

## Greater Auburn Gresham Development Corporation

### Background

For the past 20 years, the Greater Auburn Gresham Development Corporation (GAGDC), a grassroots nonprofit organization, has worked to foster and revitalize low-to-moderate income communities in Chicago's south side. They serve the local community using comprehensive community development strategies, such as their annual Renaissance Festival, one of the longest running neighborhood festivals in Auburn Gresham. For this year's 79th Street Renaissance Festival, GAGDC wanted to increase festival attendees.

### Objective

#### **Increase Store, Business Facility, or Special Event Traffic.**

GAGDC needed to increase the number of festival attendees and foot traffic as previous Renaissance Festivals generated about 10,000 attendees. With more attendees, the nonprofit could devote more resources to the communities they serve.

### Strategy

To build more awareness, GAGDC launched advertising on a printed billboard for about two months before the festival happened. The billboard was located in the Gresham neighborhood, which is a key central hub in an area that GADC services, and is one of the largest billboards in the Gresham area.



### Plan Details

Market: Chicago, Illinois

Flight Dates: 07/04/2022 - 09/11/2022

OOH Formats: Billboard

Target Audience: Southside Chicago residents, especially those who lived in the Greshman neighborhood

Target Campaign Impressions: 1,466,430

Target Campaign Reach: 2.4%

Target Campaign Frequency: 5.5

Budget: Under \$10,000

### Results

With the billboard, the nonprofit successfully increased festival traffic and attendance with 2022 Renaissance Festival attendance doubling to 20,000.