

Excellence Awards - 2025 Entry
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Entry ID: 15656

Third Party Authorization

Are you entering on behalf of, or in association with, any third party?: Yes

If yes, please tick here to confirm you have the third party's permission to submit this entry: Checked

Basic Information

Category: 05. Social Purpose Campaign

Entry Information

Entrant company name (To be used in all awards materials/ presentation): Tin Man and Cadbury Fingers

Entry title:

Trick or Treat BSL Edition

Entry Upload:

CAMPAIGN OBJECTIVES

Cadbury Fingers' three year partnership with the National Deaf Children's Society is designed to increase deaf awareness, get the nation learning some BSL and generally help deaf people feel more included in everyday shared moments.

However, the 2024 campaign had no new ATL, a smaller earned budget and was at risk of messaging fatigue.

But we needed to reach more people, keep awareness high and drive traffic to the BSL learning hub, as well as:

- Motivate the British public to be more deaf aware
- Leverage family sharing moments that resonated with our audience
- Spotlight the moments where deaf people are excluded
- Give Cadbury Fingers' an authentic role, driving brand salience

Budget: £100k

STRATEGY

Previous campaigns had explored how deaf communities miss out on everyday cultural moments using audience passion points of football and celebrities, but this year we wanted something community-led that would ensure a genuine moment of togetherness.

The campaign was launching in October, so we needed a timely reason to talk about the importance of deaf inclusion.

We had a lightbulb moment. Halloween is a firm family favourite in October, combining sweet treats, neighbourhood camaraderie, costumes and bags of fun.

But a study shared by the National Deaf Children's Society found that of all the cultural celebrations, it is the least inclusive for the deaf community due to the darkness and mask wearing making lip reading impossible – as well as a general lack of BSL knowledge in neighbourhoods across the UK.

With Cadbury Fingers one of the nation's favourite sweet treats, we not only had a right to play here, but the power to make a big difference to deaf communities across Britain.

This would be our most ambitious social purpose campaign yet.

CREATIVE EXECUTION

With 79% of deaf families missing out on this important moment due to communication barriers, we created Trick or Treat: The BSL Edition which saw Cadbury Fingers make Halloween more inclusive for the 146,000 deaf children in the UK.

We collaborated with experts including partner charity National Deaf Children's Society, deaf consultancy Purple Goat, and BSL training specialists Remark to ensure our campaign would help our deaf community audience, and feel authentic - it was vital that everything was done sensitively and we didn't unintentionally cause offence.

PRE-LAUNCH

We started by filming and producing a series of BSL online lessons which were hosted on the brand hub and YouTube showing how to deliver key Halloween phrases including costume compliments, 'help yourself' and THE big question – 'trick or treat!' We created downloadable vinyl 'BSL-Friendly' window stickers - making it easy for deaf children to know which homes to visit at Halloween. We also provided guidance on mask wearing and lighting to help with visual cues and lip reading.

LAUNCH MOMENT

To create a big media moment, we created the first completely BSL friendly street in the UK.

Via National Deaf Children's Society networks, we identified seven year old Ada, a deaf schoolgirl who had never experienced trick or treating. In previous years, her mum Tilly was concerned that Ada would feel excluded and would not enjoy herself. It was time to change that.

Weeks prior to Halloween, our team decamped to Ada's street in rural Worcester armed with information, tools, training materials – and of course some Cadbury Fingers. In multiple sessions both in real life and virtually we secretly engaged every house on the 50-building street, and they all started their BSL learning journey.

Then, one cold autumnal evening, we arranged for Ada to have her face painted professionally and delivered her first Halloween costume to her home. It was time for the big moment...

As Ada started knocking on her neighbours' doors she quickly noticed they had 'BSL friendly' vinyl stickers in their windows and realised that everyone was responding to her in BSL. The surprise and delight spread across her face and the emotion felt by her mother and all the neighbours involved was truly special. We captured the moment on film and later were joined by crews from BBC News and ITV.

Ada had one of the best nights of her life, but what she didn't realise is that she became the inspiration for numerous communities around the country to do the same thing.

EXTENDING THE CAMPAIGN

An ongoing influencer programme amplified the campaign. Deaf influencers, their families and native BSL users all sharing their own experiences and encouraging their followers to learn BSL too.

RESULTS & EVALUATION

Did we motivate the public to be more deaf aware? Over 200 media articles, and 6 min segments on BBC News and ITV explained the campaign key messages and how the British public can help. The campaign reached millions, with 92k page views on our hub and 65k watches of our 'little lessons' on YouTube.

Did the campaign encourage Brits to learn some BSL?

50% of Brits said they were more inclined to start learning BSL with 11 different community groups reaching out to commit to similar schemes for next Halloween. The campaign gave 46% of people more confidence to communicate with someone who is deaf.

Did the campaign highlight the moments where deaf people are excluded?

The campaign went viral on social MULTIPLE times - being featured on the @goodnews_movement Instagram (5.5million followers, 81k likes) and high reaching sites like Inside Edition's YouTube (100k views) and the @archbishopofbanterbury (4.5m followers). Influencer content performed above benchmark, with 2.9m impressions and a CPV of £0.01 (vs benchmark £0.10).

Did we give Cadbury Fingers' an authentic role?

Post campaign research showed a 17% increase in the association between Cadbury Fingers brand and its purpose of 'everyday moments of connection'. Cadbury Fingers' value share increased by 2.8pts vs previous year in November directly after the activation.

Anastasia Lutskovskaya, Senior Brand Manager for Cadbury Fingers said: "Tin Man's amazing work alongside their great team spirit was phenomenal, executing the campaign to the highest level."

Supporting Information

*Additional supporting information (images, artwork, clippings and other media)
Please note that the maximum size of any document should be less than 10 MB.:*

Provided

Campaign image (if entering individual/team awards, upload headshot/team photo here):

Provided

Company logo:

Provided

Please write a 30 word entry summary in the third person:

For Cadbury Fingers partnership with the National Deaf Children's Society, Tin Man created the first BSL friendly community trick or treat experience for deaf seven year old Ada.
