

Gateway to Learning Special Education and Training Center

Problem

How can a local non-profit raise their visibility?

Solution

By using OOH at a major city intersection near the their location.

Background

Gateway to Learning Special Education and Training Center is an established charity in a growing Chicago neighborhood. Gateway serves adults with intellectual disabilities, who receive education and training designed specifically for them. The program also operates Dorothy's Can Do Café at the facility. All café proceeds go towards funding the non-profit.

Objective

Gateway to Learning Special Education and Training Center is located off two major Chicago arteries (Lawrence and Western) but with very limited visibility from the road. They were seeking to raise awareness of the location in the community to drive sales of the café.



Strategy

The desire was to reach a mass audience by capturing traffic at the intersection of the major arteries nearby and primary inbound arteries to raise awareness of the location. Secondly, they were interested to see impression delivery for boards within their boundaries that skewed high towards adult females who tend to be more likely to be patrons of the café.

Plan Details

Gateway ran two 4-week flights on Bulletins and Roadway Trestles. Their program yielded 2,201,184 impressions against the general market population and 1,032,739 impressions against females 18+.

Results

During the campaign, sales of the Can Do Café increased 18.9% compared to the year prior. Many customers commented on noticing the OOH campaign; some mentioning that was the reason for their visit. Soon after Gateway's first flight, a local TV affiliate reached out and featured their organization on WGN's Chicago's Best show. They attribute this additional exposure to be directly related to the success of their OOH campaign. Client quote: "The results from this campaign we saw almost immediately in sales and in customer comments!" John Ratzenberger, Director of Marketing and Development.