

Aqueduct

85 Clerkenwell Road
London EC1R 5AR

T: +44 (0)20 7071 8600

F: +44 (0)20 7071 8601

aqueduct.co.uk

dba
Design Effectiveness Awards
Gold Winner

Case Study / Not For Profit

We never forget: people aren't sold to—they buy.

A fact as true of the Not For Profit world as it is more commercially-driven environs. And people buy based on criteria that change markedly as the decision making process unfolds.

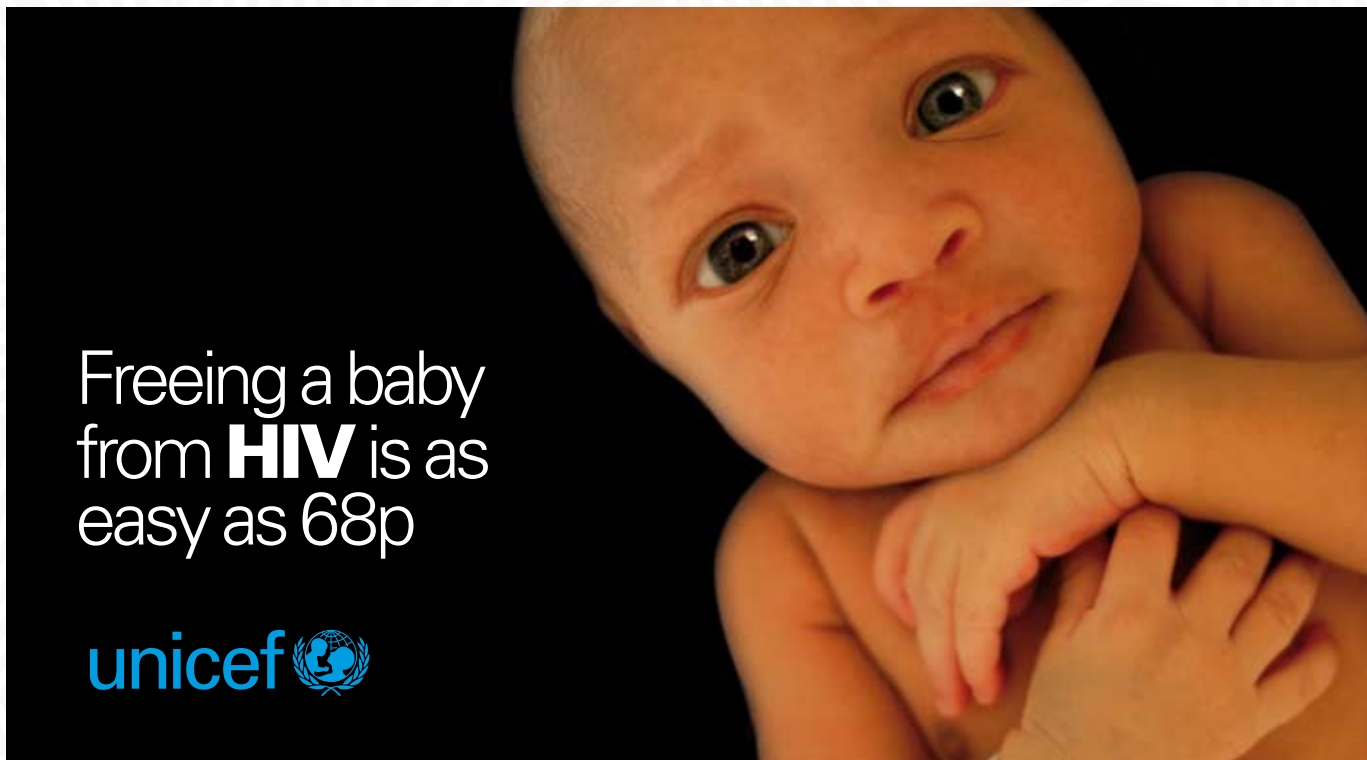
We call it the Sphere of Influence.

It defines our Not For Profit credentials:
all worthy; more worth it.

live
local
give
local

acorns

Care for the child,
support for the family



Freeing a baby
from **HIV** is as
easy as 68p



ENGLISH HERITAGE



The
Lightbox



Clockwise from top / **Unicef** Born Free HIV campaign /
The Churches Conservation Trust ID / design programme /
Everyman campaign identity / **The Lightbox** ID / design programme /
English Heritage brand consultancy & guidelines

Case Study / **Breast Cancer Care**

We'd like you to meet Dolly. She's been helping us with our work for Breast Cancer Care.

Now, the thing about cancer charities (and the support they provide) is that the options are often pretty bewildering, not least because one only tends to consider those options at a time of unimaginable stress.



Our recent campaign for Breast Cancer Care was designed to work with the heightened noise of Breast Cancer Awareness Month, and to hit both Health Care Professionals and their patients.

It was the first time Breast Cancer Care had talked to these two audiences within one umbrella campaign.

It's the sort of task we're quite good at, saying the "same" thing to multiple audiences.

Mind, like we say, we had Dolly's help.

Whoever you are, you listen to a woman as wonderfully wise as her.

Issue /

Noisy breast cancer charity landscape: little differentiation, and spend skewed to Breast Cancer Awareness Month for all players. No one knows Breast Cancer Care.

Insight /

To grab share of voice first you need to find your voice. And then, if that voice works for all audiences you get more bang for your buck.

Delivery /

Advertising / microsite / direct marketing & printed fulfilment

Result /

- **Breast Cancer Care's first campaign to span both public and health professionals**
- **Campaign costs cut and unprompted awareness raised**
- **Increased exposure for BCC brand at breast cancer's noisiest time of year**