

# SINGING BILLBOARDS ATTRACT AUDITIONS DURING COVID-19

## Campaign Objective:

The Jacksonville Children's Chorus had seen a decline in new auditions due to the effects of the COVID-19 pandemic. Their objective was to increase awareness of **virtual** auditions among the Orange Park and Beaches communities.



## Solution:

The client utilized the power of bulletins, digital bulletins and posters to bring a fun and cheery message to key areas of Jacksonville. The creative executions highlight a wide array of diverse people to promote inclusion of all and showcased their safe alternative options to participate versus the traditional face to face auditions.

## Highlights:

- The 4 week campaign delivered **5.8 million** impressions.

"Based on the past 3 weeks since the campaign started we have seen a **33% increase** in auditions from families who saw us on our billboards!"

*Jordan Goronal,  
Recruitment and Marketing*