

MICHIGAN AEROSPACE FOUNDATION

Problem

How does a non-profit group raise thousands of dollars in just two months?

Solution

Use OOH formats to galvanize the local community.

Background

The Michigan Aerospace Foundation wanted to raise money to save the Willow Run bomber plant and renovate it into a new museum to house the World War II planes that the museum owns. The new museum will feature fun educational programs for kids and preserve history. It's a great cause and the foundation had an opportunity to purchase the Willow Run bomber plant if they could raise a certain amount of money by mid-August 2013.

Objective

The group didn't have a large budget so they wanted as many boards as they could get, with the highest EOI numbers. They needed as many people to see their billboards as possible.

Strategy

The planning team determined the best highways possible with the highest number of "eyes" but also with the highest HHI. The foundation also wanted to target the management of Ford Motor Company because that company used to have an affiliation with the plant.

Plan Details

Markets: Detroit

Flight Dates: 8 weeks

OOH Formats Used: 4 bulletins

Impressions: 1,457,000 per week



Results

The campaign was covered in the Detroit Free Press. Below is an excerpt from the article:

Michigan Aerospace Foundation, a group trying to save the Yankee Air Museum, won a two-month extension to raise enough money to buy a portion of the former Willow Run bomber plant in Ypsilanti, which otherwise will be demolished within months.

"We're grateful to be able to continue working toward our goal of preserving a portion of the former Bomber Plant to tell the Arsenal of Democracy story and how Americans of all races came together to not just build aircraft needed to win World War II, but to change the country forever," Yankee Air Museum founder Dennis Norton said in a statement. "So many people have demonstrated extraordinary commitment and generosity, and with a bit more time, I believe we will hit our target."