

South Jersey Shooting Club

Problem

How does a local shooting club increase awareness of its services?

Solution

Creating a topical campaign that works to appeal to patriotism of the target audience.

Background

South Jersey Shooting Club is a private club dedicated to the sport of shooting, training others in gun safety, and law enforcement training. The club wanted a unique campaign that increased awareness of the club, for both private citizens and various law enforcement agencies.



Objective

The objective of the campaign was to bring awareness to the club by showing support to the numerous veterans in the area to play off the NFL “Kneeling Protests” controversy. The locations of the billboards were chosen for the high traffic and numerous law enforcement agencies in the immediate area.

Strategy

The printed billboard was selected because of its dominant presence and huge visibility to commuters in Camden County. The digital was selected because it gets a totally different group of commuters/demographics. Geopath out of home ratings were utilized to get the most impressions while on a modest budget, and provide high reach.

Plan Details

Market: Camden County, New Jersey

The ads started running on October 30th. The campaign was originally set for four weeks, but after receiving a string of responses, it was extended to nine weeks.

Results

The Facebook page traffic increased from an average of 50 views a day to a peak of 2,000 views during the campaign. They received coverage from The Philadelphia Enquirer, NJ.com and numerous other press outlets. People from all over the country reached out to the club in response to the campaign. The membership of the club increased by 5% and several local police departments also joined the club to use for their training.