

TV Advert Leaves Viewers More Likely to Leave a Legacy

Positive findings show success of humorous approach

A survey to evaluate Remember A Charity's latest campaign has shown that 20% of respondents are now more likely to leave a legacy as a result of seeing the campaign's TV advert.

A further quarter would talk to friends and family about the adverts and a little under a third, 28%, said the ads left them more interested in learning about leaving a legacy.

The research was carried out to evaluate the first burst of Remember A Charity's advertising. It was carried out by nfpSynergy, the leading research agency in the not for profit sector, and the survey is intended to track the impact of the campaign's communications on the attitudes and behaviour of the target audience.

A sample of 806 adults aged 45+ who regularly give to charity were surveyed during the period 12-16th May 2009. One in three respondents recalled seeing the adverts.

Stephen George, Chair of Remember A Charity and Development Director of Legacies for the NSPCC commented:

'We are really pleased with these findings, especially as we had used humour for the first time. There were complex barriers we needed to address and this first burst has shown we are on the right track.'

Remember A Charity is planning further TV advertising bursts in July, September and December this year.

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MEDIA ENQUIRIES

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Related Links

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