

Best low budget campaign

## Help keep the lights on

We supported CRASH on their Christmas Card Appeal, a campaign that has been running for several years and is a major revenue-driver for the charity. We worked on a pro bono basis to enhance the campaign in 2022.

By launching a new, more emotive creative concept through an expanded list of trade media and combined with a highly targeted digital campaign we exceeded all campaign objectives – increasing the number of donors, growing the average donor value and generating more revenue than the previous year.

35.4%

Increase in average donation value

94

Pieces of editorial coverage and FOC ad placement negotiated

1,432%

Return on investment (ROI)