



OXFAM

Part of a global movement for change, Oxfam seek to empower people to create a future that is secure, just, and free from poverty. Oxfam use a combination of public education, rights-based sustainable development programs, campaigns, advocacy, and humanitarian assistance in disasters and conflicts – they seek to challenge the structural causes of the injustice that is poverty, working with allies and partners locally and globally to change the world.

HOW WE HELPED

For the 'Dressed by the Kids' 2017 campaign, Click Consult was approached by Oxfam to build upon the success of the previous year's campaign and to promote awareness through social media, online influencers and blogs. Our expertise in creating and nurturing blogger relations, social media and video creation, meant we were perfectly matched to this challenge.

Our objectives at the start of the campaign were created after various meetings. We looked back on the campaign for the previous 12 months and as a result we were able to set new target for the 2017 Dressed by the Kids campaign. Below is a representation of the targets that were agreed and the actual results delivered.

THE RESULTS

The campaign was a huge success in 2017 and we saw an increase that nobody could have expected. Looking at the headline figures for the campaign in terms of the assets, bloggers and impressions, it is clear to see that the targets were surpassed. This has led to a huge increase in both the visibility of the brand and the donations.



**76,203,625 SOCIAL
MEDIA IMPRESSIONS
(AT TIME OF PUBLISHING
CLIENT REPORT)**



**IN INFLUENCERS
CONTACTED**



**INFLUENCERS
POSTED TWICE
THROUGHOUT
THE CAMPAIGN**



IN BLOG POSTS