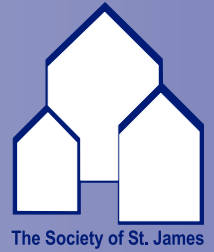


The Society of St.James

West Quay Exhibition

www.ssj.org.uk



Background.

The Society of St.James is one of the South's leading charities helping the homeless community find permanent housing.

With large focus at present on other social problems such as terrorism much public focus had been lost towards the rising problem of homelessness within the UK.

What were we asked to do?

The Society of St.James was holding an exhibition within Southampton's popular West Quay shopping centre. With such a large potential audience the Society wanted a campaign designed for them that would raise awareness of the problem.

How was this achieved?

The campaign was designed to play on peoples social conscious through the use of shock advertising. We did not want the exhibition to rely upon social black mail so we made a campaign that would challenge peoples beliefs about homelessness and stimulate public debate.

How successful was it?

The exhibition proved to be a great success for the Society of St.James, creating a lot of interest on the day and consequently increased the donation income significantly.

