

# Expert view



## **Sean Kinmont, creative director, 23 Red**

This is the grand-daddy of direct mail fundraising packs. Conceived in the middle of the last decade of the last century, this sprightly 10-year-old still managed to shake its collection tin hard enough to bring in more than £300,000 in 2005. It's even outlived the agency that originally created it.

So why is this venerable control pack so successful? Partly, I suspect, because it is highlighting Unicef's impeccable credentials and noble cause. But it is competing against a growing multitude of equally worthy children's charities for the attention of increasingly sceptical donors. There must be more to the story.

What really helps here is the clarity of the issue and the simplicity of the solution. A Unicef Oral Rehydration Sachet, costing just 3p, can save a child from dying of dehydration. With many charities, the issue is so big and complex that it's difficult to understand how your donation is going to make a difference. The brilliance of this pack is that it describes the issue clearly and emotively – and offers a complete and immediate solution for only 3p. Basically, it ticks all the boxes for philanthropy.

Honed internally by Unicef for a decade, the mailshot has become a powerful control pack.

**Creativity: 4**

**Delivery: 4**

8

10