**Best Campaign**

**Name of your organisation. If an external individual or agency was responsible for the work, give their name as well e.g. ‘Fred Bloggs PR Ltd for Mountain View Housing Association**

Solas Cymru – (Seren Group responsible for work)

**Your name and contact details:**

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**In no more than three or four sentences, describe the size and scope of your organisation and those responsible for marketing and communications. If an external individual or agency was responsible for the work, describe them as well.**

#BedForLife is Solas’ first ever campaign.

Solas,a company within Seren Group with around 170 staff, provides a broad range of services for people who are vulnerable, homeless or at risk of homelessness. They provide accommodation, support, advice, education, training and employment to all tenants.

The campaign was created by Seren Group’s in house communications and marketing team who planned and produced everything from the narrative and design work to photography, social media and bed stunt.

We worked with Media Wales to produce compelling narrative films involving a variety of tenants supported by Solas, who explained why the bed we have provided has changed their life. We shared these short films on our website and social accounts. Media Wales also filmed our bed stunt.

**In no more than 300 words, describe the purpose of the campaign as well as the target audience and the outcomes you achieved. Attach two pieces of evidence (e.g. pdf of a publication, media file of a video, screenshot of a web page etc) in support of your entry. Between 1 October 2014 and 30 September 2015.**

#BedForLife

Solas recognised that people often view homelessness as an easy fix...Slap a roof over their heads, job done. But it’s not that simple. Providing a safe place to stay is just the beginning,

The campaign aimed to raise awareness and funds for practical prevention, allowing Solas to break the cycle of homelessness ultimately resulting in people securing their own ‘Bed For Life’ and a secure tenancy they are equipped to maintain, helping them not only to survive but to thrive, therefore stopping them from falling back through the revolving door of homelessness.

The objectives were to create a highly visible, straightforward and non-politicised campaign that engaged people positively on the importance of preventing homelessness and the practical difference Solas can make.

We used our social media platforms and traditional media to ask the wider world to donate via text, tag or tweet a selfie of themselves in their bed and share with us what their bed means to them.

To seed this activity, we took our ‘Bed For Life’ bed around the streets of Cardiff and Newport, photographing members of the public.

This public launch caught the attention and support from many celebrities such as Matthew Rhys, MBE Non Evans and Rupert Moon.

The low budget campaign totalling £5336, created 619,034 impressions on twitter and over 433,700 on Facebook with people showing support from the USA and Australia.

We achieved this great publicity through the generosity of local companies who sponsored the campaign and through friend nominations. A Thunderclap for the campaign also generated 113 supporters totalling a social reach of 151,463 alone. The campaign also featured across local media such as the South Wales Argus, The Voice magazine and Wales Online.

The ‘Bed For Life’ campaign has helped Solas to stand out from other charities within the sector and better promote the work they do.

**Evidence 1/2**

https://www.youtube.com/watch?v=bGNLVyeag8c