

Victim Service Center

Problem

How do you increase awareness of the Victim Service Center in Central Florida?

Solution

By using an OOH campaign with strong tag lines.

Background

The Victim Service Center has been a local non-profit in Orlando for over 15 years. It focused primarily on two of the three counties in the CCO metro Orlando area. The center's goal is to keep the public informed of their resources available should the unthinkable happen. Remaining top of mind as a resource for victims of crime in Central Florida remains a struggle for their agency.



Objective

The goal was to come up with a tag line that spoke to each specific target as well as several posters that executed similar messages in Spanish. The campaign this year needed to speak specifically to males, college students, the LGBT community, and the general public.

Strategy

Since no two targets were alike, there needed to be strong tag lines that spoke directly to the demographic yet unified the campaign. During the course of the year, the campaign included 50 posters for two periods as well as 15 rotary bulletins. We used Geopath OOH ratings to help find the areas of town in which its specific target markets lived.

Plan Details

Markets: Orlando, FL

Flight Dates/OOH Formats:

- Flight: January 4 - December 5, 2016
- 50 Posters
- 15 Bulletins
- Posted every four weeks

Budget: \$10,000 and over

Results

Since the launch of the campaign, VSC has seen an increase in hotline calls of over 20 percent. The hotline has been the primary focus for every billboards call-to-action, with messaging speaking to the groups of people who need the services the most.