

Kingston Smith Creative Vision Award

2015 Winner - Anthony Nolan

What is the Creative Vision Award?

The Kingston Smith Creative Vision Award offers charities the opportunity to receive a brand film worth an estimated

£150,000
completely free of charge.



Were Anthony Nolan's objectives met?

“ We were able to successfully grab the attention of audiences and directly bust the myths associated with stem cell donation. We were astonished by the number of views over our social media channels in the film's first week. ”

Richard Davidson
Director of Engagement,
Anthony Nolan



25,000
views over social media
channels (YouTube and
Facebook)



Linked to
#donatingisntscary
which generated hundreds of comments

Why did Anthony Nolan apply?

Anthony Nolan wanted to tackle pre-existing myths surrounding stem cell donation. Such myths have been identified as some of the major reasons stopping people joining the stem cell register or going on to donate, if they come up as a match for someone with blood cancer. Anthony Nolan also wanted to increase donor retention rates.

Objectives:



Recruitment

to bust the myth that stem cell donation is a scary process



Retention

to encourage those already on the register to go ahead with donating their stem cells if called up



Target audience

Anthony Nolan wanted to target young males, as they are most likely to be chosen if they come up as a match

How did Anthony Nolan find the process of the award?

“ The application process was very simple. ”

As a team, we put our heads together to come up with an idea that we believed would tackle the myths head on.

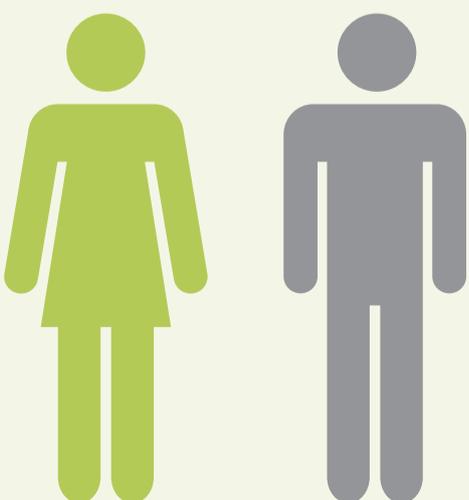
We felt very much a part of the process throughout. The communication from Kingston Smith was clear from the outset and we were able to provide enough feedback to ensure that the films met our objectives and requirements and that it appropriately represented the brand. ”

Alexander Scott
Head of Marketing, Anthony Nolan



What has been the impact for Anthony Nolan?

Impressively, **297 people** joined the donor register as a direct result of having seen the winning film.



“ This represents a huge success. The project to attract young males is an ongoing task and being awarded these films has helped us on this journey. ”

Alexander Scott
Head of Marketing, Anthony Nolan

In addition, the films fired up the communications division of Anthony Nolan and bought the campaign alive, giving life to a whole strain of messaging and ensuring that myth busting is at the heart of communications. They have provided a clear and exciting focus to the myth-busting campaign around retention rates, as well as clarifying what can be a quite difficult concept.

The films are now part of the Anthony Nolan brand.