

# #UNIGNORABLE

Domestic violence, poverty and homelessness exist in communities across Canada, but the negative impact of local issues like these is not always visible. United Way wanted to create greater awareness of the issues affecting Canadians in their communities.

## CHALLENGE

It's impossible to solve community problems until you have people's attention. It's equally difficult to secure donations when people aren't clear about what United Way stands for in a sea of worthy causes. There are so many charities vying for share of wallet.

Ipsos reports that the number of people giving to charities increased in 2017, but people are giving less. And, when asked to evaluate effectiveness, Canadians placed more emphasis on a charity's ability to achieve its mission and create [impact](#).

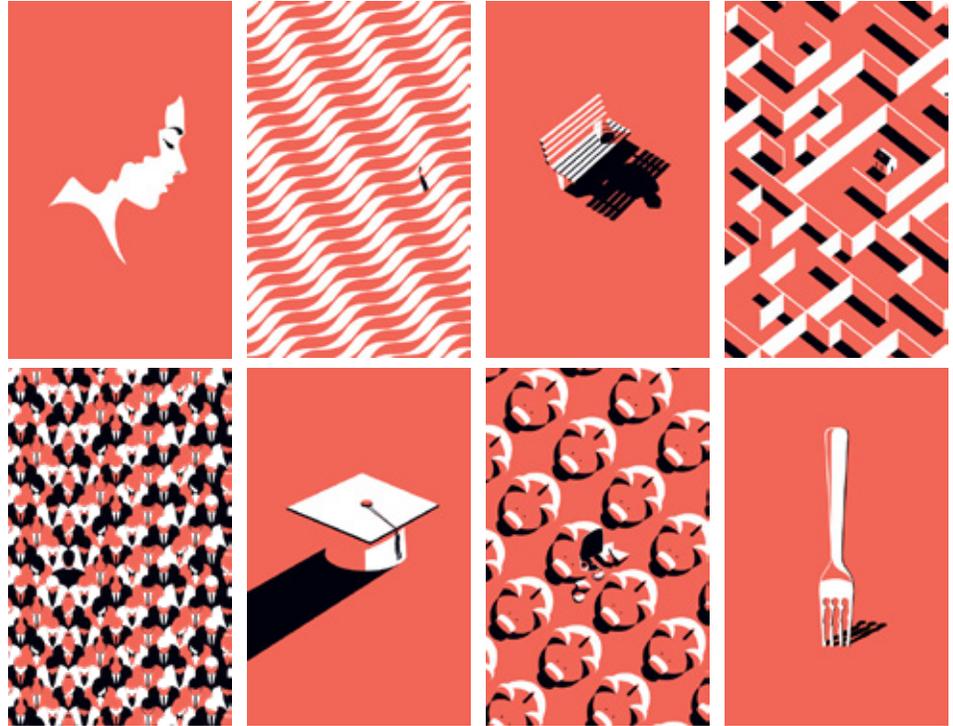
United Way needed to emphasize what it does, and why it matters in a way that would not only raise the profile of its causes but also make this non-profit stand out.

## RELEVANCE

United Way wanted to address eight issues that affect Canadians in every community: domestic violence, mental health, unemployment, homelessness, education inequality, social isolation, poverty and hunger.

Local issues can be easy to ignore. The strategy was to make them "unignorable" and the campaign objective was to increase visibility.

Charities are good at putting a face to an issue, but what about a colour? The Pantone Color Institute® was selected to create one unifying colour for the eight concerns. Applying the science of colour resulted in a vivid, neon, coral orange, created specifically for United Way.



## INCITING ACTION

The #UNIGNORABLE platform was launched with United Way's largest integrated campaign to date. Building on the colour, the multimedia campaign draws on a tradition of art as activism, using custom art by Malika Favre to represent the eight issues. #UNIGNORABLE came to life through film, video, social, out-of-home, experiential events, merchandising partnerships and direct mail.

Toronto kicked off its campaign with an interactive installation at Nuit Blanche. In

film and video, the #UNIGNORABLE colour draws attention to issues: a van that's home to someone, the food tray of a hungry child, a bullying text, a chair that bars the door to domestic violence. Each ended with the words "local issues can be easy to ignore, we're making them #unignorable."

The direct mail campaign reached 200,000 addresses. Each mailing concentrated on a different campaign issue, with stories chosen to align with video assets. In future, United Way hopes to further personalize

**CLIENT:** United Way | **COUNTRY:** Canada | **AGENCY:** Taxi, Toronto | **AGENCY TEAM:** Executive Creative Directors Alexis Bronstorph, Kelsey Horne | Assistant Creative Directors Dan Cantelon, Marc Levesque | Designer Rasna Jaswal | Illustrator Malika Favre | Senior Integrated Producer Cherie O'Connor | Producer Dennis Soler | Broadcast & Content Producer Joan Digba | Group Account Director Adam Ball | Account Director Leigh Anderson | **CLIENT:** VP, Head of Strategy Christine Maw | Content Director Adrienne Clarke | VP Communications and Brand Strategy Louise Bellingham

direct mail to match the problems in each neighbourhood they target.

For one of the mailers, a bold rectangle of the Pantone covered most of the envelope – highlighting #UNIGNORABLE. The power of the message inside hit close to home: “An estimated 35,000 Canadians are homeless on any given night. That’s an issue we can’t ignore.” Another mailing brought to life the story of Mike, whose world was changed by United Way after he’d spent years living on the street. Prospective donors were encouraged to “Show Your Local Love” and to give by mail, phone or online at uwgta.org/donate. The mailing also drove to online video content showing how United Way funds change lives.

## RESULTS

An investment in a unifying and distinctive brand and a focus on amplifying visibility proved to be a winning formula that delivered stronger year-over-year campaign effectiveness and overall return on investment.

- › Greater Toronto, the largest United Way in North America, raised a record-breaking \$110 million.
- › Paid media delivered 218 million impressions, excluding direct channels.

› The campaign also brought together regional chapters of United Way. The investment in shared resources and more coherent messaging boosted the overall effectiveness of fundraising.

For the first time ever, United Way got a thank-you message from a donor who received one of their direct mail pieces in the GTA: “Just had to write and say that I received my #UNIGNORABLE donation package and was impressed with its simple and personal message. It certainly compelled me to donate to the United Way! I love it!”

Unignorable results, for sure. Louise Bellingham, VP Communications and Brand Strategy, adds, “While the campaign only launched in the fourth quarter of 2018, it resulted in unprecedented campaign recall and positive impressions for the brand in our 2018 Brand Health research. It also showed a very high potential lift for stronger brand affinity and future donation intent for those exposed to the campaign. We are thrilled with the initial results and continue to expand and extend the creative platform to more markets across the country.”

The platform is now extending to all markets, and for the first time ever to francophone Canada as #JamaisIndifférents. An exciting

new augmented reality experience highlighting poverty is the centrepiece for the October launch in the GTA.



## Case Study Debrief

**COMPANY** United Way

**INDUSTRY** Non-profit

### Inciting Action

Letters and brochures in envelopes printed in the #UNIGNORABLE Pantone were sent to existing and potential donors. Bringing to life the stories of real people who have been helped by United Way, the mailings reached targeted audiences and encouraged donations by mail, phone or online.

### Results

The integrated campaign created over 218 million impressions and helped raise over \$110 million in donations, a record-breaking amount for United Way anywhere in the world.

### Conversion Funnel

*Dots indicate where direct mail was used to incite action.*



#### Data Sources

Custom list

#### Media Formats

Personalized and targeted direct mail

#### Activation Pillars

- ✓ Physicality
- ✓ Data
- ✓ Connectivity

### Key Take-Aways

- › Used a unifying idea to increase marketing impact
- › Built word of mouth into the idea
- › Amplified assets for scale to capture data and stronger offline-to-online conversion
- › Brought intimacy and personalization to issues behind closed doors through direct mail

“ #UNIGNORABLE has been a highly effective breakthrough strategy for renewing the United Way brand in major markets across Canada. ”  
 – Louise Bellingham, VP Communications, Marketing and Public Affairs for United Way Canada.

