



Brand Development & Strategy

Trócaire:
Bringing Overseas Charity Closer to Home

Marketing Society Research Excellence
Showcase January 2021

Trócaire: Karen Smyth
Core Research: Guy Perrem & Fiona Lawlor

The Judges' Comments

core™ Research

“ A strong winner in a hard fought category.

*An insights driven strategy was developed from this comprehensive program of in-depth research
A well thought through, detailed, robust, layered methodology set the foundation for delivering a
new brand proposition for Trócaire.*

*Research based marketing thinking and results delivered a lifeline to the charity in a challenging
year that demanded informed action. ”*

trócaire



**GENDER
ISSUES**



**HUMAN
RIGHTS**

NO ENTRY. ପ୍ରବେଶ ନିଷେଧ
ତୀରପ୍ରତି ସାବଧାନ, ଅତିଦୂର ବ୍ୟକ୍ତି ପ୍ରବେଶ ନିଷେଧ, ଚାଉପ୍ରତି ସାବଧାନ



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**CLIMATE
CHANGE**

trócaire

+€3 million

+13,000
donors

Needed by 2024



10,000+

CHARITIES REGISTERED IN IRELAND



SUSPICION OF CHARITIES



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CHANGING RELEVANCE

trócaire

UNTIL
LOVE

A person is running across a vast, open, and somewhat desolate landscape. The ground is dry and dusty, with sparse, low-lying vegetation. The horizon is flat and distant, under a clear sky. The overall tone is one of endurance and determination.

trōcaire

CONQUERS

FEAR

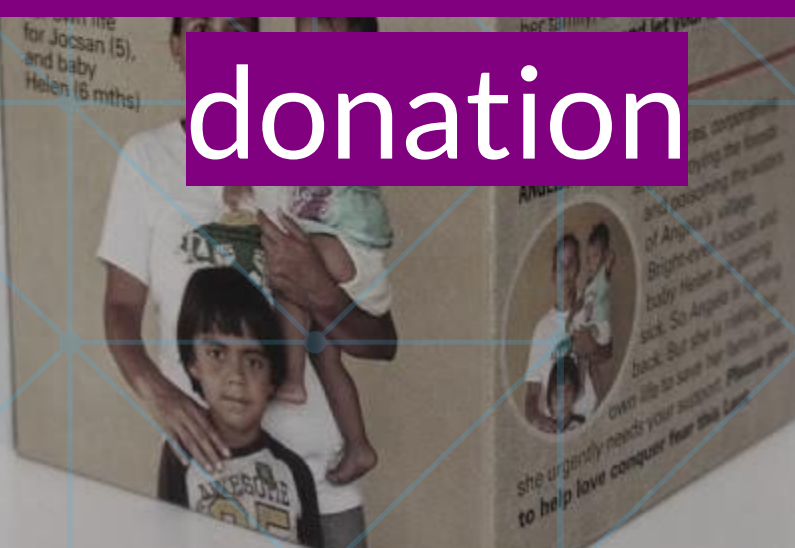
Charity No: 20009601

“Hold fast to love
and justice.”
— Hosea 12:6



To understand what motivates
donation and what blocks
donation

CALL OR VISIT US TODAY
CAIRE.ORG





SOCIAL LISTENING



QUANTITATIVE SIZING



STORY WORLD



PROPOSITION DEVELOPMENT LABS

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Audience size, scale of challenge and
shared values

A key barrier to donating lies with the sense of proximity. Trócaire and their beneficiaries can feel 'far away' from donors physically, mentally and emotionally.

We need 3 communications ingredients;

1. **Emotional:** a story that will effectively pull on the heartstrings
2. **Rational:** reassurance that there is a point to the donation
3. **Personal:** somebody to whom we can relate that delivers a direct connection



WOMEN'S EMPOWERMENT



HOUSING AND HOMELESSNESS



ASYMLUM SEEKERS

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Emotional

A story that will effectively pull on the heartstrings



Rational

Reassurance that there is a point to the donation



Personal

Somebody to whom we can relate that delivers a direct connection



The problem and the solution are
distant and must be brought home



Emotional



Demonstrate
Need

Rational



Show Proof of
Change
(Impact)

Personal



Engage
Communities

DEMONSTRATE NEED

IT'S NOT
JUST A
DROUGHT



FOR SARAH,
IT'S A FIGHT
FOR SURVIVAL

Photo Trócaire.
Charity regulation authority No: 20204842

Trócaire | UNTIL LOVE CONQUERS FEAR

PLEASE GIVE NOW
TROCAIRE.ORG | 1850 408 408

Trócaire

**PROOF OF
CHANGE**



**ENGAGING
COMMUNITIES**

THANK YOU FOR
YOUR SUPPORT

+€3 million

As we begin a new year, we want to thank our
amazing supporters for their continued generosity.

Achieved by 2021

READ MORE >

trócaire



About **Core Research**

There is a lot of noise in every market. We exist to navigate this noise. We believe business action should be driven by insight and contextual intelligence.

We work directly and independently with clients across every category and market focusing on business impact.

About **Core**

Core Research is part of Core, Ireland's largest marketing communications company, collaborating across 9 practices, providing services in sponsorship, strategy, research, investment, media, creative, learning, data and recruitment.

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