

**Creative Futures:**  
Omnichannel Marketing Excellence Award



# Creative Ask

Create a campaign for YMCA that engages a new audience (24-44 year olds) all year round, whilst positioning the charity as inclusive of people from all backgrounds and faiths.

To do this, we'll use an integrated marketing strategy, including one element of letter box media: showing how the power of print and personalisation can address the client's objectives.

This is our solution.



Idea

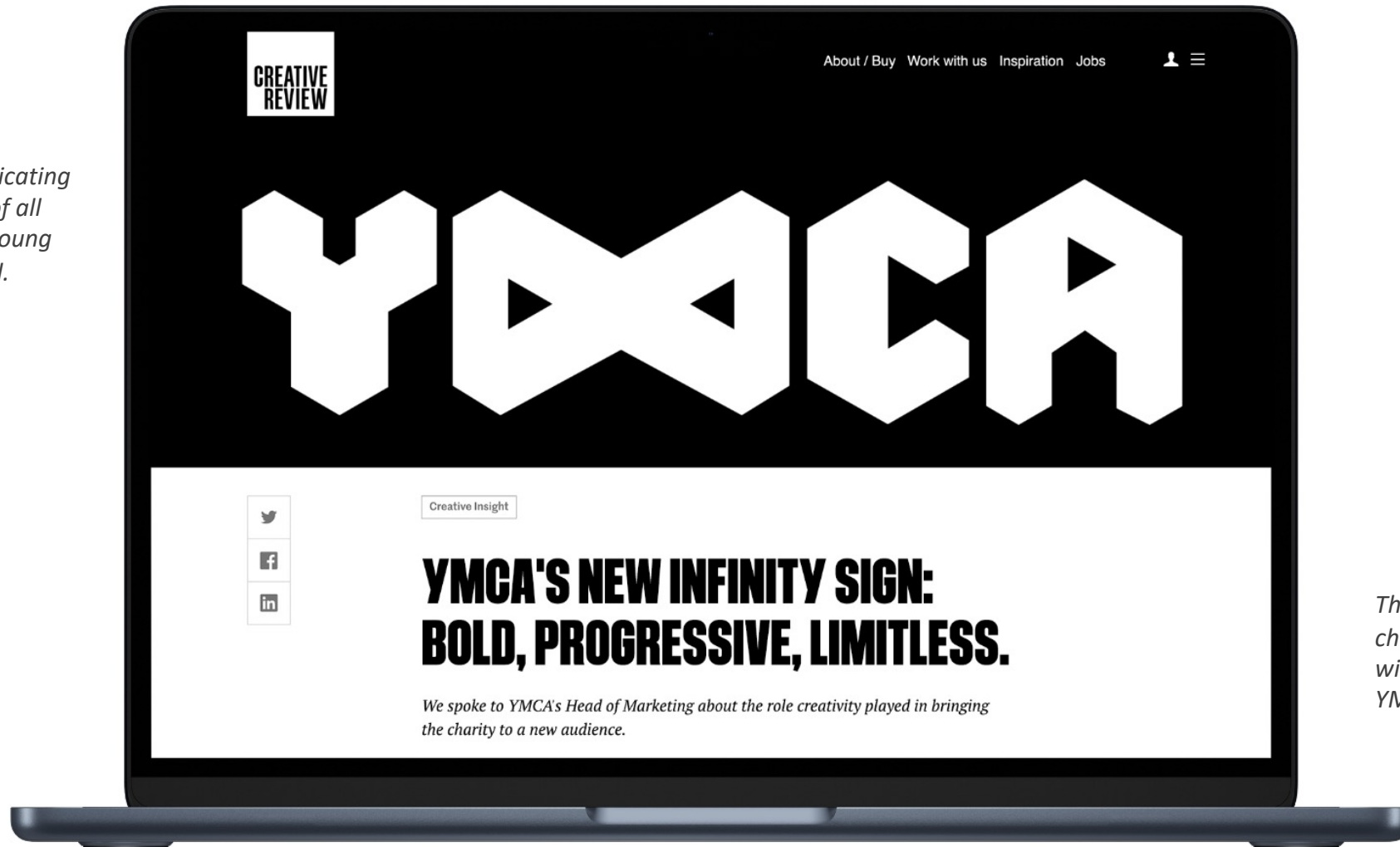
# Diversifying the 'M' in YMCA

We're proposing a change to the YMCA logo:  
reimagining the 'M' for male as an infinity sign for  
all, because YMCA support young people of all  
faiths, backgrounds, and religions.

Our campaign tagline is 'We're Limitless':  
inclusive, ambitious, and hopeful.

# Press Page

*Our campaign tagline is:  
'We're Limitless': communicating  
YMCA's limitless support of all  
young people, as well as young  
people's limitless potential.*



*The simplicity of the logo  
change and what it represents  
will draw PR attention for the  
YMCA brand.*



# Press Page

Our creative approach makes a statement. This article discusses how YMCA are taking the 'M' of their logo, that denotes 'males', and switching it for an infinity sign, to represent young people of all genders, backgrounds, and faiths.

## Run For Your Life.

How Nike's new eco-collaboration is helping save the world.

**"Lots of small steps for our runners, one giant step for mankind."**



## The real cost of the cost of living.

Report suggests increase in mental health diagnoses across all age groups.

# The Guardian

## YMCA swap the 'M' in favour of diversity.

**Sarah Doe**  
**Dennis Smith**

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# Breakdown



Confident.  
Defiant.  
Hopeful.



## We're Limitless.

*'We're' can be used to be about YMCA's limitless support of young people or spoken and owned by the young people YMCA are empowering.*

### **Limitless Support**

*YMCA support young people from all backgrounds and faiths.*

### **Limitless Potential**

*This side of the messaging relates to YMCA's core brand purpose. They give young people the freedom to discover who they truly are, because they believe in every young person's limitless potential.*

# OOH and Paid Social

## Explanation

Our OOHs and paid social take YMCA's new infinity sign logo and adapt to replace another 'm': the 'm' in 'I am...'

This gives us a copy platform and a chance to land every key message and service that YMCA provide. It's ultra-adaptable.

The supporting copy always references YMCA's core brand purpose, as well as a line about how each of their areas of work helps young people have the freedom to discover who they truly are - and be limitless.

On the next three slides, we've shown three example adcepts that can work across OOH and paid social media.

The first relates to YMCA's youth work, the second: their health and wellbeing support, the third: their education and training support.

## Design

Imagery is diverse, optimistic and on-brand.

Each word following the 'I am...' has a different typographical execution relating to the young person shown: they have ownership of these words.







# 100% Loved

We work to make sure all young people have the freedom to discover who they truly are. Our youth work helps individuals and families flourish.





# TRAD Strong

We work to make sure all young people have the freedom to discover who they truly are. Health and wellbeing support helps them develop in all areas of life.





# I AM Thriving

We work to make sure all young people have the freedom to discover who they truly are. Education and training gives them the confidence to make those decisions.



## Paid Social

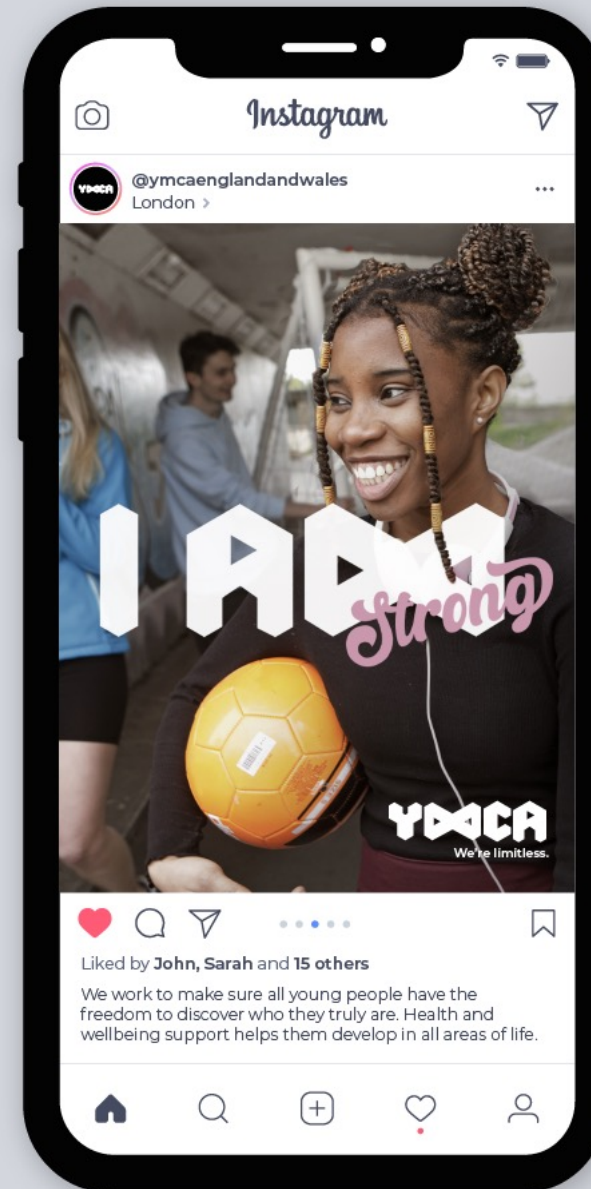
Here, an example of a paid social is shown.

Our underpinning copy from the OOHs is used as intro text.

Data shows that our audience use Instagram over other channels, hence why it's shown here.

## Design

You also start to see how powerful our campaign's change in logo is. The Instagram icon at the top of the page is one example amongst many that we can start to communicate to our audience that YMCA are truly inclusive in a simple and immediate way.





**DM**

Our 'Limitless Support' DM presents an innovative new way for our recipients to donate to the YMCA. It'll also drive action online – 86% of our audience have connected with a business online as a result of direct mail.\*  
(\*Industry Intel, 2022)



Inside our DM, there are leaflets (shown on the next few slides). Here, the inside of the box is shown.

Our innovative way to donate is called 'Limitless Support', and our audience can access an explanation of it, and sign up, via the QR code.

'Limitless Support' uses technology made famous by money saving app, Moneybox. Recipients follow the link, connect one of their bank accounts to their personalised YMCA 'Limitless Fund' page, and from then on, each of their purchases is rounded up to the nearest pound, with the leftover pence being donated to YMCA.



We will go through the sign up page, limitless fund page, and recipient journey of this in a few slides.



## Taybah's Story

When you're 16, home should offer a comforting escape from the stresses and pressures of college. For 16 year old Taybah, though, home is fraught with violence and instability.

Incredibly, this hasn't deterred her from studying. In fact, she's often considered her battles with abuse, low self-esteem, and depression as fuelling her ambition rather than hampering it.

Nevertheless, to realise the success she knew she was capable of, Taybah knew her ambition needed something else: opportunities.

Through YMCA's weekly Girls Group, she's been able to access regular counselling, new experiences, and a variety of projects, courses, and qualifications.

"The YMCA are offering opportunities that will help me in my future," she says. "I've gained a lot of experiences for someone of my age. But the Youth Service is sometimes hard to run because of the budget cuts. That means lots of young people can't attend and feel safe in the environment."

**There's been a £1.1bn cut in youth services funding over the past ten years in England. Without the YMCA, young people won't have the access to the opportunities and support they deserve.**

*In the DM are a few short leaflets, like the one shown, leaning on the YMCA stories from the charity's website. These stories will always show the diverse range of support, to a diverse range of people, that YMCA offer; and be rewritten to include a feeling of 'limitless'. An example, 'Taybah's Story' is shown.*



*One of the ways we'll personalise this DM is, where possible, use stories related to the area where the DM is landing – here, Wales – to resonate more with our audience.*



Another example story is shown here, Theo's Story.



As you can see, we've used the look and feel, and infinity sign execution, from our OOHs and paid social ads.



## Theo's Story

Theo isn't your typical 12 year old. Whilst his peers spend time kicking a football around at the park or enjoying their first sleepovers, he cares for his five year old brother Toby, who has autism.

In lots of ways, this has made Theo the impressive young man he is: eloquent, conscientious, and at ease in adult company.

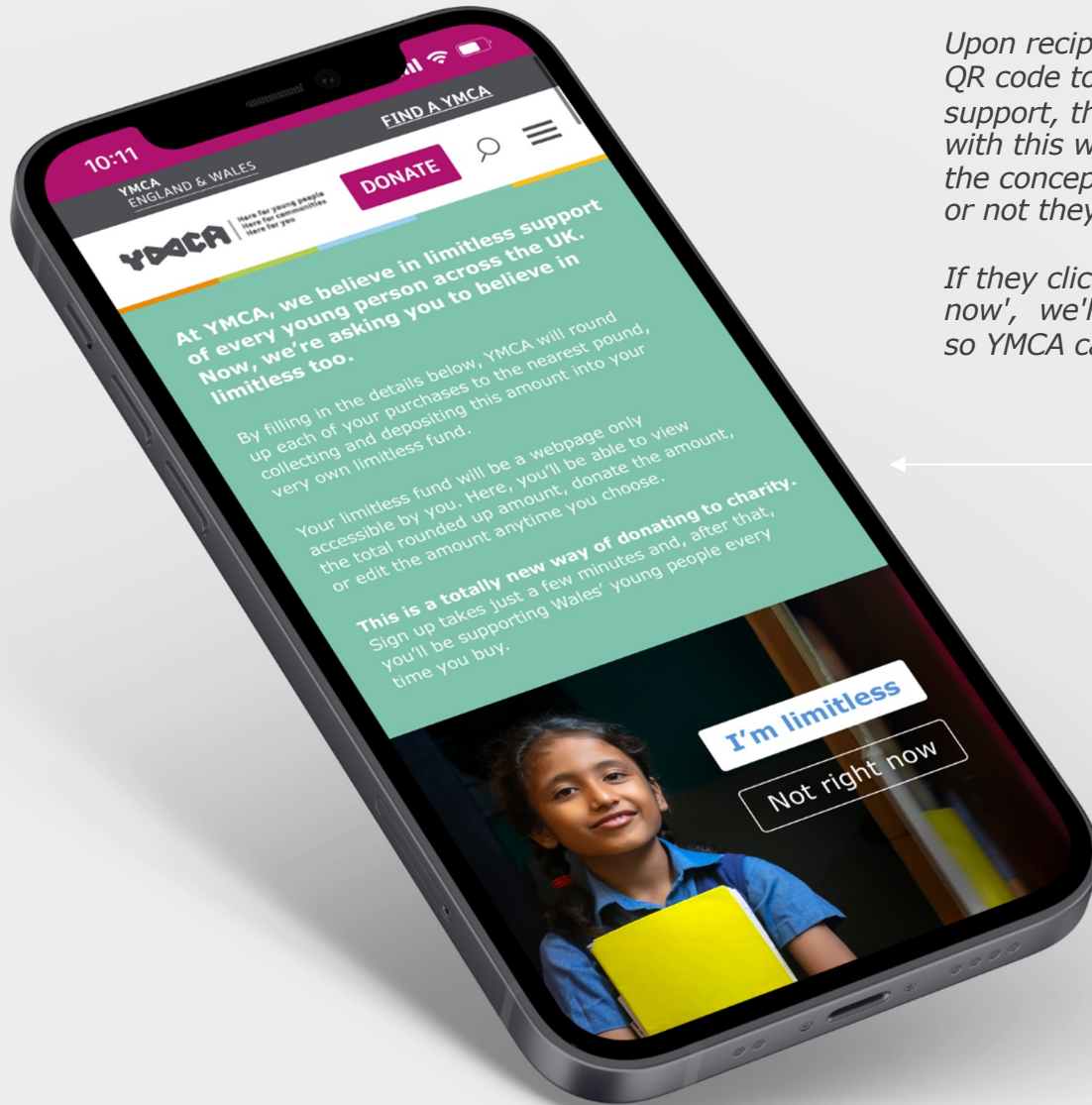
But, until he started attending YMCA's East Surrey Youth Club, he was struggling too: lacking confidence in his ability to try new things and make new friends.

"When Theo attended the Youth Club, he was quiet and reserved, and quick to say 'I'm not very good at this.'" says Marlon Williams, YMCA's East Surrey's Lead Youth Worker. "He's become a lot more confident recently, enthusiastically participating in activities and always happy to give something a go."

"I wouldn't have nearly as much to do without the YMCA Youth Club," Theo says. "Anyone who hasn't given the sessions a try is really missing out!"

**There's been a £1.1bn cut in youth services funding over the past ten years in England. Without the YMCA, young people won't have the access to the opportunities and support they deserve.**

# Limitless Support Explainer Page



*Upon recipient's scanning the QR code to discover limitless support, they'll be presented with this webpage, that details the concept and asks whether or not they'd like to proceed.*

*If they click 'Not right now', we'll still data capture so YMCA can retarget them.*

At YMCA, we believe in limitless support of every young person across the UK. Now, we're asking you to believe in limitless too.

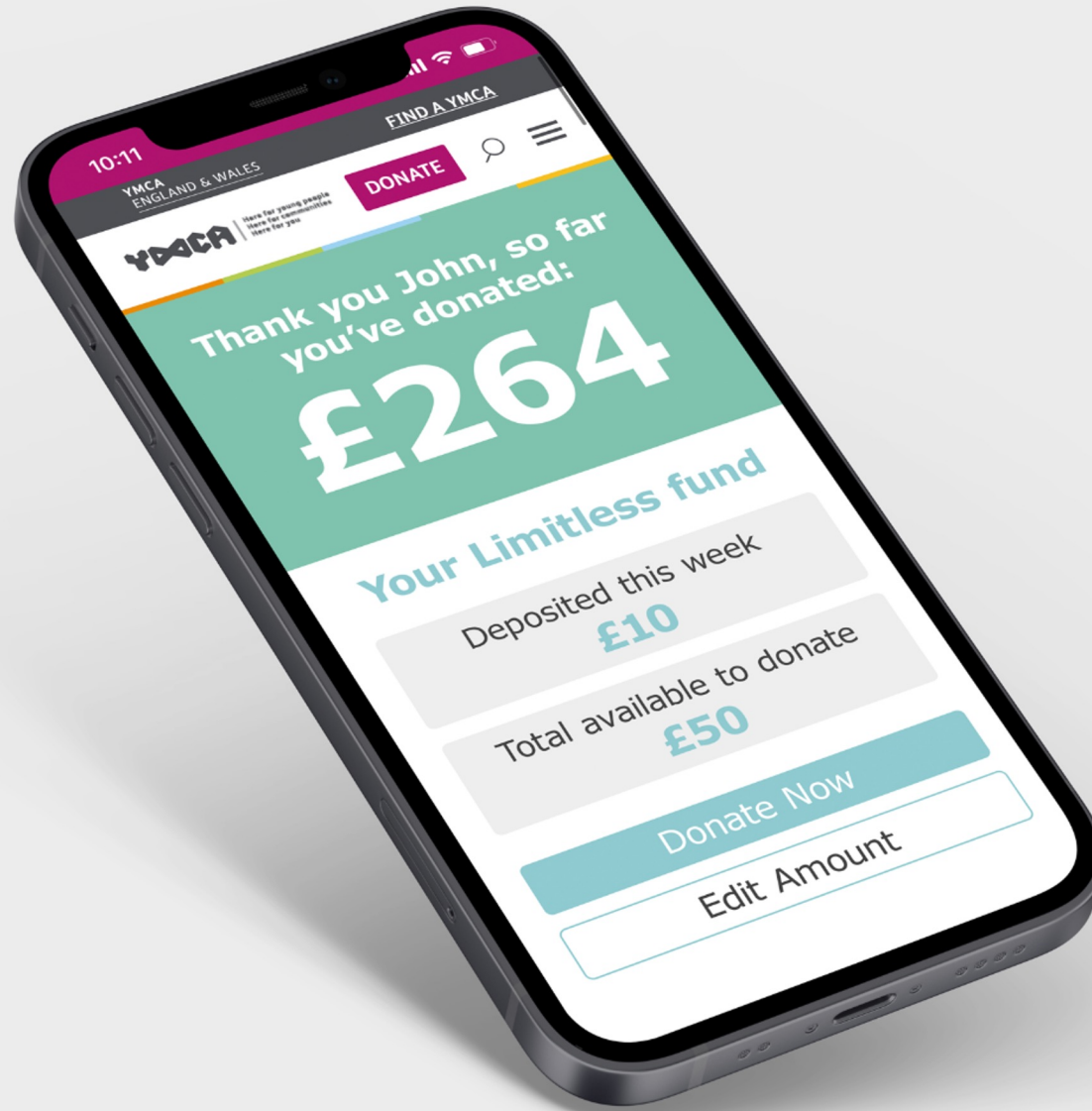
By filling in the details below, YMCA will round up each of your purchases to the nearest pound, collecting and depositing this amount into your very own limitless fund.

Your limitless fund will be a webpage only accessible by you. Here, you'll be able to view the total rounded up amount, donate the amount, or edit the amount anytime you choose.

This is a totally new way of donating to charity. Sign up takes just a few minutes and, after that, you'll be supporting Wales' young people every time you buy.



# Limitless Fund Page



*Upon signing up, each of our recipients receive an email with a log in to their own personalised 'Limitless Fund' page (shown here).*

*On their limitless fund page, they'll be able to view how much they've donated and how much is available to donate, edit amounts, click through to YMCA's homepage, and opt out at any time.*

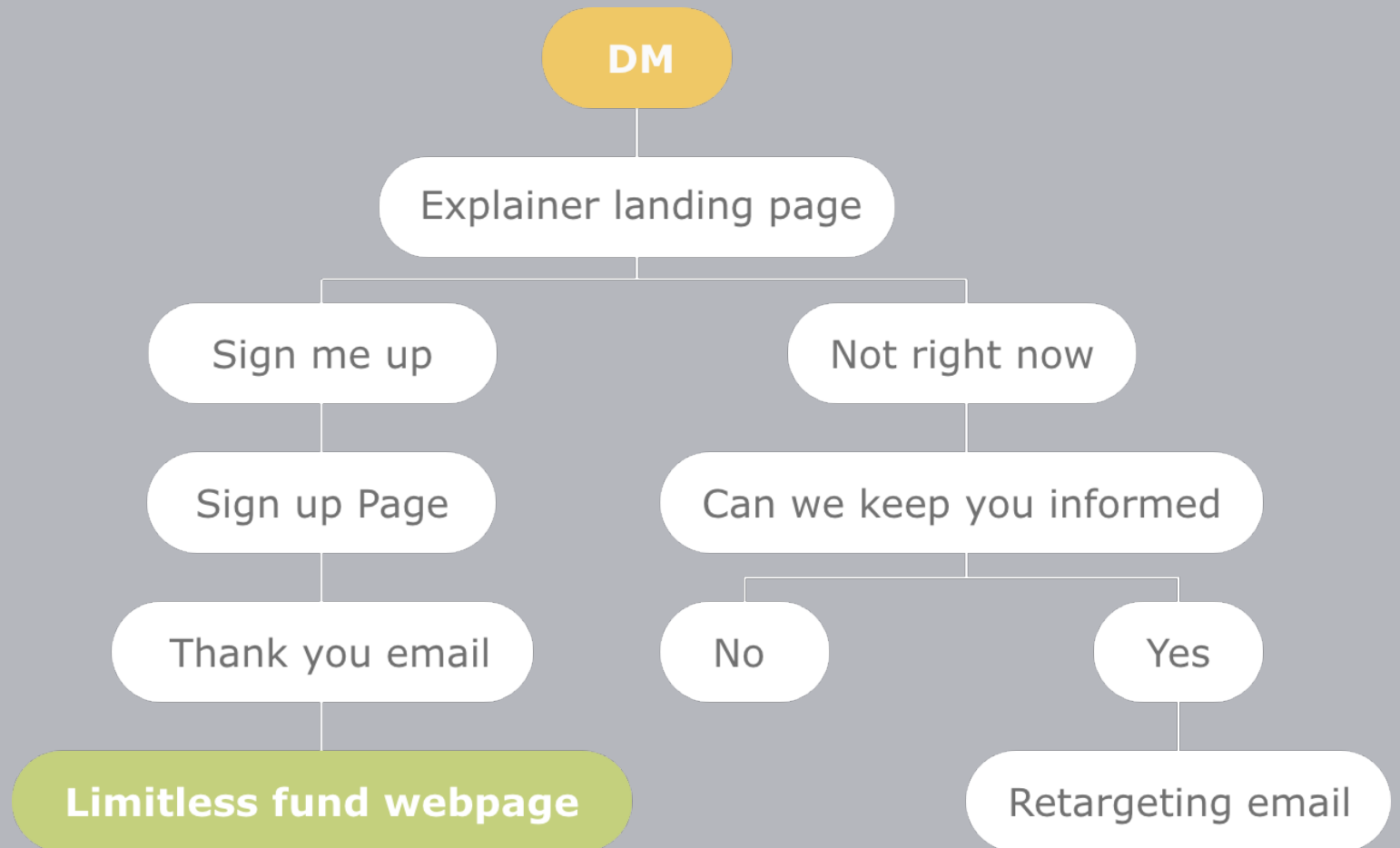
*Importantly, this page acts as a powerful prompt to donate and should help our audience realise how a few pence a week can accumulate into an amount that can make a large difference to their area's young people.*



## DM Recipient Journey

This diagram shows the journey of recipients that receive our DM.

As mentioned earlier, using print to drive action online also presents a good opportunity for YMCA to data capture.



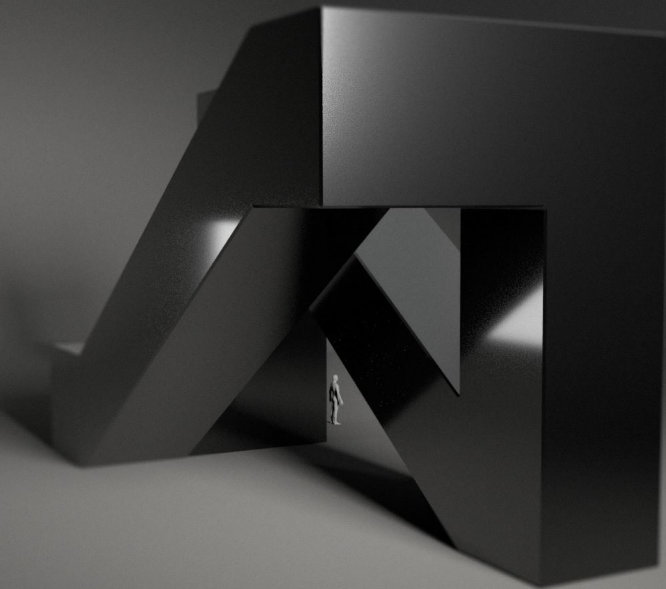
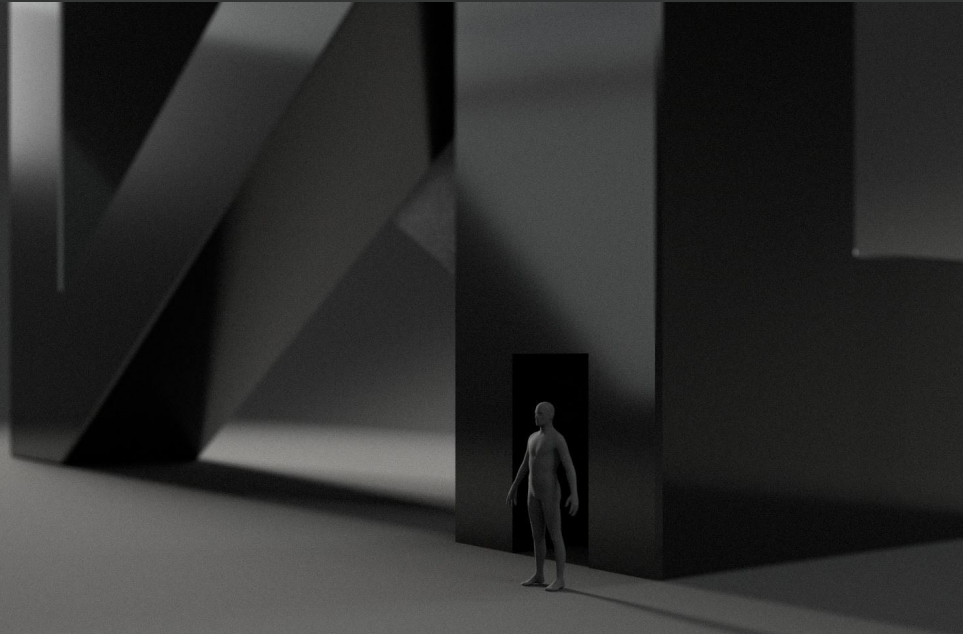
**Experiential**



# Experiential

*We believe our 'Limitless Experience' could make a big splash for our campaign and the YMCA: generating lots of earned media as well as user-generated content.*

*Here, a large infinity sign is placed in the middle of Cardiff. People can enter the infinity sign, where mirrors create the image of them as limitless. Accompanying copy, on podiums at the entrance and exit of the experience, will drive traffic to YMCA's website and our limitless fund page. Copy will read: 'More people, more power'.*

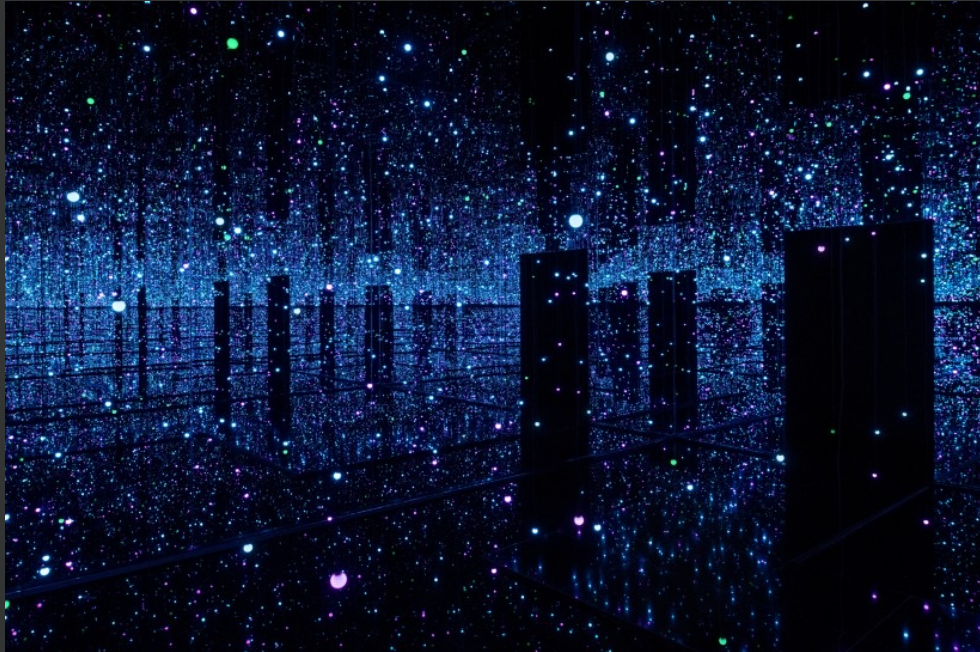


# Experiential (continued)

*The image below shows the limitless mirrors present throughout the experience.*

*Crucially, our accompanying 'More people, more power' messaging will mean that – by utilising Pavegen technology – the more people that stand in the infinity sign, the brighter the limitless lights of the mirrors are, and the more limitless these people appear.*

*'More people, more power' also relates to YMCA's inclusivity, limitless support, and young people's limitless potential.*



*Pavegen flooring has been used by a lot of notable brands, not least of which for Coldplay's recent tour. In essence, the flooring provides electricity from the kinetic energy of those standing on it.*

**Test and Learn**





# Test and Learn

*This is an acquisition campaign targeted at a new audience for the YMCA. For this reason, we should be able to test different approaches within our creative to better understand what it is our audience respond to. Here are 3 ways we'd suggest testing.*

- 1. Change the stories in the DM.** *YMCA's website is full of powerful stories, just like those of Taybah's and Theo's included in this deck. Importantly, these stories span young people from a range of backgrounds, at a range of ages, with a range of problems that YMCA are helping them overcome. We should use this test to understand which issues our audience best respond to.*
- 2. Change the position of the QR code in the DM.** *The DM's QR code is integral to this campaign; we need to encourage as many of our recipients to scan it as possible. We'd suggest testing how a change in position of the QR code impacts engagement and conversion rates. Options to consider might be placing it on the front of the box or having a QR code after each story.*
- 3. The OOH and paid social visuals.** *In the examples of our OOH and paid social ads, we've attempted to show young people from a variety of backgrounds and of a variety of ages. Which age, background, and gender our audience best respond to is worth testing too though. An option here is to test whether younger children provoke a more emotional response from our audience and boost engagement, or whether the campaign is more successful if young people closer to the age of our audience are shown.*

# Campaign Journey



# Awareness

# Education

# Conversion

OOH's

Landing Page

DM (Limitless Support)

Limitless Fund Page

Paid Social

Retargeting Email

Experiential

*Our limitless fund sign up page and webpage will go live at the beginning of the campaign. Although we imagine the DM to encourage most people to sign up, they can also sign up as part of the experiential part of the campaign. As you can see here, the power of an integrated campaign is simple: each media channel drives action elsewhere, creating a more memorable campaign.*

# Campaign Timeline



# Campaign timeline

*We believe the power of this campaign, in part, derives from its non-seasonality. Although data shows that our audience are more likely to give to homeless charities during the Christmas period, it also shows that all of YMCA's main peers launch campaigns around this time, so competition is high. Our campaign, therefore, is a spring campaign, for a number of reasons. Firstly, avoiding Christmas helps YMCA minimise their reputation as a purely Christian charity, and their reputation as a purely homelessness charity. Secondly, the look, feel, and messaging of 'Limitless' is grounded in hope and potential. Whilst other charities historically use Christmas to launch melancholy, hard-hitting campaigns, YMCA can be different: launching in spring and using this season's feelings of rebirth and regeneration to communicate more optimistically.*

- Campaign start date: 20th March 2023
- Campaign end date: 4th May 2023
- Experiential: up in Cardiff centre for one week commencing 20th March, as campaign activation.
- DM lands on 27th March 2023.
- OOHs and paid social as retargeting and awareness, running from 31st March until campaign end date.

*Data shows that direct mails stay in the home on average for up to four weeks, so we'll send our DM early on in the campaign and then use our OOHs and paid social to remind our audience of it.*



**Thank you**