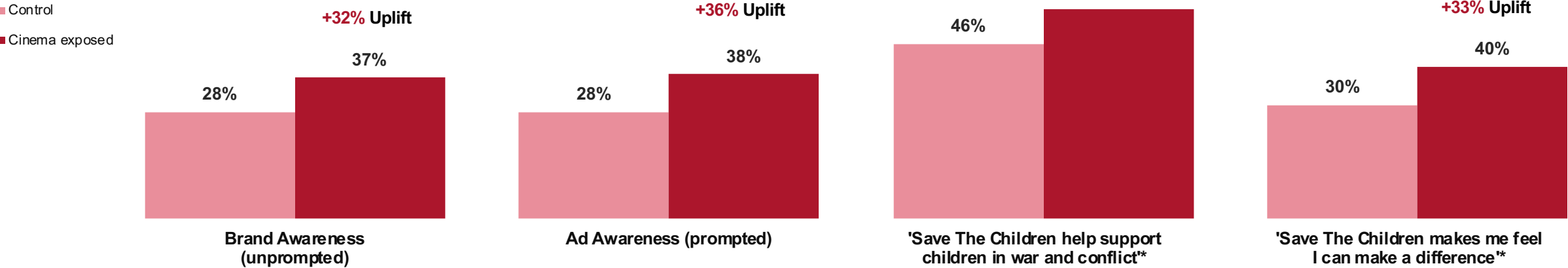


Campaign Details

Sector	Charity
Target Audience	ABC1 Adults
Package	AGP & Silver Spots (<i>King of Thieves</i> , <i>The Predator</i>)
Creative Agencies	adam&eveDDB
Media Agency	the7stars
Duration	60"

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Significant uplift in brand awareness and advertising awareness:

Cinema exposed respondents are **32% more likely to be spontaneously aware of Save The Children** and are **35% more likely to be aware of advertising when prompted** vs. control.

Cinema exposed = 37%, Control = 28%; Cinema exposed = 38%, Control = 28%



Driving key brand perceptions further:

Cinema exposed respondents are **20% more likely to agree 'Save The Children help support children in war and conflict'** and **33% more likely to agree 'it makes me feel I can make a difference'** vs. control.

Cinema exposed = 55%, Control = 46%; Cinema exposed = 40%, Control = 30%



Significant cut through and uplift in consideration:

'Censored' was very impactful - the activity was **recalled by 59%** of cinema exposed respondents, **28% higher than the average DCM campaign study**. Moreover, cinema exposed are **28% more likely to list Save The Children as the main charity they would donate to** vs. control.

Cinema exposed = 9%, Control = 7%.

Summary

Running its emotive 'Censored' ad in cinema helped Save The Children drive **significant uplifts in brand and ad awareness**, increase campaign cut through, **land key brand perceptions**, and **increase audience consideration** to donate in the future amongst the upmarket, affluent cinema audience.

