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<https://vimeo.com/Teenage Cancer Trust>

Client: The Teenage Cancer Trust

Project: Education Resource.

How do you get teenagers to talk openly about a subject that none of us want to talk about?

The Teenage Cancer Trust was set up to improve the lives of young people diagnosed with cancer. Although, in recent years the Trust has become well known for its music concerts, its major objectives are still centred on educating young people on the issue of Teenage Cancer and also to continue fund raising to ensure that vital research into this area continues.



The Trust are strong advocates of beginning the process of educating young people about Cancer at an early age and wanted to work with a number of Schools in bringing this subject directly into the classroom. The Trust wanted us to help them meet their target audience at their level and give teachers the means to communicate effectively. We were asked to utilise and combine our extensive understanding of both the education and charity sectors to develop and create an engaging way to equip schools and teachers with a series of resource tools to engage with their students on this difficult subject.



We produced a “point of view” film about a day in the life of a teenager diagnosed with cancer to convey such an emotive subject and yet wanted to also reflect the culture of the trust being one of celebration, progress, Inspiration, enjoyment and fun. Through our close work with the Trust we were able to enlist the help of the music group Kasabian, who wrote the unique soundtrack to the short film. We also developed an interactive teenage magazine featuring radio and TV personality Dave Berry and Doctor Christian Jesson to allow for a more in depth discussion on some of the main topics, facts and issues that the classroom discussions would cover.

The campaign was a great success and all of the schools involved mentioned what a great help the film and magazine had been in helping both teachers and students tackle such a sensitive topic.

The Trust also noted a marked increase in donation applications and voluntary fundraising activities that were directly attributed to the campaign.



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