

# Peter McVerry Trust

'These Little Things' Ad Campaign  
PR Coverage

## **TOTAL PR RESULTS OVERVIEW**

PIECES OF COVERAGE SECURED IN TOTAL: **23**

TOTAL EARNED MEDIA REACH: **828,982**

TOTAL ESTIMATED AD VALUE: **€51,841**

TOTAL ESTIMATED PR VALUE: **€155,523**

# Abrahamson makes room in his schedule for the homeless

Eithne Shortall

THE Oscar-nominated director Lenny Abrahamson has gone back to his roots to produce an advertisement for the Peter McVerry Trust.

The mini-movie ad, which is a minute long, was co-directed by Abrahamson, who made Room and What Richard Did, and Kieron J Walsh, director of When Brendan Met Trudy and RTE's Raw.

The advert, entitled These Little Things, will be screened on television and at 72 cinemas nationwide to raise awareness for the homelessness charity. The estimated budget for the production is €350,000. Key crew members and companies involved have given their services free of charge.

The storyline for These Little Things centres on house keys and how we do not always appreciate their value until we do not have them. The advert was written by Ronan Jennings and Laura Halpin, two budding advert-makers both aged in their twenties.

The campaign will run at cinemas nationwide for six weeks, with key-cutting



Fr McVerry set up the charity backed by Abrahamson, right



facilities being set up in foyers at cinemas in Dublin, Limerick and Newbridge where people can get their keys cut free of charge with the McVerry Trust logo imprinted on the replica. The aim is to target a young demographic, inform them about the charity, and encourage them to donate via text messages. The ad will also be broadcast on RTE1 and RTE2 on October 12.

Tania Banotti, chief execu-

wanted to support the charity. The IAPI chose the Peter McVerry Trust for the project because the homelessness charity rarely has money to spend on advertising.

Banotti described the mini-movie advertisement, which is longer than a typical ad, as being more positive than the usual fare.

"There were lots of ads showing the desperate degradation of homelessness. This has at its heart the hope that the Peter McVerry Trust gives people the keys to their house. That's what this is about," she said. "The theme is around keys and what some means to people. If you lose your set of keys you're stumped, or when a girlfriend gives keys to a boyfriend it means we're at the next stage of our relationship."

The producers have launched the campaign in October because the winter is a key fundraising period for charities working to combat homelessness. The most recent statistics show that there are 6,525 homeless people in the state, including more than 2,100 children.

tive of the Institute of Advertising Practitioners in Ireland (IAPI), which organised the campaign, said it approached Abrahamson after his Oscar nomination this year for Room.

The director, who started his career making commercials, immediately agreed as he

PUBLICATION TITLE: The Sunday Times

DATE STORY POSTED: 03/10/16

EARNED MEDIA IMPRESSIONS:110,692

ESTIMATED AD VALUE: €8,800

ESTIMATED PR VALUE: €26,400

HEADLINE / KEY MESSAGE: "Abrahamson makes room in his schedule for the homeless"



PUBLICATION TITLE: Irish Independent

DATE STORY POSTED: 06/10/16

EARNED MEDIA IMPRESSIONS:159,363

ESTIMATED AD VALUE: €2,510

ESTIMATED PR VALUE: €7,530

HEADLINE / KEY MESSAGE: "Eye of the beholder"

## Abrahamson lends a hand for homeless cinema ad



A still from These Little Things

### Eimear Rabbitt

OSCAR nominated director Lenny Abrahamson was delighted to be involved in a new cinema ad campaign to target homelessness.

The creator of highly acclaimed movie Room had come together with TV director Kieran J Walsh to work on the advert - These Little Things - for the Peter McVerry Trust.

Abrahamson and Walsh worked on the €350,000 project in conjunction with 'Pull the Trigger', Wide Eye Media, IAPI and a host of young Irish professionals.

The campaign is accompanied by a

promotional hashtag, #Keys4Homes, and takes its inspiration from the symbolic importance of house keys.

In January 2016, Peter McVerry Trust partnered with Wide Eye Media and the Institute of Advertising Practitioners in Ireland (IAPI) to create a competition for teams of young advertising professionals to create a campaign.

These Little Things was scripted by a duo

from creative agency Havas Dublin, Laura Halpin and Ronan Jennings, winners of the Cannes Young Lions competition.

The quirky ad campaign was shot in Dublin with the help of homeless advocate Fr Peter McVerry.

"This ad will help bring awareness of homelessness to a whole new generation and ensure that young socially conscious people are more likely to engage and help those on the

margins of our society," Fr McVerry said.

"I'm delighted to lend my support to Peter McVerry Trust, a charity I have great regard for," said Abrahamson (left).

### VULNERABLE

"They do such important work for one of the most vulnerable groups in Irish society.

"I am also happy to be able to share what experience I have of advertising with talented creatives at the beginning of their careers."

It will be screened for six weeks in 72 cinemas nationwide from Friday.



PUBLICATION TITLE: The Herald

DATE STORY POSTED: 06/10/16

EARNED MEDIA IMPRESSIONS: 69,351

ESTIMATED AD VALUE: €3,091

ESTIMATED PR VALUE: €9,273

HEADLINE / KEY MESSAGE: "Abrahamson lends a hand for homeless cinema ad"

## Adland gives support to Peter McVerry Trust



A groundbreaking new ad campaign for the Peter McVerry Trust homeless charity was unveiled at an agency breakfast hosted by cinema sales house Wide Eye Media in the Odeon multiplex near the 3 Arena. The 60-second ad, titled *These Little Things*, is an initiative involving production company Pull the Trigger, director Kieron J Walsh, Oscar-nominated filmmaker Lenny Abrahamson, IAPI, Havas Dublin and Screen Scene – all working *pro bono*.

The Peter McVerry Trust project has an estimated value of over €350,000.

*These Little Things* makes history in that it is the first time ever in Ireland a Cannes Young Lions competition winner was made into a national ad campaign. The ad was scripted by Havas Dublin creative duo Laura Halpin and Ronan Jennings. It came about after the trust partnered with Wide Eye Media and IAPI. The ad is based on the symbolic importance of house keys – representing the warmth, security and sense of belonging they give people.

The ad aims to highlight these emotions are often taken for granted if circumstance means that you don't have your own home to go to, or, in fact, if you don't have your own set of house keys. To bring the ad to life on the morning of the launch, each Wide Eye Media guest at the

The ad aims to highlight these emotions are often taken for granted if circumstance means that you don't have your own home to go to, or, in fact, if you don't have your own set of house keys. To bring the ad to life on the morning of the launch, each Wide Eye Media guest at the preview screening had the chance to have their house keys cut and donate €4 to the trust.



*These Little Things* will be shown in 72 cinemas nationwide and on foyer digital screens for six weeks from this Friday. RTE will air a three-minute roadblock ad break broadcast simultaneously just before 9pm on RTÉ One and RTÉ2 next Wednesday. Each 'break takeover' will profile the Irish film at the Cannes Young Lions competition. Founded in 1983 by Fr Peter McVerry, the charity works to tackle homelessness, drug misuse and social disadvantage.

The trust aims to ensure those most marginalised can play a full role in society. It specialises in supporting young, single people and has supported thousands of vulnerable individuals since 1983. Speaking at the launch, Fr McVerry warmly thanked everyone involved in the initiative and said he hoped the ad can help change negative perceptions surrounding the plight of homeless people. He insisted "there's no them and us – there's only us".

Donations to Peter McVerry Trust can be made [here](#).

PUBLICATION TITLE: Marketing.ie

DATE STORY POSTED: 05/10/16

EARNED MEDIA IMPRESSIONS: 3,000

ESTIMATED AD VALUE: €1,000

ESTIMATED PR VALUE: €3,000

HEADLINE / KEY MESSAGE: "Adland gives support to Peter McVerry Trust"

URL: <http://marketing.ie/adland-gives-support-to-peter-mcverry-trust/>



## OSCAR WINNING DIRECTOR MAKES AD CAMPAIGN FOR HOMELESS CHARITY

by Kim Buckley 05th Oct 2016 12:48



### Lenny Abrahamson has teamed up with the Father Peter McVerry Trust

The Simon Community has revealed that 80 per cent of rental properties are unaffordable to those on rent supplement.

It comes as Oscar winning director Lenny Abrahamson has teamed up with the Father Peter McVerry Trust and Wide Eye Media for a new ad campaign.

Abrahamson offered his services for free to make the ad, which has a production value of around €350,000.



The project called 'These Little Things' aims to remove the stigma of homelessness - and highlights the significance of house keys.

It shows people going about their daily lives with their house keys; some have forgotten theirs, while one woman is shown giving her house key to her boyfriend. The final shot is a man with a key ring but no key.

Kim Buckley spoke to Father Peter McVerry and Jason, who used to be homeless, before being given a set of his own house keys.



PUBLICATION TITLE: Today FM.com

DATE STORY POSTED: 05/10/16

EARNED MEDIA IMPRESSIONS:3,000

ESTIMATED AD VALUE: €1,000

ESTIMATED PR VALUE: €3,000

HEADLINE / KEY MESSAGE: "Oscar winning director makes ad campaign for homeless charity"

URL:

<http://www.todayfm.com/mobile/index.php?id=33177>

## Oscar-nominated director Lenny Abrahamson lends a hand for Irish homeless charity ad

Elmear Rabbitt PUBLISHED 06/10/2016 | 07:21 COMMENTS SHARE



A still from the *These Little Things* advert

Oscar nominated director Lenny Abrahamson was delighted to be involved in a new cinema ad campaign to target homelessness.

The creator of highly acclaimed movie *Room* had come together with TV director Kieran J Walsh to work on the advert - *These Little Things* - for the Peter McVerry Trust.

Abrahamson and Walsh worked on the €350,000 project in conjunction with 'Pull the Trigger', Wide Eye Media, IAPI and a host of young Irish professionals.

The campaign is accompanied by a promotional hashtag, #Keys4Homes, and takes its inspiration from the symbolic importance of house keys.

In January 2016, Peter McVerry Trust partnered with Wide Eye Media and the Institute of Advertising Practitioners in Ireland (IAP) to create a competition for teams of young advertising professionals to create a campaign.

*These Little Things* was scripted by a duo from creative agency Havas Dublin, Laura Halpin and Ronan Jennings, winners of the Cannes Young Lions competition.

The quirky ad campaign was shot in Dublin with the help of homeless advocate Fr Peter McVerry.

"This ad will help bring awareness of homelessness to a whole new generation and ensure that young socially conscious people are more likely to engage and help those on the margins of our society," Fr McVerry said.

"I'm delighted to lend my support to Peter McVerry Trust, a charity I have great regard for," said Abrahamson (left).

"They do such important work for one of the most vulnerable groups in Irish society.

"I am also happy to be able to share what experience I have of advertising with talented creatives at the beginning of their careers."

It will be screened for six weeks in 72 cinemas nationwide from Friday.

PUBLICATION TITLE: Independent.ie

DATE STORY POSTED: 06/10/16

EARNED MEDIA IMPRESSIONS: 12,500

ESTIMATED AD VALUE: €1,500

ESTIMATED PR VALUE: €4,500

HEADLINE / KEY MESSAGE: "Oscar – nominated director Lenny Abrahamson lends a hand for Irish homeless charity ad"

URL:

<http://www.independent.ie/entertainment/movies/movies-2016/06-10-2016/oscar-nominated-director-lenny-abrahamson-lends-a-hand-for-irish-homeless-charity-ad-35108321.html>





PUBLICATION TITLE: The Journal.ie

DATE STORY POSTED: 05/10/16

EARNED MEDIA IMPRESSIONS:3,000

ESTIMATED AD VALUE: €1,500

ESTIMATED PR VALUE: €4,500

HEADLINE / KEY MESSAGE: "Alison Canavan and Ellen O'Gorman hold a key at the launch of the new Peter McVerry Trust ad campaign entitled 'These Little Things'

URL: [http://www.thejournal.ie/evening-fix-wed-5-oct-2016-3011953-Oct2016/?utm\\_source=shortlink](http://www.thejournal.ie/evening-fix-wed-5-oct-2016-3011953-Oct2016/?utm_source=shortlink)

## Peter McVerry Trust launches new €350,000 cinema ad campaign to highlight homelessness

The ad, the first ever Cannes Young Lions competition winner, is being made into a national campaign



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Father Peter McVerry

A homeless charity has launched a new €350,000 cinema ad campaign with top movie director Lenny Abrahamson.

The 'Frank' and 'What Richard Did' director worked with TV director Kieron J. Walsh and members of the creative industry to make the emotional ad 'These Little Things' for the Peter McVerry Trust.

It uses symbols like a set of house keys to highlight Dublin's homeless plight.

Lenny said: "I'm delighted to lend my support to the Peter McVerry Trust, a charity I have great regard for. They do such important work for one of the most vulnerable groups in Irish society.

[Dublin City Council opposes sale of land at Point Village and Connolly Station](#)

"I'm also happy to be able to share what experience I have of advertising with talented creatives at the beginning of their careers."

The ad, the first ever Cannes Young Lions competition winner, is being made into a national campaign and will be screened in 72 cinemas nationwide for six weeks from Friday.

PUBLICATION TITLE: Dublin Live

DATE STORY POSTED: 05/10/16

EARNED MEDIA IMPRESSIONS:3,000

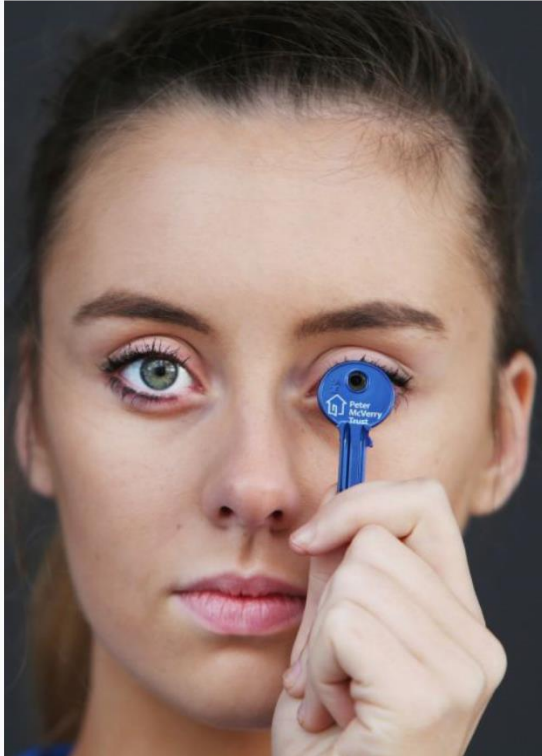
ESTIMATED AD VALUE: €1,000

ESTIMATED PR VALUE: €3,000

HEADLINE / KEY MESSAGE: "Peter McVerry Trust launches new €350,000, cinema ad campaign to highlight homelessness"

URL: <http://www.dublinlive.ie/news/dublin-news/peter-mcverry-trust-launches-new-11982888>

# THE IRISH TIMES



KEY TO PROGRESS: Ellen O’Gorman holds a key at the launch of the new Peter McVerry Trust advertising campaign before the preview screening of the advert at Odeon Cinema at Point Village, Dublin. The campaign entitled ‘These Little Things’ focuses on the importance of having a key to each and every one of us. Photograph: Leon Farrell/Photocall Ireland.



PUBLICATION TITLE: Irish Times.com

DATE STORY POSTED: 05/10/16

EARNED MEDIA IMPRESSIONS:12,500

ESTIMATED AD VALUE: €1,500

ESTIMATED PR VALUE: €3,000

HEADLINE / KEY MESSAGE: “KEY TO PROGRESS”

URL: <http://www.irishtimes.com/news/ireland/irish-news/images-of-the-day-1.2818137#&gid=1&pid=3>



5 OCTOBER, 2016 - 11:30

## Peter McVerry Trust: People Should Not Spend More Time In Emergency Accommodation Than Necessary

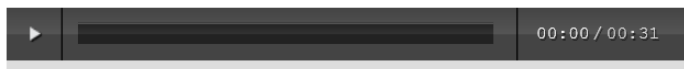
A new homeless campaign is being launched today which tries to create a broader understanding of the problem.

It focuses on the value of moving people into their own space - and moves away from the stereo-typical image of people lying in doorways.

Campaigner Fr Peter McVerry, whose trust operates Newbridge's homeless shelter, says we can all help to spread a more positive message for the future - with the hashtag KEYS4HOMES.

Figures show that at the end of quarter one this year, 193 people in Kildare, Wicklow and Meath had been living in emergency accommodation for six months or more, up to the end of March, before 57 left at that point to stay with family or friends.

Pat Doyle, Chief Executive of the Peter McVerry Trust, says the trust encourages people not to spend anymore time than necessary in emergency accommodation:



PUBLICATION TITLE: Kfm.ie

DATE STORY POSTED: 05/10/16

EARNED MEDIA IMPRESSIONS:3,000

ESTIMATED AD VALUE: €1,000

ESTIMATED PR VALUE: €3,000

HEADLINE / KEY MESSAGE: "Peter McVerry Trust: People Should Not Spend More Time IN Emergency Accommodation Than Necessary"

URL: <http://www.kfmradio.com/news/05102016-1130/peter-mcverry-trust-people-should-not-spend-more-time-emergency-accomodation>



**Jessica Hickey** ✓  
@jess1hickey

Such an important cause, fronted by a wonderful man. Please support #Keys4Homes #PeterMcVerry



9:23am - 5 Oct 2016 - Twitter for iPhone

3 RETWEETS 2 LIKES



PUBLICATION TITLE: Jessica Hickey (entertainment.ie)

DATE STORY POSTED: 05/10/16

EARNED MEDIA IMPRESSIONS:1,500

ESTIMATED AD VALUE: €80

ESTIMATED PR VALUE: €240

HEADLINE / KEY MESSAGE: "Such an important cause, fronted by a wonderful man. Please support #Keys4Homes #PeterMcVerry"

URL: <https://twitter.com/jess1hickey>

Today FM News Retweeted



**Kim Buckley** @KiiimBuckley · 1h

.@lennyabrahamson has teamed up with @PMVTrust for ad campaign #keys4homes to destigmatise homelessness.

Full report @TodayFMNews at 1



🔄 1 ❤️ 1 ⋮

PUBLICATION TITLE: Kim Buckley (Today FM)

DATE STORY POSTED: 05/10/16

EARNED MEDIA IMPRESSIONS:514

ESTIMATED AD VALUE: €400

ESTIMATED PR VALUE: €1,200

HEADLINE / KEY MESSAGE: “@lennyabrahamson has teamed up with @PMVtrust for ad campaign #keys4homes to destigmatize homelessness”

URL: <https://twitter.com/jess1hickey>



Rory @EatDrinkRunFun · 8h

On route to launch of 'These Little Things' this morning



Wide Eye Media @WideEyeMediaIRL

Looking forward to launching the @PMVTrust 'These Little Things' ad campaign tomorrow morning at our #WEMupfront! #Keys4Homes



PUBLICATION TITLE: Rory Carrick (Eat Drink Fun Run Blog)

DATE STORY POSTED: 04/10/16

EARNED MEDIA IMPRESSIONS:3,884

ESTIMATED AD VALUE: €240

ESTIMATED PR VALUE: €720

HEADLINE / KEY MESSAGE: "One route to the launch of 'these Little Things' this morning"

URL:

<https://twitter.com/EatDrinkRunFun/status/783552149049475076>



Rory @EatDrinkRunFun · 6h

At the launch of @PMVTrust 'These Little Things' ad campaign with @WideEyeMediaIRL #WEMupfront! #Keys4Homes



1 4

PUBLICATION TITLE: Rory Carrick (Eat Drink Fun Run)

DATE STORY POSTED: 05/10/16

EARNED MEDIA IMPRESSIONS:3,884

ESTIMATED AD VALUE: €240

ESTIMATED PR VALUE: €720

HEADLINE / KEY MESSAGE: "At the launch of @PMVtrust 'These Little Things' ad campaign with @WideEyeMediaIRL #Weupfront! #Keys4Homes"

URL:

<https://twitter.com/EatDrinkRunFun/status/783580596962328576>

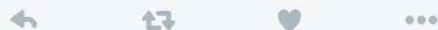




Rory @EatDrinkRunFun · 35m

The @PMVTrust launch of 'These Little Things' this morning shared an important message about homelessness. See pic for details on how 2 help

Peter McVerry Trust and Havas Dublin



PUBLICATION TITLE: Rory Carrick (Eat Drink Fun Run Blog)

DATE STORY POSTED: 05/10/16

EARNED MEDIA IMPRESSIONS:3,884

ESTIMATED AD VALUE: €240

ESTIMATED PR VALUE: €720

HEADLINE / KEY MESSAGE: "The @PMVTrust launch of 'These Little Things' this morning shared an important message about homelessness. See pic for details on how to help"

URL:

<https://twitter.com/EatDrinkRunFun/status/783665046429831168>



Rory @EatDrinkRunFun · 26m

Great to see coverage of 'These Little Things' campaign from @PMVTrust in the Indo today #Keys4Homes

Peter McVerry Trust and Havas Dublin



Retweet icon, Like icon (3), and More options icon

PUBLICATION TITLE: Rory Carrick (Eat Drink Fun Run Blog)

DATE STORY POSTED: 06/10/16

EARNED MEDIA IMPRESSIONS:3884

ESTIMATED AD VALUE: €240

ESTIMATED PR VALUE: €720

HEADLINE / KEY MESSAGE: "Great to see coverage of 'These Little Things' campaign from @PMVTrust in the Indo today #Keys4Homes"

URL:

<https://twitter.com/EatDrinkRunFun/status/783959249907019777>



Opening doors for homeless people



Today FM News

@TodayFMNews

Follow

Oscar winning director [@lennyabrahamson](#) has made an ad campaign for [@PMVTrust](#) [#keys4homes](#)

[goo.gl/muVwjp](https://goo.gl/muVwjp)



PUBLICATION TITLE: Today FM News

DATE STORY POSTED: 06/10/16

EARNED MEDIA IMPRESSIONS:20,300

ESTIMATED AD VALUE: €1,600

ESTIMATED PR VALUE: €4,800

HEADLINE / KEY MESSAGE: "Oscar winning director [@lennyabrahamson](#) has made an ad campaign for [@PMVtrust](#) [#keys4homes](#)"

URL:

<https://twitter.com/TodayFMNews/status/783777536283213824>



Today FM News  
@TodayFMNews



Follow

.@lennyabrahamson has teamed up with @PMVTrust for an ad campaign destigmatising homelessness.

[goo.gl/muVwjp](http://goo.gl/muVwjp)



RETWEETS

9

LIKES

6



10:14 AM - 5 Oct 2016



9



6



PUBLICATION TITLE: Today FM News

DATE STORY POSTED: 06/10/16

EARNED MEDIA IMPRESSIONS:20,300

ESTIMATED AD VALUE: €1,600

ESTIMATED PR VALUE: €4,800

HEADLINE / KEY MESSAGE: “@lennyabrahamson has teamed up with@PMVTrust for an ad campaign destigmatising homelessness”

URL:

<https://twitter.com/TodayFMNews/status/783777536283213824>



Opening doors for homeless people

## Oscar winning director teams up with charity to highlight homelessness in Ireland

*Lenny Abrahamson joins a host of Irish creative talent to produce new awareness campaign*



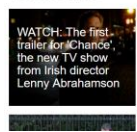
17:55 5 Oct 2016  
Michael Staines  
19 hours ago

Some of Ireland's best-known creative artists have come together to produce a new cinematic awareness campaign for homeless charity, The Peter McVerry Trust.



The campaign, entitled *These Little Things* will be screened in 72 cinemas nationwide from Friday 7th October.

4 Related articles



The project saw Lenny Abrahamson - renowned director of *Room*, *Frank* and *What Richard Did* - teaming up with well-known TV director Kieron J. Walsh and a host of other Irish creatives to produce the advert.

While the project has an estimated value of €350,000, the artists gave up their time for free to produce the piece.

Abrahamson said he has "great regard" for the Peter McVerry Trust and was delighted to lend his support to the project.

"They do such important work for one of the most vulnerable groups in Irish society," he said.

"I am also happy to be able to share what experience I have of advertising with talented creatives at the beginning of their careers."

Focusing on the symbolic importance of house keys, *These Little Things* spotlights the "warmth, security and sense of belonging" that comes with having a place to call home.

The production aims to highlight that these emotions are often taken for granted while many Irish people have no home to return to – or set of house keys to call their own.



PUBLICATION TITLE: Newstalk.com

DATE STORY POSTED: 05/10/16

EARNED MEDIA IMPRESSIONS:3,000

ESTIMATED AD VALUE: €1,000

ESTIMATED PR VALUE: €3,000

HEADLINE / KEY MESSAGE: "Oscar winning director teams up with charity to highlight homelessness in Ireland"

URL: <http://www.newstalk.com/Oscar-winning-director-teams-up-with-charity-to-highlight-homelessness-in-Ireland>