

Kidney4Izzy

Background

A college student suffering from kidney disease had been on the kidney transplant list for over 2 years. Due to her impaired medical condition, her family convinced her it was time to pull out all of the stops to try and find a donor.

Objective

Build General Awareness.

Izzy and her family urgently needed to raise awareness about her condition with the goal of securing a donor.

Strategy

To quickly build wide awareness, digital billboard locations were selected with a focus on those with the highest impressions. The campaign was quickly posted on 18 digital billboards across metro Atlanta.



Plan Details

Market: Atlanta, GA

Campaign Posting Dates: 2/1/2023 - 2/28/2023

OOH Formats: Digital Billboards

Target Audience: Higher income suburbs, 25-45

Budget: Budget under \$10,000

Campaign Impressions: 15.5 million

Results

The campaign directly contributed to a heartwarming success story: Izzy received a kidney donation on May 5, 2023, just three months after the campaign commenced. The donor's decision to get tested and the subsequent match was directly attributed to seeing the billboard campaign, highlighting the tangible impact of the campaign on individual lives. The campaign was featured in a Billboard Insider article, showcasing its significance and effectiveness. The campaign exemplified the power of OOH advertising to drive awareness and facilitate life-changing connections and outcomes.