



## Community

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### **DDB'S GOLDEN CAMPAIGN**

*putting smiles on the faces of seriously ill kids!*

Sydney Children's Hospital's major fundraising week – Gold Week-- was in need of a branding shake-up. After the moderately successful inaugural branding campaign in 2006, this year's Gold Week required a stronger, more defined brand to achieve fundraising objectives. Enter Australia's leading ad agency, DDB.

Thanks to the pro-bono contribution of many partners, including DDB Sydney, the brand of Gold Week 2007 has been re-invigorated as the major annual fundraising campaign supporting the vital work of Sydney Children's Hospital, Randwick, which is recognized nationally and internationally as a center of excellence in child health.

From recreating the brand of Gold Week with its unique bandaid-style logo and point-of-sale pin, to creating print ads along with radio and television commercials, DDB's contribution and commitment to the hospital were extensive.



DDB's passion for the hospital was infectious, attracting pro-bono support from designers, producers, directors, production houses, actors and editors, who all contributed to the Gold Week campaign. Foxtel and free-to-air television stations screened the DDB TVC in the lead up and during Gold Week.

Tribal DDB also came on board to design and build the Gold Week website, which was critical in enabling the community to register their events online, see what others were doing in the community, and provide valuable marketing resources to groups and individuals who were conducting their own creative Gold Week events around the state. The newly created website also provided the platform for online cross promotion via all Gold Week partners' websites, taking the reach of the campaign further and giving Gold Week's major sponsors a value-add for their generous support.



On June 1, 2007 Gold Week kicked off with a splash of color and excitement as people from all corners of NSW celebrated life to help sick children with gold-themed events that included dinners, barbeques and street parties.

Elizabeth Crundall, Chief Executive, Sydney Children's Hospital Foundation, praised the commitment of DDB to help the Hospital. "DDB and Tribal DDB's commitment to the hospital has been extraordinary and we look forward to working with them on future campaigns," she said.

Leif Stromnes, Managing Partner, DDB Sydney, said, "Gold Week does more than showcase the tremendous work performed by the Hospital; Gold Week allows everyone throughout NSW to get involved and do their bit to make a difference to the lives of seriously ill children. DDB is delighted to have the opportunity to work with Sydney Children's Hospital to highlight its steadfast work as well as educate the public in the simple ways everyone can support Gold Week."