

British Heart Foundation

Izzi Thorneycroft



British Heart  
Foundation

Play to Win

# Background

The British Heart Foundation runs the largest network of charity shops in the UK – around 730 stores.

These stores – and charity shops in general – can be seen as a **cultural institution** due to their presence on high streets across the country (Byrne, 2021). BHF shops make around £30 million per year to aid research to end heart disease (BHF, 2015).



# The Brief

Charity shops have bounced back after enforced closures during the pandemic.

While secondhand shopping is becoming **increasingly popular**, there are still those who are **reluctant** to visit them: they may believe they won't find anything they like due to these shops' uncurated and unpredictable nature.

With this in mind, promote BHF stores to these reluctant shoppers and persuade them to visit their local branch.



# Research

“[Charity shops need to] maintain that feeling of **discovery, surprise and escapism** which sets them apart from mainstream shopping” (Pugh, 2022).

“Charity shops are **uniquely experiential**. They are special retail spaces which satisfy a desire for individuality and authenticity, providing a **thrilling shopping experience**” (Pugh, 2022).

“Brits who have bought something from a charity shop **in the past few months are much more likely to favour secondhand purchases**” (Pheby, 2020). However, “**a quarter of Brits would never buy secondhand clothes or accessories**” (ibid.). This suggests there is an **image problem** rather than an experience or product problem.



# Audience

Down-to-earth, predominantly female consumers who are not at the forefront of fashion trends.

They don't dislike the idea of secondhand shopping, though some may have grown up in a family where it was seen as taboo or unappealing.

They have always **shopped in 'first-hand' stores** where they are **heavily guided** and influenced by curated displays and the norms of shopping (e.g. clothes being stocked in multiple sizes).

They are not used to the 'jumble' of charity shops.

They used to think that charity shopping was not for them, though with its amplified popularity - coupled with the increase of living costs - they could be persuaded to start browsing.

# Problem

Some people don't visit charity shops because they don't think they will be able to **find anything they like**.

However, it seems that others – who visit these shops regularly – have a **lot of luck** and can always seem to find something interesting.



# Insight



Believing in **superstitions, luck, fate and destiny** is an ancient part of English culture. Indeed, “carrying a charm is as English as milk in tea or Sunday league football” (Horniman Museum).

Meanwhile, others read tarot cards or tea leaves, check their horoscope, see fortune tellers or observe good and bad omens in everyday life.



# Solution

Re-position the 'rummaging' inherent to charity shopping as something exciting, unpredictable and thrilling.



While people may not always find something they love, the possibility of discovering an inexpensive gem will keep them coming back for more.





# Endline



# Play to Win



# The Idea

An OOH campaign that aims to entice weekend shoppers into BHF shops. The campaign will continue with in-store elements to create a memorable experience. The campaign will be heavily inspired by the theme of 'luck' and the idea of 'taking a gamble' to see what you can find.



# Manifesto

At BHF, we promise to provide shoppers with pre-loved items to make their heart smile.

We understand the simple joy of discovering something unexpected, and we want everyone to cross the threshold into our stores and experience the game of chance for themselves.

We hope our continued presence on the high street is a reminder that there's always an alternative way to shop: a way that funds life-saving research, helps the environment and doesn't break the bank. We call that a win-win-win.



# Strategy

To take advantage of advertising space in **town centers** (where BHF shops are commonly located), catching shoppers' attention and encouraging them the idea to visit their nearby BHF shop.

This audience is **already in 'shopping mode' and in the right location**, meaning they are more likely to visit a BHF shop when prompted, rather than if they were targeted through, for example, an online campaign.

The campaign tempts shoppers with **luxurious art direction** that uses the **language of luck, fate and chance** to encourage them to experience BHF shops for themselves.

The idea is that they have to 'play to win' – if they don't look at what charity shops have to offer, they won't find anything.

# The Aim

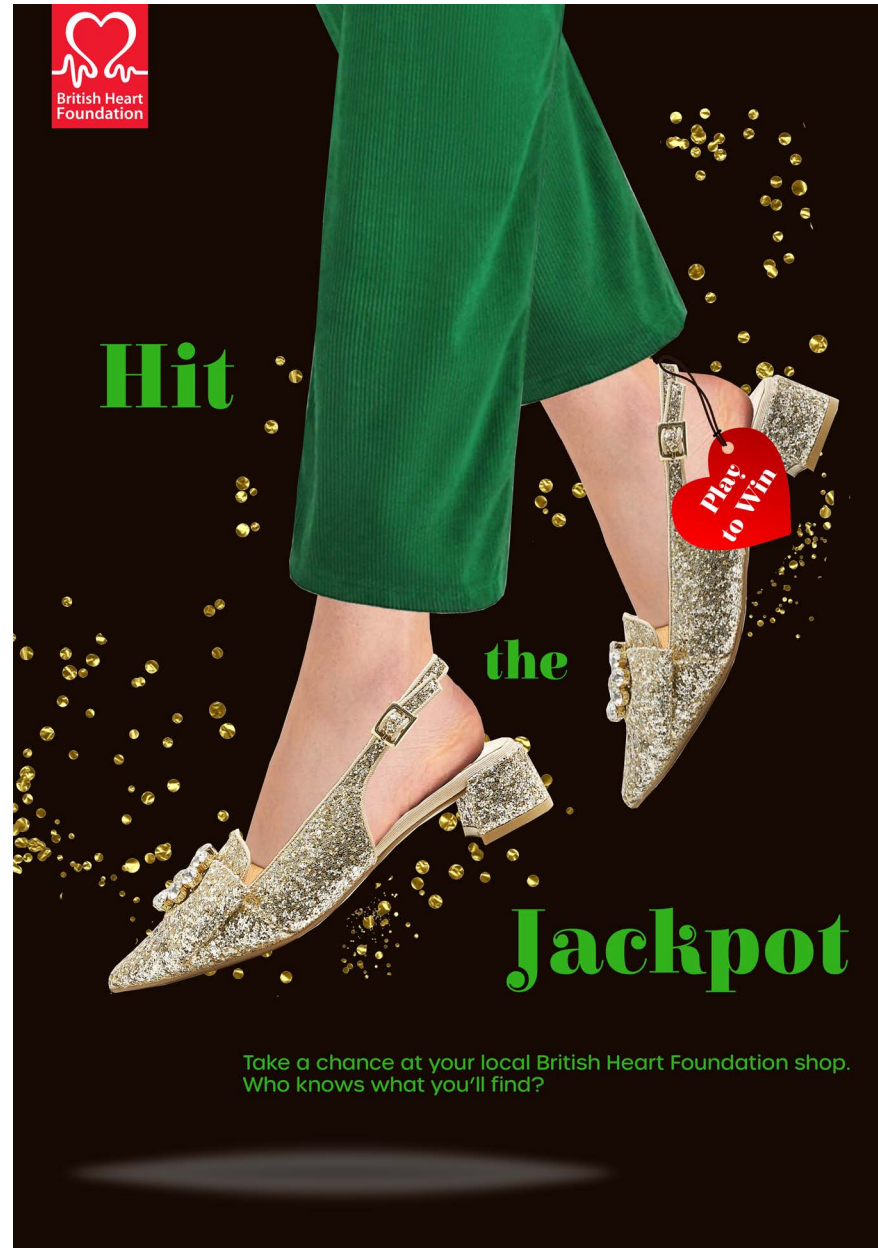


To position visiting a BHF store as a different kind of shopping: you might not always be satisfied, but when you do find something you like, you'll feel like you've won a prize.

# Executions



1: OOH: Train station posters



**Hit**

**the**

**Jackpot**

Take a chance at your local British Heart Foundation shop.  
Who knows what you'll find?

British Heart Foundation

Play to Win

An ace




Play  
to Win

up my sleeve

Everyone's a winner with pre-loved fashion.

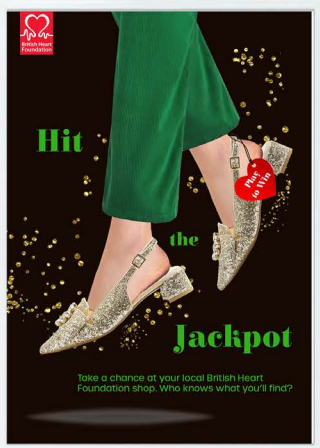






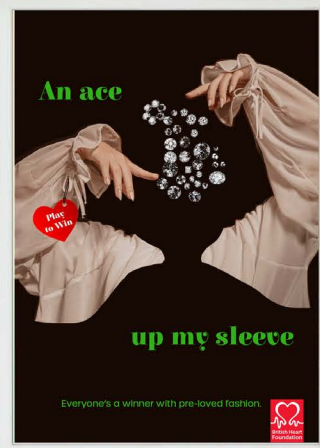

Hit  
the  
Jackpot

Take a chance at your local British Heart Foundation shop. Who knows what you'll find?




An ace  
up my sleeve


Everyone's a winner with pre-loved fashion.



**A  
String of  
Good  
Luck**



Are you feeling lucky?  
In British Heart Foundation shops,  
you never know what you're about to find.





A  
String of  
Good  
Luck



JCDecaux

Are you feeling lucky?  
In British Heart Foundation shops,  
you never know what you're about to find.



0201

65

70



Harpenden

WILLIAM  
BAKER



don't  
wait

Everyone's a winner in BHF stores.

Play to Win



British Heart  
Foundation



# don't wait

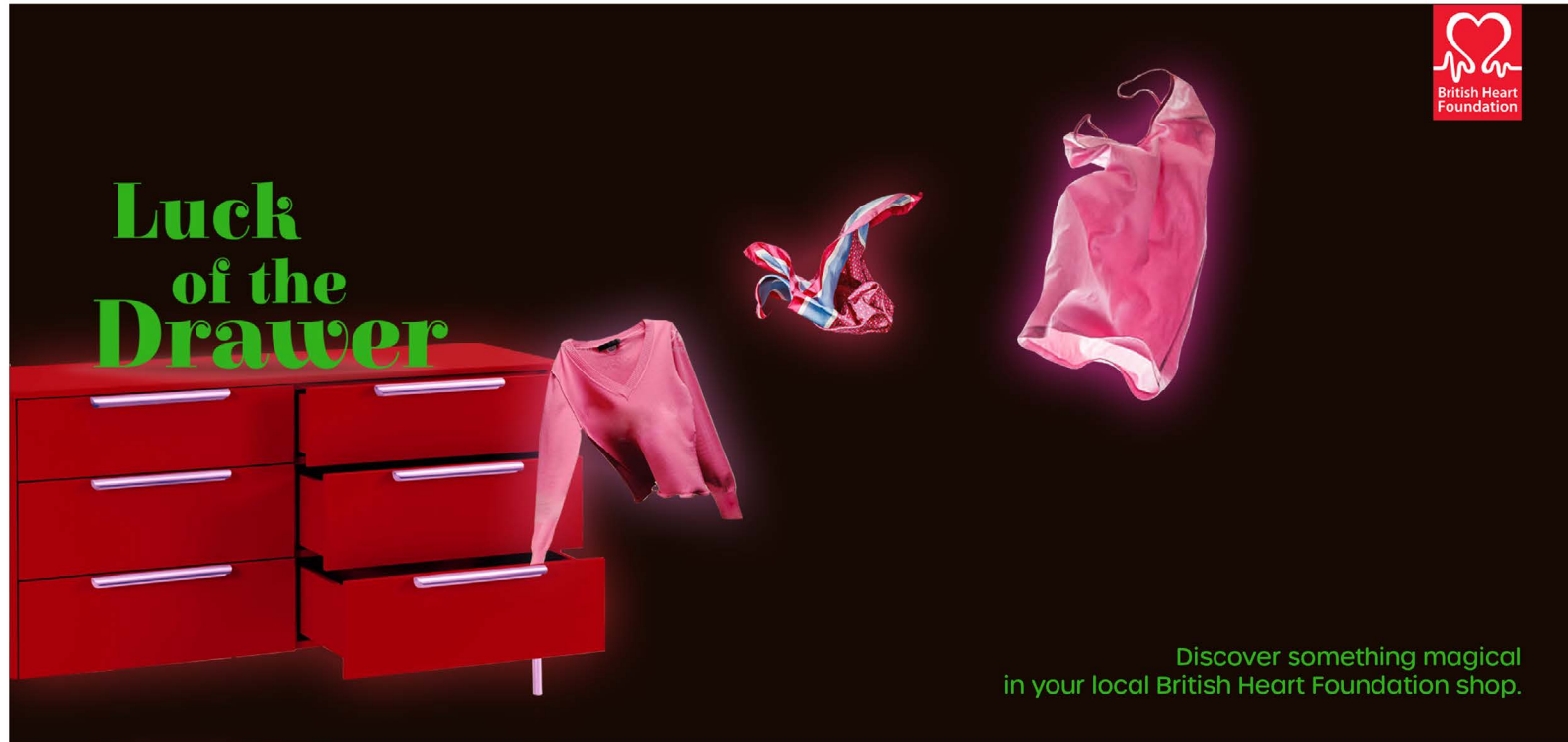
Everyone's a winner in BHF stores.

Play to Win



British Heart  
Foundation

3: OOH: Road-side billboards





Luck  
of the  
Drawer



Discover something magical  
in your local British Heart Foundation shop.

**My lucky charm**



**hangs on my arm**







My lucky charm

hangs on my arm

Play to Win

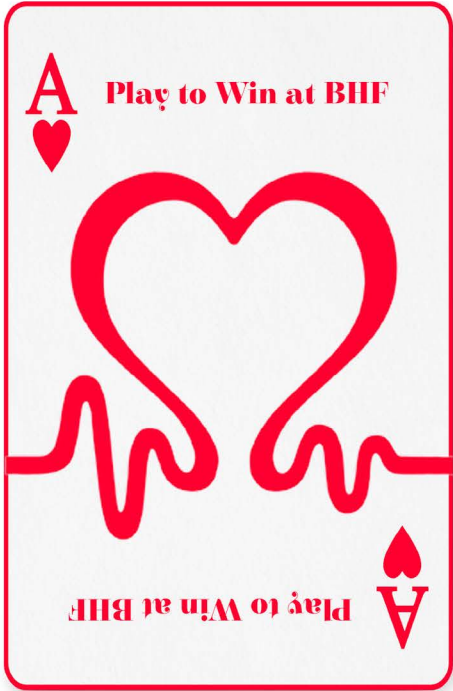


4: Car park experiential/guerilla: Removable vinyl stickers





Car park experiential: Parking ticket ad



5: OOH: Town centre banners





6: Store exterior: Window display guide for volunteers



Window displays are a key way for BHF to grab the public's attention and highlight the quirky and attractive quality of the stock we sell. They help to entice people into a BHF shop and also brighten up our high streets.

## A Window Display in 10 Steps

1. Look through the stock on the shop floor and in the stock room if possible to find quirky, unusual pieces that will catch the eye of pedestrians; choose the garments first. Your picks could have an interesting pattern or texture, be vintage, be from a high-end brand etc.

A typical display may consist of 1-4 mannequins (depending on space) and accompanying elements such as homewares, toys, books and props.

2. As you look for items, think of an idea for your display. Storytelling is a powerful medium for window displays, so you may think of a scenario to build your display around.

Think of how you can use interesting items to tell this story - of course, you are limited to the stock you have, but you can suggest a narrative with the types of clothes and homeware you choose.

Your story doesn't have to be complex - a simple idea can create a powerful impact. Take inspiration from the season: for instance, a window in mid-June could have a Midsummer Night's Dream theme with mannequins in long floral dresses, sparkly accessories

and fairy wings (or butterfly-like scarves), green fabric for a fluid forest backdrop and vintage crockery to suggest a magical feast.

3. Alternatively, think of an occasion - people are always having parties, going on dates and nights out, or going on holiday, and looking for stylish outfits. Take these everyday occasions and make them into theatrical tableaux.

4. Think about colour - it can be helpful to have a colour scheme in mind when choosing clothing and other objects. This will make your display look cohesive.

You don't have to limit yourself to one or two colours - though monochromatic displays can be visually impactful if a bold colour is used.

5. Collect your chosen items together and dress your mannequins. Think about shoes and accessories to make complete outfits - alternatively, a single, impactful garment on a torso mannequin can work well to highlight that particular item. Keep thinking about your story/idea. Create price/size tags for the items that are visible to the passers-by.



British Heart Foundation

Storytelling is a powerful medium for window displays





The BHF Guide to Window Displays

6. When arranging your items, think about the composition of your display. Will you use a harmonious arrangement with balanced elements or deliberately play with disorder?

7. Consider the relationship between your mannequins and how this links to your story or occasion - are they friends? Partners? Parents? Position them accordingly - for instance, mannequins on a date may be positioned very close together, facing each other.

8. If your mannequins have arms and hands, think about what they could hold - a handbag? A wine glass?

If they don't, you can pin and arrange clothing while dressing the mannequins, such as pinning a shirt sleeve to another mannequin's top to suggest a hand on a shoulder.

9. Keep looking at your window from the street as you work - how does it look from the pavement, or across the street? Does it catch your eye? Does your arrangement work? Does one section look too empty, or too full?

10. When all your items are in the window and you are happy with your composition, take a final look from the outside - have any bag straps got twisted? Are the shoes the right way round? Are any of the collars sticking up? Sort out any small detail so the stock looks its best.



Use furniture to create a scene

How you can add a theatrical twist to the everyday?



Be imaginative with materials



## Also...

If you have the luxury of two windows, one can be a fashion-focused scene and the other a more functional space for the best homeware and books.

The stylized window serves to tempt people into the store, and the latter can be changed and arranged more frequently whenever new items are donated.

Most stores have a raised platform in the window so that objects are higher up - however, if your window area is level with the pavement, create height with boxes, so that your items are elevated and easier to see.



Group objects into collections

## Do...

Think seasonally - what clothes do people want to wear now or in the near future?

Include high-end items.

Be bold, memorable and exciting to entice people into the shop.

Fully utilise the layout of your windows - long, deep windows can house whole scenes with furniture, homeware, mannequins and props. Smaller, shallow windows can be used to highlight a single eye-catching outfit with few accompanying objects.

Use any ceiling hooks to hang decorations that suit your theme, such as colorful scarves, paper lanterns or baubles.

Put prices and sizes clearly for passers by to prevent having to check and disrupt the display.

Create a good impression of BHF shops



Hang up paper decorations for eye-catching backdrops



Be aspirational when styling - create a theatrical fashion arrangement that stands out.

Group smaller items such as jewellery together on decorative trays or plates on platforms - larger items can be placed on the floor.

Be eclectic and unusual.

Change windows regularly- a new display at least once a week. Replace items as soon as they sell.

Inspire people in their own fashion and homeware choices.

Take inspiration from everywhere: films, books, music, art, magazines, art and current events can all provide ideas. Look at other window displays past and present for ideas to steal. You may not have the budget of a department store, but you can copy their creative and theatrical approach.

Source not-for-sale props to create a stage-set style - giant flowers, vintage parasols and fake grass have been used to great effect.

Recognise the classics: in a pinch, a simple denim jacket can complete an outfit and will always sell.

## Don't...

Put small items on the floor of the window unless you have a raised platform.

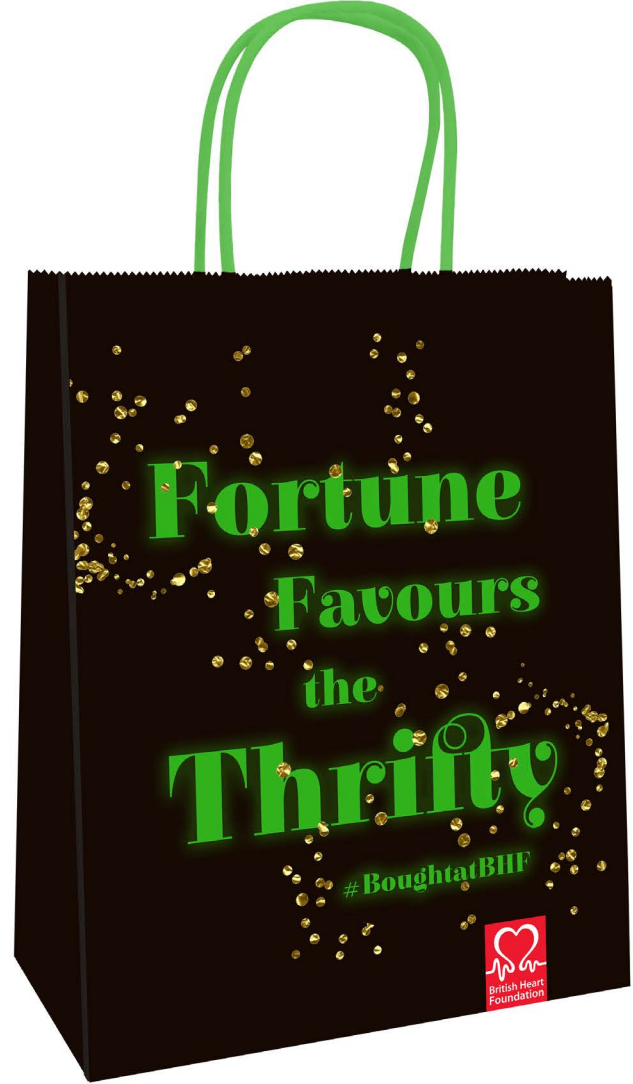
Block your display with posters or signs.

Clutter up your windows - two mannequins and a few homeware props can be incredibly impactful. If you want to add lots of elements, make sure they go with your idea and look harmonious in your space.

Use a lot of dark colours, or dull shades - certain neutrals can also look washed out and bland.

7: In-store: Paper bags





## 8: In-store: poem receipts

When all at once I saw a cloud  
Of brightly coloured vintage frills  
Beside the skirts, and shoes for skis,  
Clothes worn by twirling girls with ease

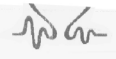
The jackets hanging in their lines  
Waiting patiently for the day  
They venture out to dance and dine  
Held by the wearer's lively frame  
To find gems here is ruled by chance  
My luck improves with every glance

Among plates, bowls and scales to weigh  
I spot another gem with glee  
Perfect for my new home display  
A set of cabbage crockery  
I place my things with careful thought  
These pre-loved treasures I have bought.

My luck improves with every glance

Among plates, bowls and scales to weigh  
I spot another gem with glee  
Perfect for my new home display  
A set of cabbage crockery  
I place my things with careful thought  
These pre-loved treasures I have bought.

Sometimes, when on my couch I lie,  
I dream of items to accrue  
Unexpected stories you can buy  
The bliss that lives in party shoes  
To cross the threshold, excitement builds  
Charity shops - my greatest thrill.


  
An Ode to Browsing

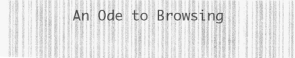
I wandered past the knitted shrouds,  
That warm the necks of those with chills  
When all at once I saw a cloud  
Of brightly coloured vintage frills  
Beside the skirts, and shoes for skis,  
Clothes worn by twirling girls with ease

The jackets hanging in their lines  
Waiting patiently for the day  
They venture out to dance and dine  
Held by the wearer's lively frame  
To find gems here is ruled by chance  
My luck improves with every glance

Among plates, bowls and scales to weigh  
I spot another gem with glee  
Perfect for my new home display  
A set of cabbage crockery  
I place my things with careful thought  
These pre-loved treasures I have bought.

Sometimes, when on my couch I lie,  
I dream of items to accrue  
Unexpected stories you can buy  
The bliss that lives in party shoes  
To cross the threshold, excitement builds  
Charity shops - my greatest thrill.

  
An Ode to Browsing



# Conclusion

Overall, the 'Play to Win' campaign aims to bring a sense of excitement to charity shopping for the reluctant consumer.

BHF stores are positioned as being thrilling places of luck and chance, different to other, more predictable forms of shopping. There is an importance placed on physical stores, which enable the ability to browse and discover.



# Bibliography az

BHF Press Office (2015) How we spend your donations. At: <https://www.bhf.org.uk/what-we-do/news-from-the-bhf/news-archive/2015/december/how-your-money-is-spent> (Accessed 10/04/22).

Boradkar, P. (2012) 'Rediscovering Value: The Second Lives of Secondhand Goods' In: *Design and Culture* 4 (2) pp. 221-226. At: <https://www.tandfonline.com/doi/abs/10.2752/175470812X13281948975611> (Accessed 10/04/22).

Byrne, A. (2021) *Why the British Love Charity Shops*. At: <https://www.spectator.co.uk/article/in-praise-of-charity-shops> (Accessed 10/04/22).

Chattoe-Brown, E. (2000) 'Charity Shops as Second-Hand Markets' In: *International Journal of Nonprofit and Voluntary Sector Marketing* 5 (2) pp. 153-160. At: [https://www.researchgate.net/publication/229709140\\_Charity\\_shops\\_as\\_second-hand\\_markets](https://www.researchgate.net/publication/229709140_Charity_shops_as_second-hand_markets) (Accessed 12/04/22).

Horniman Museum (2022) *Lucky Charms* [Exhibition] London: Horniman Museum.

Mary Queen of Shops: Series 2, episode 5 (2010) [Television programme] BBC Two 12/01/10. At: <https://www.youtube.com/watch?v=Pko80-B6VA8> (Accessed 12/04/22).

Peby, C. (2020) *Quarter of Brits would never buy secondhand clothes or accessories*. At: <https://yougov.co.uk/topics/consumer/articles-reports/2020/09/02/quarter-brits-would-never-buy-secondhand-clothes-o> (Accessed 11/04/22).

Pugh, E. (2022) Charity shops: why they beat the rest of the high street as a retail experience. At: <https://theconversation.com/charity-shops-why-they-beat-the-rest-of-the-high-street-as-a-retail-experience-174217> (Accessed 11/04/22).