



*Fighting for a life unlimited
with the Cystic Fibrosis Trust*

Landscape

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During a packed week of activity, the Cystic Fibrosis Trust focus on engaging and activating their community of supporters, culminating in 'Wear Yellow Day' which is a key event in their fundraising calendar.

Landscape were approached to create the campaign for 'CF Week', from the initial promotion through to the events and then further activity during the summer months. We created a series of mascots that united all the marketing, applying them to a range of collateral including a fundraising pack, direct mail action pack, an interactive timeline, web and media banners. We also produced a widget whereby supporters could add yellow accessories to their uploaded photographs if they didn't have anything yellow to wear.

The campaign was extremely successful - predicted Wear Yellow income has more than doubled with a combined reach of over 300,000 across Facebook, Twitter and Instagram. Individual donations increased by over 20%.



- Campaign
- Campaign brand
- Web and media banners
- Direct mail pack
- Interactive PDFs
- Digital screen advertising
- Widget

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