

Kingston Smith Creative Vision Award

2015 Winner - Dyslexia Action

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.



Why did Dyslexia Action apply?



The original goal of having a film was to help as many people as possible understand dyslexia and to help those who have dyslexia understand that there is help available.

Were Dyslexia Action's objectives met?

“ Roughly 1 in 10 people in the UK are affected by dyslexia and we often find that a lack of understanding causes great frustration to those affected and can hinder their progress at school, at work and in their everyday lives. Our hope is that by increasing understanding, more people with dyslexia will get the vital help that they need to unlock their full potential. We believe that these animation films will help to build this understanding. ”

Stephen Hall
Chief Exec, Dyslexia Action



How did Dyslexia Action find the process of the award?

“ When we heard about the award, we weren't sure if the process would be long and onerous, after all, the prize was quite significant! Instead the **application process was very quick**, only consisting of 5 questions.

Once we were announced as winners, we were involved throughout the process which was a pleasant and welcomed surprise. Our charity and brand are so important to us that being included at every key stage allowed us not only to receive films that met our main objective, but made us feel very much part of the process. ”

Nicola Amoroso
Marketing and Communications Manager, Dyslexia Action

How have Dyslexia Action benefited from the films?

Dyslexia Action won six films and has been using all six. They have found that each film has resonated with different people allowing the charity to connect with wider audiences.

They have also found that the accessibility of these films enables people to talk about the problems relating to living with dyslexia and how it affects them. They open the discussion, which is often hard for someone to do, and provide a platform from which people can develop their understanding of dyslexia and empathise more strongly with it. Essentially, they start a dialogue: **'Now we know how you feel, how can we help?'**

The nature of dyslexia means that video content is a very apt way to communicate with the community.

“ We are hugely impressed by how all six films have effectively communicated with the audience on exactly the right level.

Video is the perfect vehicle, as it draws away from text that can be a struggle for those with dyslexia whilst precisely depicting the emotions they might feel.

Given our resources, it would have been impossible for us to commission our own film, let alone six!

The films are timeless and can be used indefinitely by Dyslexia Action. ”

Nicola Amoroso,
Marketing and Communications Manager, Dyslexia Action

Facebook total reach: **979,453**
Facebook total views: **232,466**



Twitter total reach: **25,671**
Twitter total views: **2,781**



YouTube total views: **38,803**

*statistics for the first five months of use of films

What happened next?

Exhibiting

The films were played on the Dyslexia Action stand at the British Education Technology Fair, where the power of the imagery successfully drew people to their stand.

Everyman Cinemas

Dyslexia Action secured an incredible arrangement with the Everyman Cinema Group, which will be showing the Dyslexia Action film by production team BUties and the Beast at every one of its cinemas across the country for a week in April.

This goes far above and beyond their original objectives for the use of the film. It also adds the extra objective of fundraising to their original aim of raising awareness, since the film will be followed by a slide asking people to make donations via text to give a measurable objective.

