

THE SALVATION ARMY

Problem

How do you publicize a nearby shelter to the homeless?

Solution

Strategically place OOH executions within a reasonable distance of shelters that's highly visible to the local homeless population.

Background

Seattle is estimated to have the 3rd largest homeless population in the United States, at approximately 3,000 people. The Salvation Army wanted to know how it could meet the needs of those homeless individuals, to extend a hand and help them.

Objective

The objective of the campaign was to let the homeless know where they could go for shelter, food, water and hope.

Strategy

The strategy was to take the message to the street and meet the Salvation Army's target (homeless individuals) where they are.

All OOH executions had to be within a reasonable distance of a Salvation Army shelter, be highly visible and have creative synergy. Placements were based on where the homeless population could be reached and the messaging corresponded to the state of mind a person was likely in when passing by. For example, a message for shelter or warmth would be placed inside buses or subway stations, where the homeless often go to avoid inclement weather. Or an addiction message would be posted near liquor stores. Directions or a map pointing them to the nearest help center/shelter was also included.

Plan Details

Market: Seattle

Flight Dates: October (10/1/2014 - 10/31/2014)

OOH Formats:

A wide array of OOH tactics were selected based on the ability to reach this special audience, creative relevancy, as well as proximity to a Salvation Army center:

- Bus advertising
- Transit station domination
- Wild postings
- Wallsapes
- Street Teams



Results

- 4% increase in women's shelter occupancy
- 12% increase in domestic violence women's shelter occupancy
- 2.5% increase in overall shelter and housing occupancy
- 309% increase in information and referrals by phone and in person Red Kettle
- 4% increase in kettle donations in Seattle with 46 fewer locations

This campaign was so successful that The Salvation Army is repeating the program and tasked the agency with developing similar campaigns for San Francisco/Modesto, Las Vegas, and four eastern territory markets the following year.



Testimonial Statements

"It's good to know that someone or something is looking out for us. It gets cold and lonely so ANYTHING helps; even a smile!"

"Thanks for the info ... I had no idea The Salvation Army offered those types of services."

"Bless you guys for doing this. If you never told me anything, I would never have known about it. Going to grab my suit and clean up right away!"

