

Kingston Smith Creative Vision Award

2016 Winner - Create

What is the Creative Vision Award?

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

£150,000
completely free of charge.



Were Create's objectives met?

“ The Creative Vision animations are the most viewed and most engaged-with videos Create has ever posted. Not only have the animations helped us reach new audiences, they've been a focal point in our campaign to raise awareness of the challenges young carers face, in particular during holiday periods when they can struggle with isolation and increased responsibilities. The animations are a wonderful tool for demonstrating to audiences how lives can be empowered through the creative arts. ”

Nicky Goulder
Co-Founder and CEO of Create



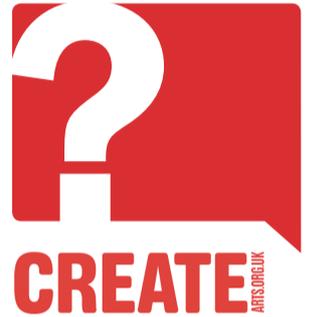
Key highlights



Facebook total views: **15,079**
1,300% increase
in Facebook engagements

Why did Create apply?

Create wanted social-media friendly content to help engage a new audience – in particular young professionals/young parents who might become advocates of Create's work or sign up as monthly donors.



How did Create find the process of the award?

“ Create was excited about the Creative Vision Award as an animation presented the perfect platform for us to convey our key message about the power of the creative arts. **The application process was uncomplicated with straightforward questions** that offered us the opportunity to talk about Create's aims, beliefs and future plans in a truly creative way. The communication and planning from Kingston Smith were exceptional, involving us in every stage of the process, which resulted in a winning film that perfectly reflects the charity's ethos and ambition. ”

Elias Papisideris
Development Executive, Create



How have Create benefited from the films?

Press coverage



- UK Fundraising
- Third Sector
- The Big Issue
- BBC London

**Total audience of
364,249**

- Over the Christmas and New Year period our #creatingopportunity campaign was Mumsnet's featured campaign, achieving a

1,500% increase in traffic to the Create website

- Screening at two major Create fundraising events,

raising combined total of £75,687