

# Urgent support needed

Asthma UK asked us to create a strong campaign concept for a lapsed member mailing. With the frightening statistic that a child is admitted to hospital every 15 minutes, we knew exactly what the key message was. We developed a visual concept using a young child, with a coin slot added, suggesting that your donation will go directly towards helping children like this. The pack outperformed that of the previous year by 10%.



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