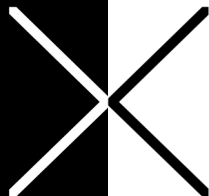


Don't Panic

Certified



Corporation



CASH IN WITH
CREATIVITY

**WHAT LED TO SHELTER WORKING
WITH DON'T PANIC?**

**WHAT DID THE FIRST BRIEF
FEEL LIKE?**



**WHAT RESULTS ARE YOU MOST
PROUD OF?**

60%

Increase in Facebook
donations

£5.2M

In donations

41%

Increase in PPC

+51%

Increase on 2019
acquisition figures

FUNDRAISING CAMPAIGN OF THE YEAR

Third Sector Awards

**WHAT WAS DIFFERENT ABOUT
YEAR 2?**

**WAS IT THE DIFFICULT SECOND
ALBUM?**



**WHAT WERE THE RESULTS AND
HOW DID THEY INFORM 2023?**

COMFORT AD JOY All the Christmas adverts rated – including one supermarket that has signed up a very famous festive icon

Tara Evans
Published: 0:01, 4 Nov 2022 | Updated: 10:23, 4 Nov 2022

SHELTER



Shelter has produced a heart-wrenching ad this Christmas

DigitalSpy TV MOVIES SOAPS TECH NEWS FORUMS NEWSLETTER

All the best Christmas adverts of 2022, including Disney, M&S and more

It's the most wonderful time of the year!

By Iona Rowan PUBLISHED: 02 NOVEMBER 2022

Shelter

Brave Face – Shelter's Winter TV Ad 2022 | (Shelter)

by Digital Spy GB

Best Christmas adverts 2022, from Shelter's vital message to Lidl's oh-so-meta movie



Sign in

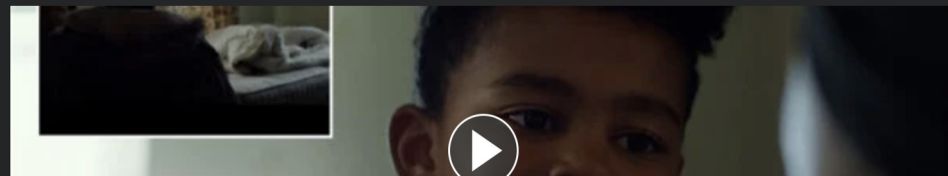
UK Edition Search



MONEY HEALTH DEAR DEIDRE TECH TRAVEL MOTORS PUZZLES SUN BINGO SUN VOUCHERS

Money > News Money

FESTIVE FEELS Major homeless charity Shelter releases its heartbreaking Christmas advert and it'll have you in tears



4.6M

Impressions on TV

700K

Households reached

+10%

Increase on fundraising
targets

+63%

Uplift in new donors

35M+

Impressions on digital

£7.4M

Raised in total

19%

Increase in donors
compared to 2021

1.09

ROAS, compared to
charity benchmark of
0.7-0.8

SO HOW WAS 2023?



Shelter's Christmas ad warns of plight of children in temporary accommodation

The feel-good short film ends with stark messaging.

Shelter said the creative agency Don't Panic worked closely with people with lived experience of temporary accommodation, who cited damp living conditions, mould on the walls, an entire family sharing one bed and the emotional impact on families in those situations.



Best Christmas adverts 2022 Sainsbury's to Lidl and Asda

It's beginning to look a lot like Christmas...

Shelter: Good as Gold

Housing and homelessness charity Shelter has launched a powerful Christmas film, titled Good as Gold.

The advert follows Maddy, an eight-year-old who overhears a woman in the Post



W News Cost Of Living

Christmas advert ends with five words that will bring you to tears

Housing and homelessness charity Shelter has launched its Christmas advert for 2023 Christmas campaign with a 90 second film entitled 'Good As Gold'

NEWS By Neil Shaw Network Content Editor (Live and Trends)
09:00, 1 NOV 2023 UPDATED 12:02, 1 NOV 2023

Bookmark



NEWS | UK

Shelter's Christmas ad warns of plight of children in temporary accommodation



Shelter's festive campaign launches

Homelessness charity Shelter has launched its 2023 Christmas campaign.

A statement from the charity reads: "At the heart of the campaign is a 90 second film, entitled 'Good As Gold' which follows Maddy, played by eight

FEATURED IN 290+ ARTICLES

THE IRISH NEWS

6 November, 2023



Shelter's Christmas ad warns of plight of children in temporary accommodation

Shelter said the creative agency Don't Panic worked closely with people with lived experience of temporary accommodation, who cited damp living conditions, mould on the walls, an entire family sharing one bed and the emotional impact on families in those situations.

Heartbreaking Christmas Advert Released by Shelter

11/1/2023 12:15 PM / Source: Daily_Record

Shelter, the housing and homelessness charity, has released an emotional Christmas advert titled 'Good As Gold'. The advert follows a young girl named Maddy as she performs helpful tasks around the community, only to realize she is still living in a cramped bedsit. The advert aims to raise awareness about the issue of child homelessness.

STYLIST DISCOVER FITNESS STYLIST EXTRA



Get in the festive spirit with the best of 2023's Christmas adverts

BY SHARON EZZAYDI 4 DAYS AGO



Shelter: Good As Gold



METRO

NEWS... BUT NOT AS YOU KNOW IT



This Christmas advert will break your heart with just five words

1.5K+

Brand mentions for
Shelter

668M

Reach value

BEST EVER SOCIAL POST

of the 90" ad organically
shared on launch day

17.1%*

increase in positive
brand perception for
Shelter after watching

27%

of viewers considered
donating to Shelter over
other charities.

OUT- PERFORMED

All competitors in terms
of brand recall.

**prompted with list of statements, net agreed*

1.2M

views on Shelter's
organic Instagram post

22M

Combined reach

275%

increase in press
coverage from 2022.

62 NAMES SHARED THE AD ON SOCIAL MEDIA

including Gok Wan, Carol Vorderman and Paloma Faith (reach: 777k)

**WHAT'S THE AMBITION FOR
2024?**

ANY QUESTIONS?

**OK. CLAIRE HAD ONE
FOR JANE...**

**AND JANE HAD ONE
FOR CLAIRE...**

**THANK YOU
EVERYONE!**