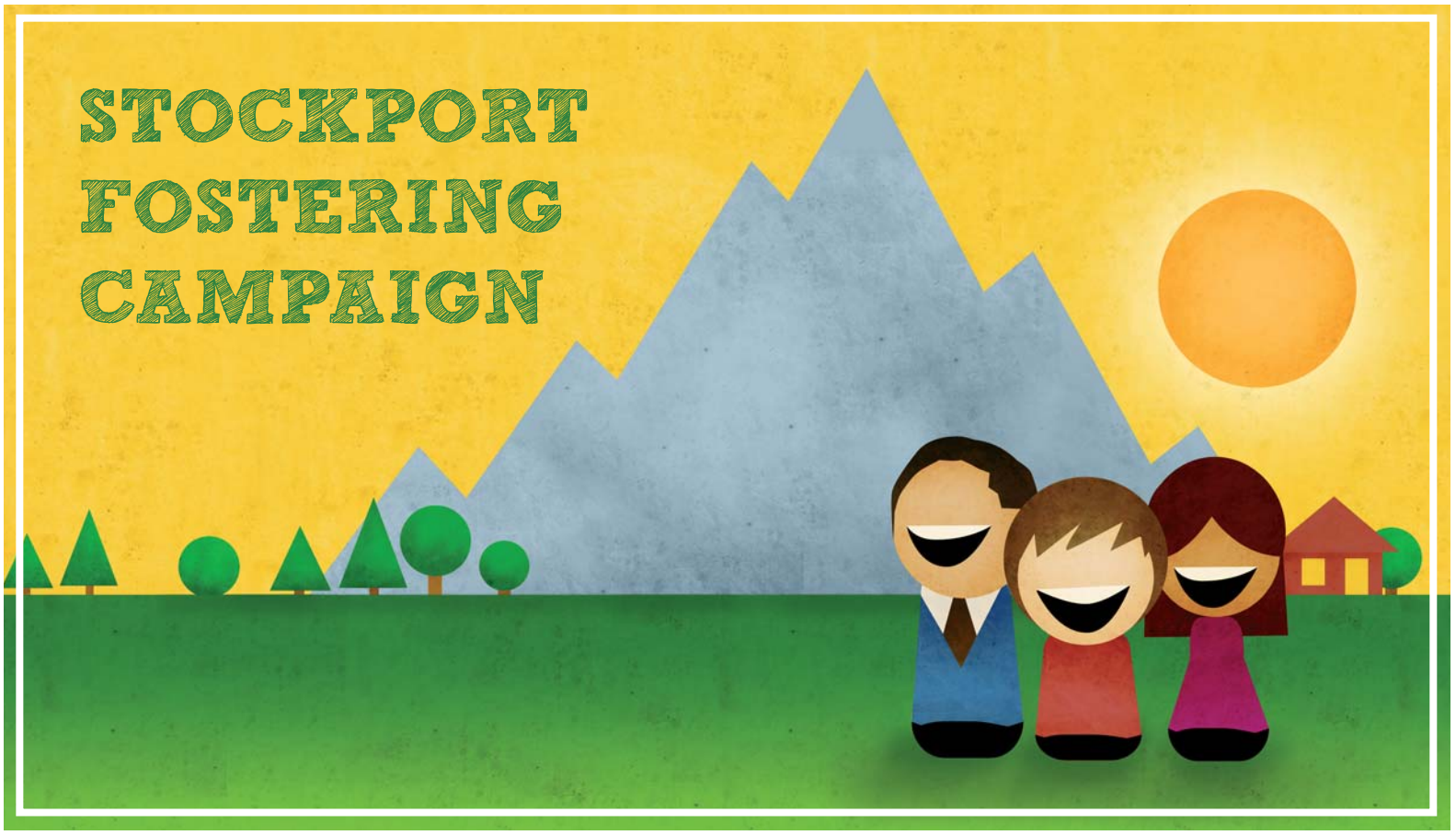
STOCKPORT FOSTERING CAMPAIGN



TELEVISION

We were originally commissioned to create a television commercial to raise general awareness of the Stockport Council Fostering Agency and ultimately inspire more people to foster.

Created to a tight budget and deadline, the advert was broadcast on Granada Television. The commercial proved to be their most successful to date.

Click here to watch the video.

PRINT & IDENTITY

Increased interest and fostering applications quickly led to Stockport Council Fostering Agency adopting the image as their brand identity.

An intensive print campaign followed. Variations on the initial design spearheaded 'Fostering Fortnight', with newspapers, buses, ATMs, balloons and bill boards all used to reach as wide an audience as possible.

The campaign continues to generate interest and coverage in local press.

THE FUTURE

As well as a number of other work for a number of other educational and civic organisations, Electromedia has been asked to produce further artwork, characters and materials to extend the campaign to cover adoption services in the region