

Campaign innovation

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Reinventing integrated

Could the Muscle Help Foundation's new #powerof657 campaign be the most integrated ever?

● **Charity ties giving levels and fundraising ideas to mission of delivering 657 Muscle Dreams**

Muscular Dystrophy charity, the Muscle Help Foundation has launched its first nationwide campaign following their successful application for a Big Lottery Fund Awards for All grant, totalling almost £10,000.

The #powerof657 campaign refers to the charity's core aim of delivering 657 Muscle Dreams for children and young people with Muscular Dystrophy, - one life-changing experience for every muscle in the human body. From flying a plane to watching the England football team train, every Muscle Dream is different.

Developed in partnership with brand and design agency Lantern, the campaign is supported by a new donations structure that encourages individuals to give amounts ranging from £6.57 to £6,570. In addition, a wide range of fundraising ideas based on the number 657 have also been generated, including a 6min 57s cooking challenge and a fun run following the route of London's number 657 bus, all of which are available in a new campaign pack.

Michael McGrath, the Muscle Help Foundation's chief executive, who himself suffers with MD, commented: "For our beneficiaries, every Muscle Dream is an opportunity to realise their potential. For their family and

friends, each one opens up a support network of like-minded individuals. That's the power of our promise. That's the #powerof657".

In the initial months since launch, the campaign has already achieved over 5.2 million impressions on and offline, and traffic to the charity's website has increased by a staggering 129%.

The movement has also received backing from celebrities including TV presenter Lorraine Kelly and rugby star Ben Cohen. The organisation also attributes the campaign's singular vision to it winning Social Enterprise of the Year at the Inspiring Herts awards, as well as becoming the 2015/16 charity partner for the Mercedes AMG Petronas F1 team.

"Besides raising money, this campaign is about raising the charity's profile and helping to reach more individuals and families coping with MD" explains Lantern's director, Ryan Tym.

"Ask most brand and marketing managers about integrated campaigning and they'll tell you it's about the media channels you're using. But with #powerof657 it's about reinforcing the brand story. By bringing giving levels and fundraising ideas under the 657 theme, the charity is consistently reinforcing its core message of achieving 657 Muscle Dreams" adds Tym.

"The more unusual and intriguing the connection to the number, the greater the opportunity to tell the charity's story. We're hopeful that the momentum created will lead to spin-off activity beyond 2015."

It's a unique approach which has gained widespread recognition in the industry, with mar-

keting magazine The Drum showcasing the work in print and online.

"The world of charity branding has improved dramatically in recent years, as the sector embraces a greater confidence in its communication. We have no doubt that the #powerof657's combination of visual and verbal branding will further build on this movement" says Tym.

As a result of Big Lottery funding, the movement is subject to monthly measurement, ensuring it delivers the reach it set out to achieve. Data from Twitter, Facebook, Google Analytics and Klout captures this, allowing the charity to adapt and refine its marketing as the campaign progresses.

There's no doubt that the unification of giving levels and fundraising ideas around the charity's core aim has provided the sector with an inspiring twist on the traditional integrated campaign.

● **For more information, visit lanternlondon.com/powerof657**

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Strength in numbers

657

The number of Muscle Dreams the charity aims to deliver, representing one life-changing experience for every muscle in the body

129%

Increase in web traffic to the charity's site since the campaign launch

£6.57

Preferred minimum donation in the charity's new tiered giving levels. Corporate sponsors are encouraged to donate up to £6,570

5.2m

Campaign reach so far, following a strong performance on social media and offline

6^h57

The organisation is challenging local gyms to host near seven hour fitness sessions in aid of the campaign

Integrate to innovate

The #powerof657 campaign, created by Lantern, spans print, web and social. By using the number 657 throughout the campaign, audiences can easily understand the charity's mission to deliver 657 Muscle Dreams. Image: Lantern