

Campaign to End Loneliness appoints 23red to lead communications campaign

London. 05 February 2016. Campaign to End Loneliness has appointed creative agency 23red to lead its communications campaign to raise awareness of the issue of loneliness affecting older people in the UK.



In November 2015, the Campaign to End Loneliness, a coalition of organisations dedicated to ending chronic loneliness in older age, issued a brief for a creative partner.

23red, who were up against eight other agencies, will develop a creative campaign strategy to raise awareness of loneliness as a public health priority and mobilise society to do something about it.

The initial project will be part of a drive to secure funding for a 5 year communications campaign.

Marcus Heron, Client Partner at 23red said: “We’re incredibly excited about being appointed by the Campaign to End Loneliness. It’s a brief that everyone is very passionate about and wanting to make positive behaviour change is at the heart of our business. We want to create a national debate around the issue, developing a campaign that acts as a catalyst for change and provides information about what people across the country can do to end loneliness.”

Marcus Rand from Campaign to End Loneliness added: “Loneliness is a silent killer. At the Campaign we are committed to raise further awareness of the issue but also to make sure loneliness becomes everyone's business. Changing behaviour will be critical. We are delighted to be working with 23red who have great ideas, thinking, experience and commitment to help us shape our communication plans over the next few months.”

The new campaign is set to launch early 2017.

Ends

For more information please contact Sarah Owen or Holly Allen at Pumpkin on 020 7287 2007 or Sarah@pumpkin.uk.com / Holly@pumpkin.uk.com or tweet @PumpkinLondon

Notes to Editors:

About Campaign to End Loneliness

The Campaign to End Loneliness inspires thousands of organisations and people to do more to tackle the health threat of loneliness in older age. The Campaign to End Loneliness is a network of national, regional and local organisations and people working together through community action, good practice, research and policy to ensure that loneliness is acted upon as a public health priority at national and local levels.

We were launched in 2011, are governed by five partner organisations, Age UK Oxfordshire, Independent Age, Manchester City Council, Royal Voluntary Service and Sense, and work alongside more than 2,500 supporters, all tackling loneliness in older age.

Our work is funded by the Calouste Gulbenkian Foundation, the Tudor Trust, the Esmée Fairbairn Foundation and the John Ellerman Foundation.

About 23red

23red is the creative agency that gets people to do things. Because we know that getting people to do something (and do it now) is the most powerful way to make them feel and then think differently about your brand, a cause, or their own behaviour. We call it Do.Feel.Think.

This philosophy informs everything we do. It's the foundation of our planning approach, it's evident in the work we create, and it shines in the results we achieve.

Try it for yourself: smile, and you'll feel happy. Instantly.

We're masters in developing new strategies that focus on an immediate action and long-term change; creating new brands that are action orientated; and crafting activation campaigns that start with a do.

Our expert understanding of behaviour change means that we always deliver work that engages your audience through the most relevant channels – close to the point of purchase, influence, or change in behaviour.

To say hello, and see what we can do for you simply visit: www.23red.com

We're on LinkedIn, Facebook, Twitter, and Instagram.

