



## Case study: Save the Children

Save the Children presents its mission (see [www.savethechildren.org.uk](http://www.savethechildren.org.uk)) as follows:

'We're the world's independent children's charity. We're outraged that millions of children are still denied proper healthcare, food, education and protection. We're working flat out to get every child their rights and we're determined to make further, faster changes. How many? How fast? It's up to you'

When they came to us, the charity recognised that, although it was working on numerous life-changing projects here and across the world, its supporter base was in danger of fading, as too few people knew what it is all about. It wanted people to understand the essence of what Save the Children does and how their support can help make a real difference.

Save the Children wanted to get to the root of why and how people give to charity and what they want from a relationship with a charity. This insight was to be used to inform a new brand campaign and Mango Research Ltd (a two-director research consultancy) was one agency invited to respond to its research brief.

Four stages of research were commissioned across the campaign development period, with one of the two Mango directors working as the key contact for Save the Children and delivering much of the programme. Mango also drew on its strategic partnerships with experienced independent research providers to be able to supply specific areas of expertise. One example was a desk research module managed by Peter Goudge (FMRS).

The new brand campaign involves expressions of the issues (THEY), Save the Children actions (WE) and a challenge to support (YOU).

For Mango, the partnership was an ideal opportunity to make a real difference to the lives of children and their communities across the world through our professional skills. We were tasked to look for the potential triggers and motivations to drive a fresh branding approach that could awaken new interest in and support for Save the Children. In one leg of the research, children were asked for their own thoughts and views of the problems facing children across the world, to help ensure we didn't lose sight of what the research was all about.

For Save the Children, the partnership offered flexibility, understanding of the organisation and brand and a personal relationship enabling a smooth process from brief through to delivery of usable outputs.

*'I found working with Mango to be a great experience. Over the various research projects we felt Mango had a really strong understanding of our organisation, brand and what we wanted to achieve through the research. Mango was flexible to tight timeframes and able to work in partnership with us to . . .generate usable outputs. It was a real two-way relationship'*

**Justin Wylie, Save the Children**

Save the Children is now rolling out its bold challenge to the UK – look out for the new campaign on TV, at railway stations, in magazines and papers and you may even get one of these through your door!