

ZACHERL FUNERAL HOME

Problem

How does a local funeral home spread awareness about issues plaguing young adults within its community while building a family focused brand.

Solution

By using bold and timed out of home (OOH) messaging that resonates with young adults and their families.

Background

In the Fond Du Lac community, several young adults overdosed from heroin use. This was a major problem plaguing the community. Because of the nature of its business, Zacherl Funeral Home saw the issues and devastating aftermath first-hand.

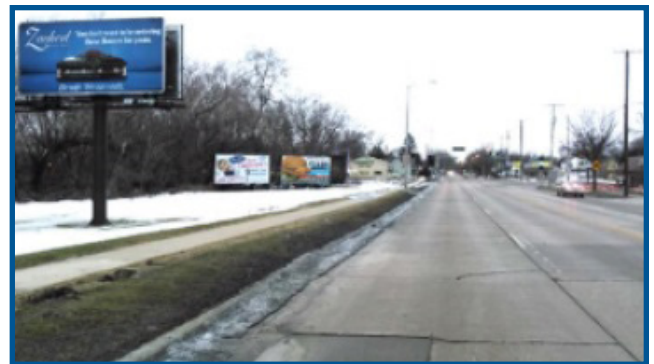


Objective

Zacherl Funeral Home wanted to create an ad campaign that brought awareness to issues and concerns in the local community, including under age drinking and increased heroine use. As these issues often resulted in use of Zacherl's services, they wanted to serve the public by providing this information tastefully. Zacherl needed to target Fond du lac teens and young adults age 14-30, as well as their parents, age 30-60. This meant that their campaign had a very inclusive target audience, and needed to reach the entire community.

Strategy

Posters were used to target the inner city of Fond du Lac and one 14'x48' bulletin on Interstate 41 - the major highway entering Fond du Lac. This allowed the media company to cover the entire market for a 4-week campaign. Two creative designs were utilized. The first design focused on underage drinking during prom season. The second design focused on the dangers of heroin.



Plan Details

Markets: Fond du Lac, WI

Flight Dates/OOH Formats:

- 1 Bulletin
- 3 Posters
- Flight: February 29 - March 27 2015

Budget: under \$10,000

Results

Zacherl's OOH campaign was timely and brought attention to a growing problem in its community. The business owner said that in the weeks the campaign ran, six television stations from around the state visited his place of business for interviews, and mul-

multiple newspapers published news articles about the campaign. He also received attention from heroin support groups from around the state of Wisconsin and as far away as Texas. USA Today, North Central Wisconsin ABC and Fox News also featured his campaign, showing that OOH really can reach the masses. Zacherl Funeral Home's Facebook page had increased comments and likes regarding this campaign.

This was the first OOH campaign Zacherl Funeral Home ran and were very pleased with the attention this campaign and positive responses received from the community.

