

Winners / Direct Lions Winners

## Direct Lions Winners

Film Lions  
Press Lions  
Outdoor Lions  
Media Lions  
Direct Lions

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Radio Lions  
Promo & Activation Lions  
Titanium and Integrated Lions  
Design Lions

PR Lions  
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## Silver

**TAKE AWAY DERELICT / NEUNERHAUS / HOMELESS FUNDRAISING / EURO RSCG VIENNA, AUSTRIA**

**Type of Entry:** Use of Direct Marketing  
**Category:** Direct Response Print or Standard Outdoor, including Inserts  
**Title:** TAKE AWAY DERELICT  
**Advertiser/Client:** NEUNERHAUS  
**Product/Service:** HOMELESS FUNDRAISING  
**Entrant Company:** EURO RSCG VIENNA, AUSTRIA  
**DM/Advertising Agency:** EURO RSCG VIENNA, AUSTRIA

## Creative Credits

Name	Company	Position
Robert	Wohlgemuth	Executive Creative Director
Florian	Nussbaumer	Executive Creative Director
Bernhard	Gigler	Copy Writer
Phil	Hewson	Art Director
Christian	Homann	Designer
Marco	Peis	Designer
Caroline	Kriechbaum	Copywriter
Gerhard	Merzeder	Photographer
Blaupapier		Retoucher

## Describe the brief from the client:

The target group was basically every Austrian able and willing to spend money for homeless people. Another target group was the press. As we didn't have the media budget for a big billboard campaign we tried to design a spectacular campaign that also gets noticed and mentioned in the newspapers.

## Creative Execution:

The main strength of the idea was to use a street installation interactively as a direct response tool. It was literally in the hands of the target group to get a homeless person off the street by taking him off the wall. By collecting the payment forms one could already see the result. The homeless person disappeared from the street. The idea was not only a visually interesting installation but an effective direct-idea and considering the press coverage a PR idea too.

## Describe the creative solution to the brief/objective.

Besides a billboard campaign the agency developed a supporting ambient idea, that invited pedestrians to literally get a homeless person off the street. On highly frequented locations like subway-stations we stuck a picture of a typical homeless person on the wall. Next to the photo a headline was sprayed on the wall: Get a homeless person off the street. The photo of the homeless person was made at exactly the same location so it seemed as if he was really standing there. The entire subject was put together by little pieces just like a puzzle. Every piece could be removed and on the reverse side a payment form was printed that could be used to directly donate money to Neunerhaus.

## Describe the results in as much detail as possible.

The idea immediately attracted curious pedestrians and encouraged them to donate money. It was not only the billboard itself but also the press coverage that raised private funding to Neunerhaus by more than 40 %. The billboard got remarkable attention in various newspapers. Considering a tiny media budget a few billboards generated a massive impact and successfully pushed donations.

