**Credits JWT Amsterdam - BADT**

**Client:**

BADT

**Medium:**

Online video

**Title:**

Piggy Bank for the Homeless

**Branch:**

Non-profit

**Publication:**

June 5th 2014

**Agency:**

JWT Amsterdam

**THINK**

ECD: Bas Korsten

Copy: Dieuwer Bulthuis

Art: Chris Sant

**DO**

Screen Producer: Mariska Fransen

Activation Director: Vera Korsten

**MAKE**

Concept: Robert Harrison, Kyoko Takeshita

**Client**

BADT – Fleur de Vries

**Production**

JWT Amsterdam

**Director**

Robert Harrison

**D.O.P**

Robert Harrison

**Editor**

Taligence: Wouter Abbestee

**Music**

tr17-Timeless-Michael\_Sims-sq069b-sonic\_quiver (via Music Director)

**Description:**

Inspired by recent articles in Dutch newspapers illustrating the growing issue of homelessness in the city, over 15,000 and counting, a wider conversation opened up within the agency that presented the question ‘What can we do to help?’

Immediately, ‘A Piggy Bank For the Homeless’, an awareness and fundraising campaign designed to help tackle the homeless issue head-on, was born.