

CLIC Sargent

'Homes from Home' Campaign

CLIC Sargent first approached Charity Link in 2009 after carrying out a face-to-face programme with an alternative supplier which had not given them the levels of results expected. They were feeling understandably cautious so the campaign with Charity Link started off small following a trial and has built slowly but consistently year on year.

The campaign has focussed on the charity's Homes from Home service and has been rolled out across new geographical areas, some of which the charity had not expected such success in as brand awareness was relatively low.

Charity Link's work naturally raises brand awareness across the UK which has been fundamentally important to CLIC Sargent. Four years on Charity Link is one of the charity's largest suppliers providing significant income that is enabling the charity to plan and budget for exciting growth in the future.

"We enjoy a really good working relationship with Charity Link and see them more as a department of CLIC Sargent rather than an external agency. We have worked together on developing the campaign materials and appreciate their input with regards to other aspects of the face to face campaign. We respect their work ethics and envisage working with them on a long-term basis."

James Spears, Head of Direct Marketing, CLIC Sargent