

WildEarth Guardians: End Trapping

Problem

How does a nonprofit raise awareness for a cause it is passionate about?

Solution

By launching and OOH campaign to highlight the cruelty of the issue.



Background

The client wanted to raise awareness for an issue being addressed in the New Mexico Legislature. The campaign was against animal trapping on public lands overseen by the Bureau of Land Management (BLM).

Objective

The campaign was launched by a non-profit organization to fight a significant problem on a very narrow budget. It was started in hopes that spectators would write to their senators, as well as collect petition signatures and donations. Given the new administration, the organization advocating for these animals was expecting to face heavy opposition. It used its limited resources to drive traffic to the microsite for this campaign, focusing on dog owners or those who oppose trapping. The markets planned for the OOH executions were Albuquerque, Santa Fe, and Las Cruces.

Strategy

Given the small budget, the organization was planning on the media space to be donated with horizontal creative and an emphasis on Albuquerque. It ended up receiving a bulletin on I-25/Rio Bravo for seven weeks. To compliment the campaign and hone in on such a narrow target, it added mobile geofencing and geofarming around the bulletin and specifically targeted behavioral segments in all three markets. The new strategy was aimed at households that contributed to environmental charities in the last 12 months and households with at least one dog.

Plan Details

Markets: Albuquerque, Santa Fe, and Las Cruces, NM

Flight Dates: January 16, 2017 - March 5, 2017

OOH Formats Used: Bulletins

Target Audiences: Dog owners, anti-trapping advocates, and households that contributed to environmental charities in the last 12 months

Budget: \$3,840

Results

The organization received 1,398,805 impressions between the two formats it used. It also had 1,974 clicks with a click-through rate of 0.62 percent for the 320x50 banner and 0.50 percent for the 300x250 banner. The organization received \$7,308 in donations throughout the campaign. Although the legislation did not pass, there was still significant movement in the right direction, and some new allies were brought together. The microsite generated 23,203 page views, 14,577 new users, and 10,193 direct referrals. The average session duration on the website was 52 seconds. There were 693 sessions from Albuquerque and 193 from sessions from Santa Fe. The organization also received 590 new emails from the campaign's launch to August 2017.

Testimonials

"Folks here are very excited with the results of our pilot ad campaign with you. [There are] a lot of new monthly donors and signatures on the petition," and "Legislation did not pass, trapping is still legal in [New Mexico] with leg hold traps, yet there was significant movement in the right direction and some new allies that have reared up, so that's all good." - Client