



Protect. Care. Empower.

Kids Haven protects and cares for children and youth in crisis, and empowers families, youth, and children to build safe and nurturing communities where everyone thrives.

CREATIVE RATIONALE: STREET POLE AD SERIES

There are common phrases we use to describe pleasant and familiar things in life. These often make their way into the hashtags we add to our social media pictures.

The first street pole board presents a phrase/descriptor as such, with no accompanying visual, leaving our audience to rely on their own imagination to visualise the scenario.

The second board shows a highly contrasting visual to its preceding descriptor.

The disconnect between what you think and what you see, subverts your frame of reference, highlighting the fact that what we take for granted in our every day lives, is often something that those living on the street can only wish for.

On a digital platform, we will use the hashtag versions of the above descriptors. In doing so, when users search these common hashtags, they will be served unexpected visuals and a powerful call to action to donate.

ROOM WITH A VIEW



Street pole series 1



Street pole series 1

**YOUR
LIFE IS
SOMEONE
ELSE'S
DREAM**



Street pole series 1

**TO DONATE R25,
SMS “HELP A
CHILD” TO 1234**

KIDSHAVEN.ORG.ZA



**CHANGING CHILDREN'S
LIVES FOR 25 YEARS**

Street pole series 1

CATCHING THE GAME



Street pole series 2



Street pole series 2

**YOUR
LIFE IS
SOMEONE
ELSE'S
DREAM**



Street pole series 2

**TO DONATE R25,
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CHILD” TO 1234**

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LIVES FOR 25 YEARS**

BREAKFAST IN BED



kids haven

Street pole series 3



Street pole series 3

**YOUR
LIFE IS
SOMEONE
ELSE'S
DREAM**



Street pole series 3

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CHILD” TO 1234**

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