

## Oxfam pushes desktop widget at festivals

OXFAM has launched a drive to build relationships with young people interested in the charity's work.

Campaigners from the charity will target young people at music festivals, encouraging them to download a widget that can be customised to reflect their interests.

Users will be added to the Oxfam database to receive news tailored to their interests.



Eddy Lambert, web producer for Oxfam Youth Team, said, "People can use the widget to reflect what they're interested in, so we can then send them highly targeted emails."

The campaign was created by social media agency NixonMcInnes.