



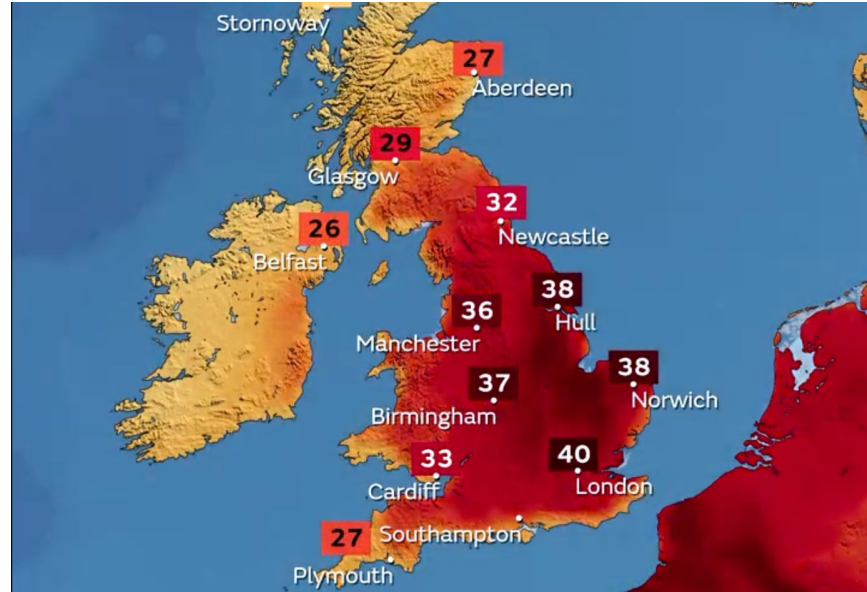
# Topical Triumphs

How Christian Aid harnessed  
cultural moments to drive impact.

June 2025







# A bit about me



# A bit about Christian Aid





We are an international charity united by hope with churches, organisations and people of all faiths and none, determined to fight poverty and respond to humanitarian emergencies.



**Established**

**Compassionate**

**Supportive**





Source: [buildaschoolinafrica.org](http://buildaschoolinafrica.org)

# Quick marketing 101



# Brand vs activation

# Brand marketing

Brand marketing is all about the long game.

It focuses on creating **strong emotional connections** and helping people **remember** and **recognise** a brand over time. Instead of pushing for quick sales, it aims to **build awareness** and **positive associations** in people's minds, so the brand feels **familiar, trustworthy**, and **easy to choose** when it matters most.



Example: British Heart Foundation – Boy (2019)



# Activation / performance marketing

Performance marketing is about the here and now.

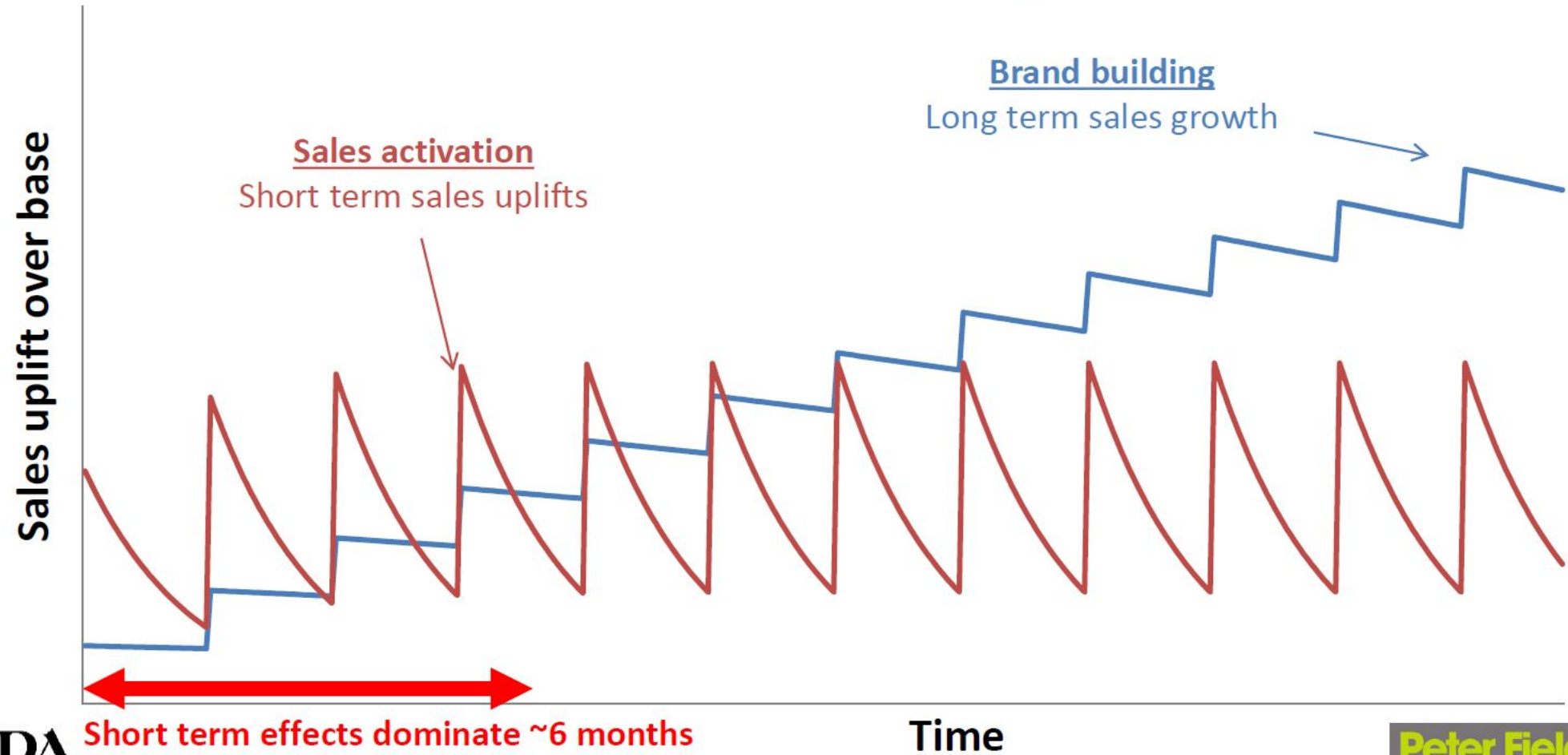
It includes short term activity that evokes an immediate response.

Think DRTV ads, fundraising appeals or a campaign for an emergency response.



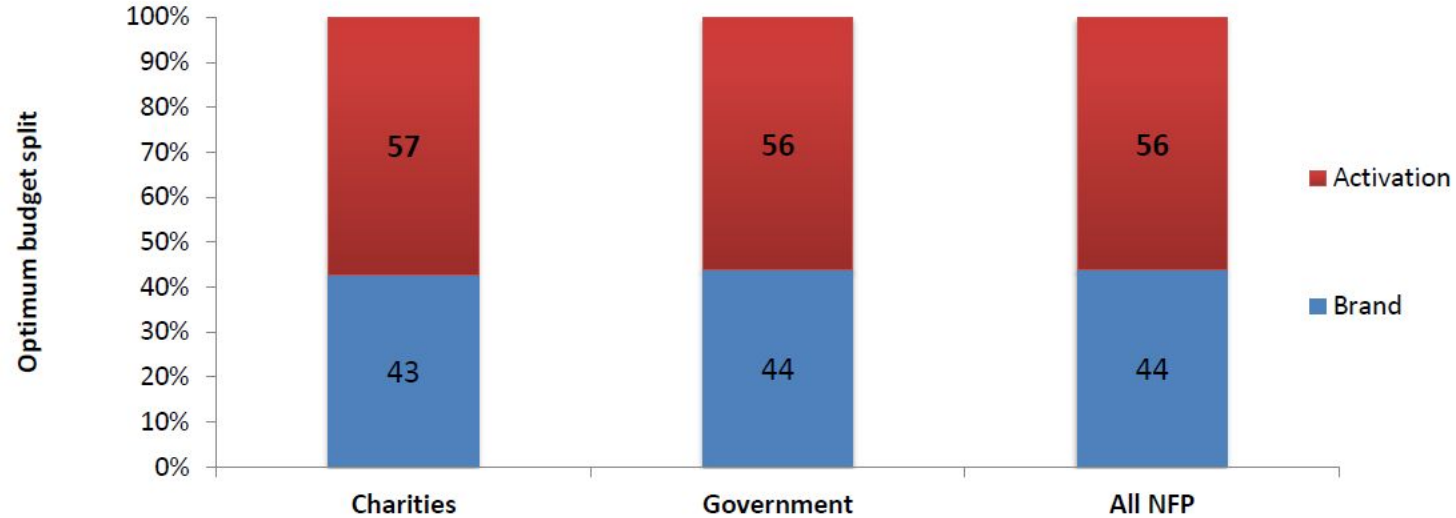
Example: British Heart Foundation (2020)

# Two ways marketing works





# What about the NFP sector?



“When you have a strong brand, people will be more responsive to your performance marketing...they’re already warmed up. While there is a tendency within the industry to dismiss emotional, brand storytelling as “emotional flimflam”, Binet argued his research with Field suggests this is the most impactful work in driving growth.”

Les Binet: Avoid pushing brand and performance at the same time

# Our approach to brand marketing





# United By Hope 2022

Watch the campaign film  
here: [United By Hope](#)





# United by friendship



christian  
**aid**

**UNITED BY HOPE**





**27 million people**

**Brand metrics reached record  
highs**

**Positive impact on CAW,  
Regular Giving & Community  
fundraising**

# 2022



AUGUST  
#ALLGIRLSROAR

APRIL  
UNITED BY HOPE



OCTOBER  
HACK THE AGENDA







# #AllGirlsRoar

2022







IDEAS

## Soccer Is Still Out of Reach for Half the World's Women

6 MINUTE READ



The USA team celebrates victory in the FIFA Women's World Cup 2015 Final between USA and Japan at BC Place Stadium on July 5, 2015 in Vancouver. Mike Hewitt—FIFA/Getty Images

IDEAS

BY XANTHE ACKERMAN AND CHRISTINA ASQUITH X JULY 8, 2015 1:40 PM EDT

The *Fuller Project for International Reporting* reports on women in foreign affairs and women's rights.

Almost 27 million viewers in the U.S. watched the country defeat Japan in a stunning 5-2 victory during the FIFA Women's World Cup Final Sunday. This was the largest U.S. audience ever to watch a soccer match—a testament to the growing popularity and global power of women's sports teams. Yet as we watched with our young daughters the game from Turkey, where girls soccer

Across the Middle East, Africa, Latin America and Asia, millions of women face legal, cultural, and religious barriers that forbid them from entering the pitch. Even in countries where there are no formal restrictions, women often face death threats, accusations of unfeminine behavior, and heckling and catcalling from strangers on the sidelines. In some countries, women are even forbidden from entering soccer stadiums just to watch.

### Factors keeping women out of soccer



Sexual  
harassment



Financial  
discrimination



Dress  
codes that  
discriminate



Religiously  
imposed  
restrictions



Negative  
concepts of  
femininity



# NOT ALL LIONESSES CAN ROAR

Football is off-limits for  
half the world's women.  
In some countries just  
watching a match can  
result in death threats.

So let's keep celebrating  
our team's incredible  
performance, and  
never stop until  
all girls can roar.



#AllGirlsRoar

MIMIG





Christian Aid

@christian\_aid

The Lionesses won the Euros ✓ Premier League back on ✓ Total equality for women ✗

While football kicks off here, millions of women around the world don't have access to an even playing field. Together we can change that [#AllGirlsRoar](#)



10:52 AM · Aug 6, 2022



Our adverts were  
seen over 10 million times

Raised over £400k

Record 34% of our audience  
wanted to help women and girls

NOT ALL  
LIONESSES  
CAN ROAR

In some countries just  
watching a match can  
result in death threats.

Some fans celebrate  
on and off the field  
performance, and  
never stop until  
all girls can roar.

#AllGirlsRoar

MIMIG

# Lessons learnt

- Tentatively line up resource ahead of approval
- Establish core team between the client, creative and media agency
- Confirm roles and responsibilities at the start of the project
- Ensure internal teams are aware of the proposal – understand what capacity they have to help and what you'll need to outsource
- Too many emails slows down progress, keep emails to a minimum and agree a process for quick sign-offs
- Start and end the day with progress meetings to agree actions and next steps
- Begin working on an FAQ this helps bring people up to speed quickly
- Fact-check your sources – if we'd scrutinised the Time article and its sources, our final copy would have been different
- Sense check your proposed copy for social – ours prompted the gender pay-gap bot





# #HackTheAgenda

## 2022

Watch the campaign film here:  
[Hack The Agenda](#)



**#HackTheAgenda**

**SIGN  
THE  
PETITION  
NOW**

**GETTING  
BRITAIN  
MOVING**

**#HackTheAgenda**

BIG BUSINESSES MUST  
COMPENSATE FOR  
THE CLIMATE CRISIS

**GETTING  
BRITAIN  
MOVING**



Over 10m views

Shared by Greta Thunberg

Loss & Damage made it  
onto the agenda

 Greta Thunberg Retweeted



**Vanessa Nakate**  @vanessa\_yash · Oct 20

...

I have borrowed the UK Prime Minister to give a final speech that could help bring justice to millions. [#LossAndDamage](#) [#HackTheAgenda](#)

# Lessons learnt

- With politics, anything can happen – keep a close eye on the news, outline risks and identify ways of mitigating them to keep things on track
- Things not going to plan? Think about how you use this to your advantage
- Don't reformat the same creative for different social channels – ensure that the artwork is created for each platform

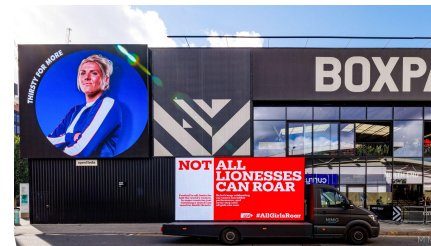
# 2023



JANUARY  
BEACON OF HOPE



MAY  
GIVE PEAS A CHANCE



AUGUST  
ALL GIRLS ROAR



OCTOBER  
STOP RUGBY SINKING

APRIL  
UNITED BY HOPE



AUGUST  
EXTREME WEATHER



SEPTEMBER  
WAKE UP AND SMELL THE COFFEE







# Beacon of Hope

2023









WE CAN PRODUCE ENOUGH  
FOOD TO FEED THE WORLD

together we can beat hunger

OCEAN



A large, curved building at night, illuminated by city lights. The building's facade is covered in a massive advertisement for World Food Programme (WFP) featuring the text 'WE CAN PRODUCE ENOUGH FOOD TO FEED THE WORLD' and 'Together we can beat hunger'. The building is surrounded by other city buildings and a street with light trails from traffic.

16m views

First charity to advertise on  
the IMAX

First time using Reddit &  
Time Out

Beat targets, great CTR



# Lessons learnt

- This was a 'planned' reactive moment to launch on Blue Monday.
- Our promotion of the Beacon relied on good quality images. Our creative agency suggested they'd be able to mock-up the visuals but this didn't work. We had to wait until the Beacon was constructed which meant that we had no images suitable for socials until the night before the launch. This put pressure on getting images across to our media agency for Paid Media ads.
- Clarify what assets are needed to promote an activation in advance of construction.
- If using a new photographer, have numbers for back-ups if needed (in case your photographer gets sick or can't travel). Take plenty of photos as back-ups too.



# United By Hope 2023

Watch the campaign film here:  
[United By Hope](#)







32.5 million people

Exceeded KPIs & benchmarks

The partnership with The  
Guardian achieved amazing  
results





# Extreme weather & Make Polluters Pay Action Day 2023

# NEWS

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[UK](#) | [England](#) | [N. Ireland](#) | [Scotland](#) | [Alba](#) | [Wales](#) | [Cymru](#) | [Isle of Man](#) | [Guernsey](#) | [Jersey](#) | [Local News](#)

## September heatwave sets new record

🕒 17 hours ago

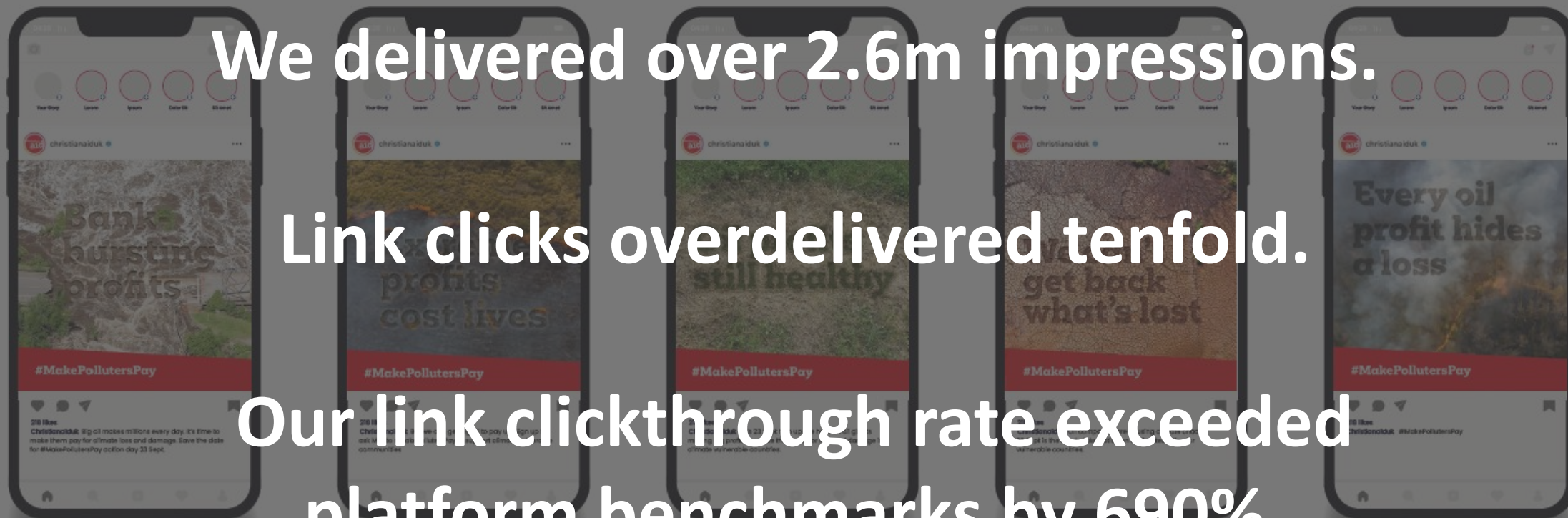




**We delivered over 2.6m impressions.**

**Link clicks overdelivered tenfold.**

**Our link clickthrough rate exceeded platform benchmarks by 690%.**



# Lessons learnt

- This was another planned reactive moment in anticipation of UK heatwaves which we didn't get until September!
- Be open to changing your approach to media, our first burst of activity went live when global weather events made UK headlines. This wasn't part of the plan, but was just as effective.
- Ensure that all deliverables are clearly outlined in the media plan. Get this confirmed in writing via email to ensure all stakeholders are on the same page.
- If you're collaborating with teams who are new to the world of paid media, spend time with them to ensure that they understand ways of working.
- Check all wider feedback with the campaign team before actioning.



# #StopRugbySinking

## 2023

Watch the campaign film here:  
[Stop Rugby Sinking](#)









A group of rugby players are in the water, crouching and pushing against each other. They are wearing white jerseys with logos and dark shorts. In the background, there are modern apartment buildings. The image is semi-transparent with text overlaid.

**Strong early engagement led us to increase  
media investment, doubling our reach from  
the planned 2.7m to 5.4m people**

**Fantastic VTR on X, beating targets by 441%**



# Lessons learnt

- Brief and approve campaigns for planned topical moments (in this case the launch of a media report) earlier to allow for better integration.
- Try to avoid getting concepts approved during summer due to staff leave.
- Go through the official channels to get permission to perform stunts in specific areas – if you don't you run the risk of a caution and/or fine. Police also have the right to confiscate your equipment.
- Be comfortable with uncomfortable conversations.

# 2024



JANUARY  
BEACON OF HOPE



JULY/AUGUST  
JOIN THE RACE

APRIL/MAY  
7 DAYS SO MANY WAYS



NOV/DEC  
HOLD ONTO HOPE







# Join The Race

## 2024

Watch the campaign film here:  
[Join The Race](#)

A large fire at night with thick smoke rising into the sky. The fire is intense, with bright orange and yellow flames visible through the dark silhouettes of trees in the foreground. The smoke is thick and billowing, filling the upper half of the frame.

christian  
**aid**

**The climate crisis  
is breaking records.**



christian  
aid

**The climate crisis  
is breaking records.**





The Christian Aid logo, featuring the words "christian aid" in white lowercase letters on a red arrow-shaped background pointing to the right.

christian  
aid

A background image of a flooded street in a town. In the foreground, a group of people are wading through the water. A man in a dark tank top is on the left, reaching out. Next to him is another man in a dark tank top and shorts, also wading. Behind them are several women, some wearing headscarves. The water is murky brown. In the background, there are buildings with tiled roofs and trees. A large red banner is visible in the upper right.

The climate crisis  
is breaking records.

**We exceeded our planned reach of 3.9 million by over 200%, ultimately reaching 11.8 million people, nearly triple our original target.**



# Lessons learnt

- Using contextual media like Sky was key in driving engagement, and we want to continue these buys to tap into campaigns that land at key cultural moments.
- Our call-to-action was to sign up to join the race against climate injustice but we didn't get many sign-ups. In hindsight, people could have been confused as to what they are signing up for.
- We would not recommend a 'sign-up' CTA for future campaigns – a clear donate or campaign CTA could be more effective.



# Any questions?



[Say hello on LinkedIn.](#)



# 2022



AUGUST  
#ALLGIRLSROAR

APRIL  
UNITED BY HOPE



OCTOBER  
HACK THE AGENDA



# 2024



JANUARY  
BEACON OF HOPE



JULY/AUGUST  
JOIN THE RACE

APRIL/MAY  
7 DAYS SO MANY WAYS



NOV/DEC  
HOLD ONTO HOPE







2025



FEB/MAR  
MISSING FUTURES

JAN/FEB  
THE UNSTOPPABLE POWER OF  
HOPE



Q4  
XXX