

THE CHALLENGE To maximize benefits to the needy, Oxfam spends very little money on advertising and marketing. The challenge was to create a campaign that would inspire advertising agencies and media outlets to contribute time, space and talent to Oxfam Canada.

THE STRATEGY For budget reasons, Dory decided to produce a completely online campaign. With the help of renowned comedienne Mary Walsh (“Marg Delahunty, Princess Warrior”), we ambushed top Creative Directors and Media Outlets across the country. The results were hysterical.

Videos of the ambushes were emailed across the country. A follow-up wave of emails included a call-to-action and Creative Brief challenging agencies to submit work. The ambushes were also posted on YouTube, ihaveanidea.org, facebook and dozens of blogs to generate buzz for the campaign.

Our goal was to get as many agencies as possible involved in the campaign to maximize exposure for the charity. This marks the first time Canadian Advertising Agencies have been asked to do ‘spec’ work for one charitable campaign.

THE RESULTS

Oxfam received work from 18 full-service agencies across Canada. The first campaign from DOUG Agency, entitled ‘Signature’ and featuring Jerome Iginla, launched on television, print and radio.

The second campaign from DDB Vancouver entitled “Sign Twice” launched several months later.

As well, Oxfam received produced television and radio campaigns from Dentsu, Cossette and Ogilvy.

TV host Seamus O’Reagan and executives of CTVglobemedia, Rogers and Pattison were also ambushed.

These ambushes were so successful that each of the companies involved pledged media space for the Oxfam work over the next 24 months. As well, free television and radio campaigns were produced for Oxfam by Dentsu, Cossette and Ogilvy.

All together Oxfam received over 1 Million dollars in free media.

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