Ads against AIDS: a chance to donate something even more important than your money / Action Against AIDS.

Contributors

Action Against AIDS

Publication/Creation

1987.

Persistent URL

https://wellcomecollection.org/works/fypdujrf

License and attribution

Conditions of use: it is possible this item is protected by copyright and/or related rights. You are free to use this item in any way that is permitted by the copyright and related rights legislation that applies to your use. For other uses you need to obtain permission from the rights-holder(s).



Wellcome Collection 183 Euston Road London NW1 2BE UK T +44 (0)20 7611 8722 E library@wellcomecollection.org https://wellcomecollection.org



ANYONE CAN GIVE MONEY TO HELP AIDS CHARITIES. YOU CAN ALSO GIVE YOUR TALENT.

As soon as possible next year a massive campaign will break in aid of AIDS charities. It will run under the name of "The AIDS ABlance!

And its aim will be to raise as much money as possible to help the many voluntary sector charities that are campg educating counseling or working in the AIDS field.

Before that campaign runs, though, we want to be sure we're running the right work. So we're starting with a national competition to find the best ads, best logo and best direct marketing gampaign for the AIDS Alliance. As you can see from the list of committee members and the judging panel, this challenge already has the backing of many major figures in your industry.

Now all it needs is your personal industry, to make it work.

Whether you're a suburet or a professional. Whether you're a individual or a whole creative department.

creative department.

THE BRIEF.

The briefs opposite have been carefully prepared to give you all the information you'll need to do great work.

There's one for the ads. One for the logo.
And one for the direct marketing campaign, You could have a go at all three Or just one. If entirely up to you call the ask in that with each submission you send us a financial donation as well (although this is not a pre-requisite of entry).

(From, say, £5 for students to £50 for an individual and £100 or more for a corporate entry – anything you can afford, in fact.)

entry - anything you can afford, in fact.)

THE JUDGING.
All the entries will be judged anonymously by a panel of experts drawn from all the relevant fields.

So a student will have just as much chance as a top professional.

The most emportant thing the judges will be looking for a sown k which will bring in money.

We are not looking for another campaign on, prevention and awareness, like the Convenments.

If you have any problems with the briefs or wish to find out more about the background to the AIDS chariess you can 'phone Vicky Cooper or Jon Dee on 01-376 \$651/2.

THE WINNERS.

All entries must arrive by 6 pm on Tuesday 26th January 1988 at the address below Judging will then take place on the 29th January. And from 1st-6th February, the best 200

entries will be exhibited at Smith's Galleries in Covent Garden.

On 3rd February Melvyn Bragg* will announce the winners in each section at a special champagne reception which will be covered by The Media Show for Channel 4. The exhibition will then move in early March to the ICA and then to the Barbican. Shortly after, it is hoped that the winners' material will feature in a major national campaign. Bringe genoey in to The AIDS. Alliance and, of course, credit to the winning teams. Indeed, our name or company will even be credited on all published material.

THE COMMITTEE.

Chromas Barker
Editor Conyago
Lavos Barker
Editor Conyago
Lavos Barker
Editor Chayles from a
Editor Chayles from a
Editor Chayles from a
Editor Chayles from a
Editor Chayles
Anni Burdon
Dept Conya Pages From and a Director
Authority Deptito Chan and a Director

THE JUDGES.

Ann County Language County Language County County Language County County Language County Langu

ACTION AGAINST AIDS

Although the categories are directed at different sectors of the advertising industry, entries are particularly welcome where Designers together with above and below the geneses have collaborated on all three briefs.

THE PRESS & POSTER CAMPAIGN BRIEF.

Role for Advertising.

Role for Advertising.

The publicise the launch of 'The AIDS Alliance', and through that publicity, to rase funds for the Alliance.

To inform the general public of the formation of the Alliance.

To illustrate the benefits of this new consortium (i.e. co-operation within the voluntary sector AIDS field in order to optimise fund-raining possibilities; lar and efficient collection and distribution of funds).

To raise funds for voluntary sector AIDS care, counselling, education and information dissemilation projects in the UK and Third World.

Target Audience.

dently and reports made public.
ACTION.
Caupon on Press ad to accompany donations to enable a file of donors to be built up. Plus Freefore and credit card donation facility.
Requirements.
Press ad (any size, blw or colour).
Posters (any size).
Finished visuals to be submitted A2 size, mounted on polyboand, with entry form attached to back in a sealed envelope along with separate envelope containing donation.

THE DIRECT MAIL BRIEF.

Requirement.

A maishot to the corporate sector which encourages funding via marketing budgets as well as charity budgets.

To inform the corporate sector of the formation of The AIDS Alliance.

To explain how the Alliance will work (fur distribution of funds; public evaluation of distribution of funds; public evaluation of distribution of funds; public evaluation of distributions.)

To emphasize the opportunities for high profile sponsorship of televised fund raising events, and of building purchasing properties (ick hospices, counseling centre set;) mobile advice centres, telephone helphines and educational leafless of alliance which would be gained through high profile involvement with a problem which affects the whole community.

RESPONSE OBJECTIVE.

which affects the ways.

RESPONSE OBJECTIVE.

RESPONSE OBJECTIVE.

Alliance to

ACTION.

PAYROLL GIVING CAMPAIGN.
Requirement.

A double sided A4 leaflet mailshot to employees of comparies who are operating the payroll giving scheme. It is envisaged that this leaflet would be placed on a staff notice board to attract the attention of the participating companies employees.

Objectives.
To inform the employees of the formation of the Alliance.
To explain how the Alliance will work (i.e. fair distribution of funds; public evaluation of the Alliance.
To explain how the Alliance will work (i.e. fair distribution of funds; public evaluation of distribution).
To encourage employees to join the payroll giving scheme via an attached Charites. Aid Foundation form. (A full explanation of the stehme is given below).

ACTION.
A standard response mechanism to solicit enquiries will be attached to your leaflet, so this does not need to form part of your design.

Payroll Giving Scheme.
From April this year, employees have been able to give EID a year tax free from their salaries to a charity/charities of their choice. The scheme is voluntary. The employee can choose whether to operate it and the employee can decide to join it.

Employees can choose to donate a fuxed amount each week or month to one or more of 154,000 registered charities. Donations are deducted from pay at source. These format the money to the desired charities. A standard rate taxpaige riging £10 am month would have his monthly pay reduced by £710.

Finished visuals to be submitted A2 size, mounted on polyboard, with entry form attached to back in a sealed envelope along with separate envelope containing donation.

THE LOGO BRIEF.

THE LOGO BRIEF.

(or the envelopes, Envelope Printers Ltd.

got gue gitter & bysper sateldpy

Sugges aug Joy Propeller Typesetting

Domino Studios

Bugulad ays Joy grandprint

paded auguoj staged anit agest anggiW

buognerus zipis jestjes: un apurtisisse viaug voj ACTION AGAINST-AIDS

A CHANCE TO DONATE SOMETHING EVEN MORE IMPORTANT THAN YOUR MONEY.

WHAT IS ADS AGAINST AIDS?

Ads Against AIDS is a competition run Action Against AIDS, the fund raising arm of The Terrence Higgins Trust.

Its aim is to find the best logo, ad campaign and direct mail package to launch a new alliance being formed by the major AIDS charities.

And its first initiative is the national impetition detailed inside this leaflet.

(The central section is designed to act as a poster to create interest within your company, department or college, so please put it up.)

The alliance has been formed by top AIDS charities such as the Terrence Higgins Trust as a way to co-ordinate and maximise the funds raised to help the vital voluntary

and prevention in the AIDS field. Unlike the Government's public

education campaign, these elements in the fight against AIDS are almost exclusively funded by voluntary contributions.

And at present they are seriously underfunded. This means that both present and future sufferers of AIDS are not getting.

the care and help that they need.

Without a campaign like this one, in fact, the already dreadful suffering faced by those with

AIDS will become much worse. For this reason it was felt that a single, carefully controlled and highly effective fundraising exercise on behalf of many AIDS related charities would be better than a fragmented effort by the individual organisations

The scale of the AIDS pandemic and its effect on society are such that it is vital we succeed.

We hope you'll agree to support us.

WHERE WILL THE MONEY GO?

The donations raised by Ads Against AIDS will be equally divided between The Terrence Higgins Trust and The AIDS Alliance.

Half of the money raised by Ads Against AIDS will go to help the Trust maintain its vast and vital range of services to sufferers or potential sufferers

The other half will go towards the cost of setting up The AIDS Alliance as a professional and business-like fund raising organisation.

WHAT NEXT?

Once we launch The AIDS Alliance, we hope to raise substantial amounts of money Some 50% of this money will then go immediately to the Alliance

This will enable organisations like

The Terrence Higgins Trust to continue and expand its services which range from Help lines to counselling, buddying support groups

The other 50% of the funds raised will be by Dr. Tony Pinching, one of Britain's top AIDS

This committee has already gained valuable experience in the evaluation of work in the AIDS field and the distribution of money through its work on International AIDS Day '87 which raised many hundreds of thousands of pounds.

With your help, this time they'll be helping to make sure millions of pounds go to help those

ENTRY FORM

Please either cut out this entry form or photocopy however many you need and attach the completed copy to each entry in a

Your donation of between £5 and £1000 should be made payable to Action Against AIDS Ltd and accompany each entry in a separate sealed envelope and you should state whether or not you require a receipt.

Name:

| Agency/Comp of your emplo | entere | d on behalt |
|------------------------------|--------|-------------|
| | | |
| | | |
| | | |
| | | |
| Category: | | |
| Category. | | |
| Art Director: | | |
| Copywriter: | | |

Application for tickets to the Winners reception and private view. Please send me_____

the champagne reception and buffet from 7pm at Smith's Galleries on February 3rd 1980 at which Melvyn Bragg will ann

I enclose a cheque made payable to ACTION AGAINST AIDS LIMITED For f (we suggest a donation of between £25 and £100 per ticket). Tickets are limited and you are ad-

vised to get your application in as soon

ticket applications to: Action Against AIDS, 52-54 Grays Inn Road, London WCTX 8LT

ACTION AGAINST-AIGS

THE RULES

date of the compension. Became and processor. 3) End personly interest the competition work for their entry to be returned L'Annothicathe the competition, they should make this clear in which go centering the compension. 3) Although great care will be taken to ensure that all entires are which cooked after, the origination sake no responsibility for any