

An enlightening campaign

Our challenge for this project was to create a campaign that would raise the profile of St Dunstan's and encourage public engagement. The campaign positions the charity as "A leading light for blind ex-Service men and women". Using striking portrait photography of blind 'St Dunstaners', the concept portrays their subjects as independent and confident. This characterises the work of St Dunstan's in providing lifelong support for visually impaired ex-Service people, enabling them to regain their freedom and optimism. The campaign was run in the national, local and specialist press, on radio, outdoor, and online.



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Think UP THIS WAY