



# YOUNG LIONS COMPETITIONS



## BRIEFING DAY

16TH FEBRUARY, DENTSU IRELAND

## DIGITAL CHARITY



WITH THANKS TO:



### WHO WE ARE:

Threshold is a leading Irish national housing charity, committed to preventing homelessness and protecting the rights of tenants primarily in the private rented sector. For over four decades, Threshold has been a cornerstone for tenants, offering advice, legal representation, and advocacy to ensure fair and sustainable housing solutions. The organisation has been a vital resource for tenants in the private rental sector over the past 40 years.

### WHAT ARE THE ORGANISATIONAL OBJECTIVES?

**Prevent Homelessness:** Threshold is committed to preventing homelessness before it even starts. They work tirelessly to resolve tenancy problems and keep people in their homes, ensuring that they never have to face the devastating consequences of homelessness.

**Influence Housing Policy:** Threshold actively engages in influencing housing policy and practice in Ireland. They work with policymakers, government officials, and other stakeholders to promote evidence-based solutions that address the root causes of housing problems and create a more equitable housing system.

**Educate the Public:** Threshold plays a crucial role in educating the public about housing issues. They provide information and resources to renters, landlords, and policymakers, promoting understanding and encouraging informed decision-making.

### THE CREATIVE CHALLENGE

#### COMMUNICATIONS OBJECTIVE:

Using digital channels, we want to build awareness of Threshold and clearly educate tenants about their rights and the services provided, thereby increasing overall awareness and accessibility. Highlighting that Threshold is a highly respected and sought-after voice on housing and renting policy and legislation and that we are an organisation that is inclusive, accessible and reflective of a changing Ireland.

## WHAT PROBLEM ARE WE TRYING TO SOLVE?

Clarity of understanding by the public of what Threshold do and that they are accessible for ALL tenants/renters (see back PDF differentiating rights of tenants vs renters in documentation folder)

- ⇒ **Access to information:** Threshold believes that everyone should have access to accurate and up-to-date information about their housing rights. They provide a range of resources on their website and social media channels to help tenants understand their rights, enabling them to take action and advocate for themselves.
- ⇒ **Access to free non-judgemental support:** Threshold provides a free confidential & non-judgemental helpline (phone & videocall); webchat service & face-to-face appointments to support people who are renting in the private sector.
- ⇒ **Campaigning for a fairer housing system:** Threshold campaigns & advocates for private renters' rights, pushing for policy changes that will make good-quality housing more secure and more affordable. They conduct research that is vital to understanding Ireland's acute housing problems, providing policymakers & governmental officials with sound evidence to support the creation of solutions that address the root causes of housing problems and create a more equitable housing system.

## PRIMARY TARGET AUDIENCE:

Tenants in the private rented sector who may lack knowledge about their rights and the support services available to them, including those facing imminent housing challenges.

## INSIGHT/TRUTH:

People can become immobilised; feelings of shame, even embarrassment can come to bear when facing a tenancy issue. There can frequently be a barrier of fear in reaching out when the issue arises.

All private renters regardless of their age or employment status are at risk of experiencing issues in their tenancies. Homelessness is among the worst and the most widely publicised but not the only consequence of renters facing issues in their tenancies.

Issues in the rental sector are having an impact on both individuals and society, contributing towards poor mental & physical health and impacting immigration rates, emigration rates, as well as recruitment & retention issues for businesses.

The earlier people:

- become aware of their rights and responsibilities in the private rental sector;
- know how and where to access support and;
- take the action of accessing the support available,

the more likely they will be prevented from suffering from the consequences associated with housing issues such as: poor mental & physical health, relationship issues, performance issues in the workplace, relocation or accessing emergency housing services.

## KEY MESSAGE:

Know your rights/own your rights.

## Supporting Messages

- Take a proactive approach to learning your rights/responsibilities as a tenant by visiting our website & social media channels.
- CTA: Call, email or use Thresholds webchat to answer any questions you have.
- All contact channels are free, confidential & non-judgmental. All situations are unique, and the team will help find the best approach to finding a solution for you.
- Thanks to the support of our generous donors almost 20,000 (I think it's around 18) were supported in 2022.

## STONE OF VOICE:

Informative, supportive, and engaging, reflecting Threshold's role as a knowledgeable and accessible source of tenant support and advice in the digital space.

## PROOF:

In early Jan 2024, the Department of Housing published statistics for November which showed the number of homeless people reached a new record high.

There were 9,409 adults and 4,105 children (an increase of 17% on 2022 figures) accessing emergency accommodation on the week of November 20th to 26th.

Reports have found that the number of families who are homeless has shot up 300% since 2015 and nearly 70% of families becoming homeless had their last home in the rental sector.

**It costs Threshold, on average, €340 to help save a family from losing their home. The cost on the state to host a family in emergency accommodation for a year is €30,000.00 – prevention is key!**

In 2022, thanks to its generous donors, Threshold helped almost 20,000 households and prevented 5,883 adults and 3,905 children from the risk of homelessness.

With increased awareness of the services, we offer and increased funding thousands more individuals and families could be supported each year.

## WHAT IS THE DESIRED RESPONSE? CALL TO ACTION:

Call for donations to support us in our mission

*Develop a digital campaign strategy that includes engaging content across various platforms, showcasing Threshold's impact and tenant support services. The campaign should be measurable in terms of engagement and conversion rates, aiming to increase digital interactions with tenants and supporters.*

## OTHER INFORMATION

Additional Resources will be provided in a zip file sent by Shreesha following the briefing. Particularly relevant to the Digital Brief are:

- Threshold's 'Own Your Rights' campaign, which significantly increased digital engagement among tenants
- Or Student focused "Scamwatch" campaign which highlighted the risks student can face when looking for accommodation

Please also review Threshold brand and style guidelines which include notes on tone of voice, hex codes, fonts and language style (*included in back-up documentation*).

## SPECIFIC REQUIREMENTS – DIGITAL

An A3 presentation Board including examples of use of 3 digital led components, these components could be use of social media platforms but also any other digital led execution.

This presentation board must incorporate the following:

- an image summarising the campaign
- 600-word explanation including campaign summary, creative insight, technology platforms & tools, how your solution will work for the client? (150 words per section)

**Entries must not contain any agency branding.**