

# Kingston Smith Creative Vision Award

2017 winner – **DEBRA**

## What is the Creative Vision Award?

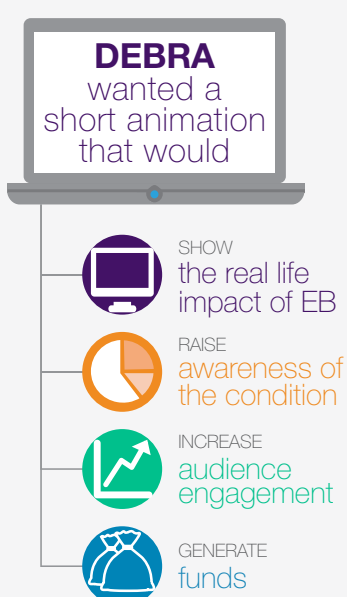
The Kingston Smith Creative Vision Award offers charities the opportunity to receive a brand film, free of charge, worth an estimated

**£150,000**

## What did DEBRA want and were their objectives met?



**DEBRA** is the national charity supporting people suffering from Epidermolysis Bullosa (EB) – a potentially fatal skin condition that causes constant pain due to unstoppable internal and external blistering.



Epidermolysis Bullosa (EB) is a complex condition and conveying the impact it has on everyday life is no easy task. EB is often considered to be 'the most painful condition ever known' and there is currently no cure. We wanted some short films to raise awareness of the condition and convey the impact of EB in a simple and compelling way. The final films delivered exactly what we asked for.

Ben Merrett, CEO of DEBRA

## Where have the films been used?

### Social media



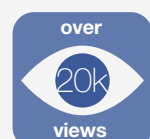
The films are being used across all of **DEBRA's** social media platforms, and consistently perform on Facebook, YouTube, Instagram and Twitter every time they are posted.

The winning film, 'Life of Layton', is **DEBRA's** most viewed and shared film on social media and proved particularly popular with the charity's key target audience for this project, women aged 45 – 65.



*Superb animation, short and right to the point. Excellent job Bournemouth University!*

*A brilliant animation – well done to everyone involved.*



Facebook audience comments



**Schools**  
The films are also shown in schools to increase awareness and stimulate assembly discussions.



**DEBRA** Charity Shops  
We play the films in some of our charity shops and they're great for starting discussions with customers.

Dan Moore, Head of Furniture and Electrical, DEBRA



**Staff education and corporate supporters**  
The films help to make a difficult concept easy to understand which has proved very useful.

Jenny Jackson, Business Development Manager, DEBRA

## #FightEB: DEBRA's national campaign

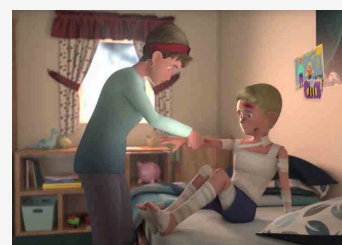
**DEBRA's** #FightEB campaign was created to make a difference for the EB Community. The winning film has contributed to the campaign which has raised a staggering £285k so far.



World of Torture



At the Playground



Life of Layton

## What has been the overall impact for DEBRA?

The **films fitted the brief** exactly and successfully boosted our reach and engagement. The film '**Life of Layton**' was by far the **most shared social video** in the history of DEBRA and has truly raised awareness of the condition. Although we cannot quantify exactly how many donations occurred as a result of the films, Life of Layton was featured in our #FightEB campaign which has raised over £285,000. The films have given us **long lasting marketing** collateral to fight EB and we would like to thank Bournemouth University and Kingston Smith for this gift.

Emese Mohos, Marketing and Communications Manager at DEBRA



Contact DEBRA to find out more:

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