

Englewood Rising

Problem

How does a community that is portrayed as under served brand itself as a healthy place to live?

Solution

By creating an OOH campaign that supports Englewood with happy, colorful creative that demonstrates its positive values.

Background

Englewood had many of the common characteristics of an under-served community. There was crime, poverty, little healthcare, a low educational level, and a poor graduation rate. There was also an overall breakdown of family structure and an underlying sense of prejudice. However, there was another population in Englewood that was just the opposite of what had been covered by the media. This community had healthy families, strong community values, economic development, pride, and accomplished professionals.

Objective

The company wanted to break through the negative perceptions of the community with positive advertising. The goal was to brand Englewood as a healthy, thriving, and positive place to live. It was designed to target economic investors by making the OOH campaign go viral in media outlets. The objective was to support Englewood's largest demographics: families and adults over the age of 18.

Strategy

The campaign relied on positive language, uplifting imagery, and vibrant, eye-catching colors to combat Englewood's negative stigma. The OOH was strategically placed throughout the neighborhood to build awareness and optimism for people within the community, as well as non-residents of Englewood.

Plan Details

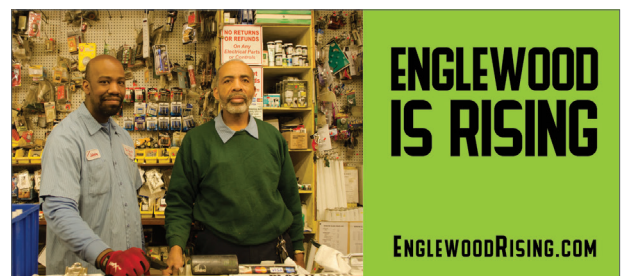
Markets: Chicago

Flight Dates: March 28, 2017 - October 15, 2017

OOH Formats Used: Junior posters

Target Audiences: Families and adults 18+

Budget: \$10,000



Results

The client mentioned the return on investment was immeasurable when it came to the media coverage gained through the OOH marketing campaign. It was covered by City Bureau, *Channel 7*, *Channel 5*, *WBEZ*, *WTTW*, and *DNA Magazine*. The client's social media and website impressions increased by more than 25 percent between April 2017 and August 2017. The client was very pleased and wanted to continue building the Englewood brand through the slogan, "ENGLEWOOD RISING." The client also provided referrals for the advertiser to for-profit and non-profit companies.

Testimonials

The OOH creative caught the attention of City Bureau, DNA Info, *Channel 7*, *WBEZ*, and *WTTW* because of its prominence in Englewood. The media wanted to know more about how the community drove it's own narrative by displaying photos of love, value, and beauty in Englewood. In addition, outside groups like South Shore and Garfield Park expressed interest in doing something similar in additional neighborhoods. Simple phrases with every-day photos had the power to drive social change. These photos helped the residents to envision a better future and realize their own potential.

Audience Metrics

Target Audience TRPs: 332.3

Target Audience Reach: 11.9 percent

Target Audience Frequency: 139.3

Additional Relevant Metrics: 4,109,644