


What Jack Gave

Noha Al Afifi


Interim CEO, Arthritis Action



He gave me water...

A woman with short grey hair, wearing a black top and a light green scarf, sits on a small wooden chair on a stage. Behind her is a large green cloth backdrop. To her left is a large floral arrangement with red and white flowers, and to her right is a smaller floral arrangement with a sign that says "ST. BRAD". The setting is a room with arched windows and a wooden floor.

He was wonderful.

A man in a grey suit and glasses is sitting on a chair in front of a large green backdrop. To his left and right are floral arrangements, including a heart-shaped one with a 'FATHER' sign. The scene is set in a room with arched doorways in the background.

He said, he hoped it would help me find a new wife.



His first boxing gloves...

He taught me how to get back up.




He gave me water...



Life.



 WaterAid

Real Story



**JACK DIDN'T MEET EVERYONE IN THIS FILM
BUT HIS LIFE MEANT SOMETHING TO ALL OF THEM**



ADD WATER TO YOUR WILL



SEARCH WATERAID LEGACY

What's "What Jack Gave?"



- WaterAid's first ever legacy advert.
- The film powerfully showcases the difference people can make by leaving a lasting legacy of clean water in their will.
- The campaign aims to close the proximity gap between people in the UK and communities around the world.
- Cleverly closes the gap between legacy consideration and action.



Life is great, we are healthy and probably will live much longer. Life with clean water is easy and enjoyable. It is easier because water is life.”

Mary, 27, from Kazungula District, Zambia.

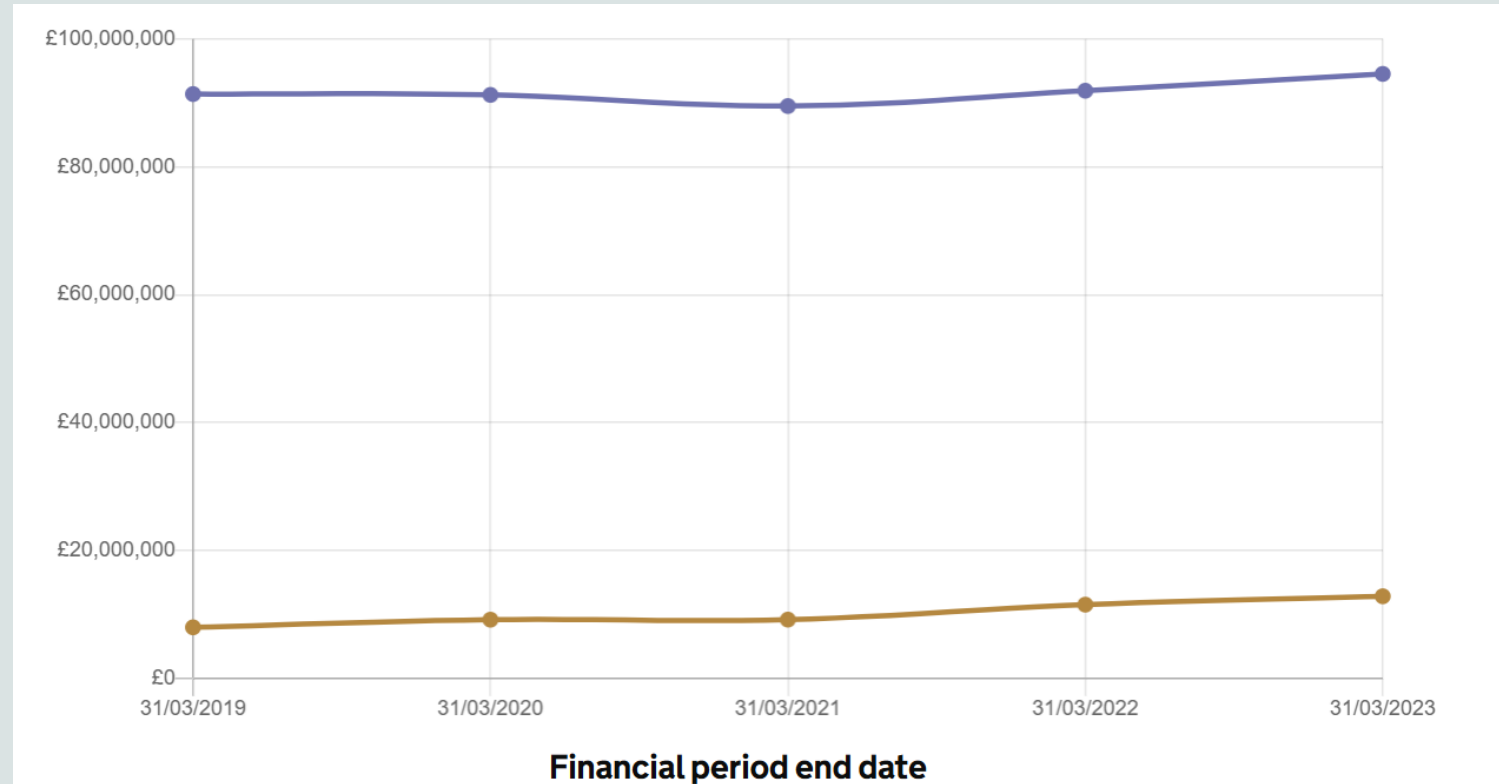
As a child, Mary was forced to travel long distances in search of water instead of spending time at school. Often this would be dirty river water. That water made her sick, and so she missed even more school.

But a few years ago, everything changed. Thanks in part to people who chose to add WaterAid to their will, Mary’s community now has clean water and decent toilets.



Impact

- Visible increase in legacy income
- Over 1M YouTube views
- Won awards



■ Total Income

■ Legacy Income

Campaign features that made it innovative and successful

01

A real story featuring real people.

02

A complex and sensitive topic communicated via a simple message.

03

Targeted a different audience. Diverged from the sector's usual approach with warm audiences.

04

Emphasised the tangible benefits.

05

Communicated a positive message.



Why IWITOT

- Legacy marketing is extremely challenging yet impact was visible
- Closed the gap between legacy consideration and action
- Increased brand consideration
- Tapped into a new, colder audience
- Simple call to action: 'add water to your will'

Thank you

Noha Al Afifi

noha@arthritisaction.org.uk