

Collaborate

Problem

How do you bring awareness to local charities?

Solution

Collaborate with the local community to launch an OOH campaign.

Background

The Collaborate partners program launched in 2016 to offer support to our community by partnering with local non-profit organizations and creating an OOH advertising campaign, free of charge.

Objective

The goal is to do fantastic campaigns for non-profits that we would develop, and implement annual campaigns. The Madison Market had over 400 PSAs and non-profits, with individual posters posted sporadically on space-available basis. We felt like we could do a much better job, and much more impact with larger campaigns than one-offs.

Strategy

Because Collaborate partners each had individual needs and marketing focus, each campaign went through the same process: the Adams Creative team took a tour with the non-profit, and afterward asked deeper questions and brainstormed with them. The creative team then went back to sketch ideas, and presented the ideas to the Collaborate partner. They provided feedback and the campaign developed.

Plan Details

Post Dates:

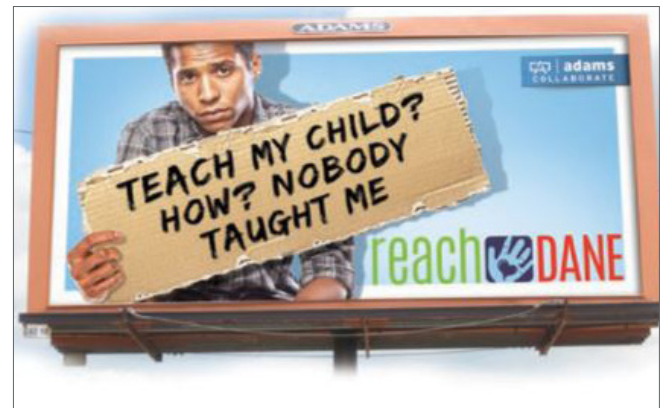
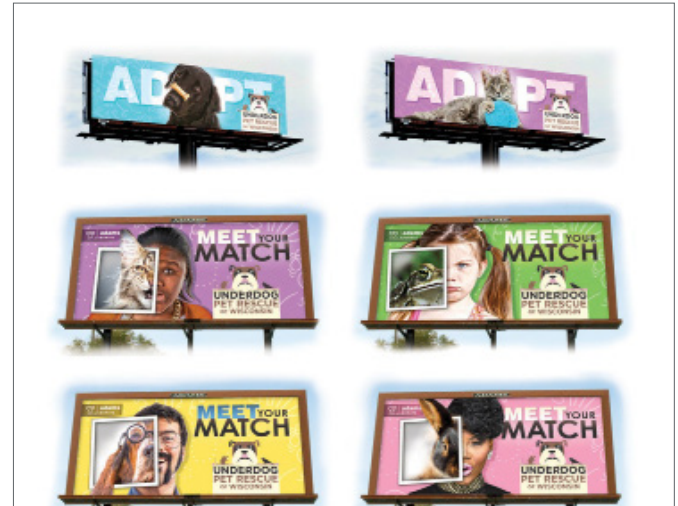
Operation Fresh Start, Launch: 4/3/17 (Month)

Badger Honor Flight: 5/16/17 (Month)

DAIS, Launch: 7/11/17 (Month)

Underdog Pet Rescue, Launch: 8/28/17 (Month)

Reach Dane, Launch: 11/6/17 (Month)



Results

DAIS: "People really noticed the billboards... how cool, how powerful. In 2016 DAIS had about 17,000 calls and this last year (2017) received over 20,000 calls. We also had the highest fund-raising year in 2017." - Megan Cooley,

DAIS OPERATION FRESH START: "We had a significant uptake in our donations." - Jill W. Pfeiffer, Development Director, OFS

REACH DANE: "I can't say enough about how much awareness this has brought to our agency." - Jen Bailey, Exec. Director, Reach Dane