



## Setting the scene

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Customers Who Care form part of a Social Goals team within The Co-operative Group. Their main focus being to raise issues among The Co-operative Bank's customers alongside their ethical partners, such as WWF and Amnesty international.

Customers Who Care have donated more than 4 million to over 80 charities since their launch in 1994. Dealing with issues such as trade justice, safer chemicals and defending human rights. Their current campaign focuses on Toxic Fuels –this highly unethical practice of refining fossil fuels from tar sands and shale oils has a devastating effect on the local communities and accelerates climate change on a global scale.

Since the launch of this campaign in Nov 08 Cuckoo Design have been tasked with communicating to The Co-operative Bank customers just how damaging these fuels are with the impact and standout they deserve.

“ We love our campaign website, which is proving to be a massive success and a big boost to our campaign. We hope for similar success with Cuckoo on future campaigns. ”

Leila O’Sullivan  
Campaigns Adviser



## The campaign

Cuckoo’s challenge was to develop a microsite giving the customer the ability to find out more about the campaign and get involved.

The website gives the visitor the ability to view photo stories on the mining of Toxic Fuels and find out more on the damage being done. Throughout the site we provide customers with links to an EDM (electronic direct mail), we set this EDM up to be sent directly to the customer’s local MP. Giving them the

ability to actively campaign against Toxic Fuels and feel a part of the bigger picture. So far over 3000 customers have voiced their opinions to their MP with the number growing on a daily basis.

As with all our digital campaigns the website was fully integrated offline with a suite of statement inserts developed throughout the year to drive traffic to the site.

