

Guiding Light of Grand Rapids

Problem

How does a non-profit organization raise social awareness and educate the public about its mission?

Solution

By using a variety targeted OOH messaging to increase community awareness.

Background

Guiding Light of Grand Rapids was a non-profit organization that aimed to help men get back to work through the “guiding light of God” and a variety of unique programs. This faith-based organization had been established in the community in the 1920s, but with recent changes in management and a renewed focus, the public had misconceptions about its mission. The opportunity to raise social awareness and educate the public was presented by displaying messages relevant to the community and visitors.

Objective

The main priority of the campaign was to increase the community’s knowledge of Guiding Light and its mission. The secondary objective was to increase the number of donors and total donations. It specifically targeted the 45-plus age group in the upper-middle and upper-class with expendable incomes and philanthropic tendencies. New media formats were chosen to reach the new demographic and diverge from traditional marketing so that Guiding Light didn’t ignore its biggest group of donors.

Strategy

The recommended plan for this organization was focused around OOH advertising. With an objective of overall awareness, billboards were the perfect media option to bring the message to its audience. The billboard campaign was launched in strategic, high-traffic areas in March of 2017. Additionally, there was general brand messaging on a variety of OOH, including bulletins, digital bulletins, posters, and mall kiosks. The company used targeted digital display ads, increased social media activity, radio, broadcast commercials, newspaper ads, and email marketing to accompany the OOH. Special tactics like exclusive digital billboards were used during calendar highlights.

Plan Details

Markets: Grand Rapids, MI

Flight Dates: March 2017 - Present

OOH Formats Used: Posters, Bulletins, Digital Bulletins, Mall Kiosks, Wall Clings



Target Audiences: Greater Grand Rapids adults 40 and above, upper-middle and upper class, potential donors
Budget: \$130,000

Results

There was a measurable impact on community awareness. The organization recruited new donors and had a 20 percent increase in donations.

