



CASE STUDY

Adriel Foundation: #BeTheOne

Cincinnati AMA Pinnacle Award Finalist
Best Scrappy Marketing Campaign

ADRIEL FOUNDATION CASE STUDY

How Adriel was able to successfully increase awareness around the needs of foster children and reach new prospective families by leveraging digital and social strategies and tactics.




CHALLENGE

The number of children requiring foster care placements has risen over the past two decades, while the number of available families has dropped significantly.

Adriel offers services to over 40% of the families within the state of Ohio. Yet, more families are needed.

Adriel needed to drive awareness not only of that need but of themselves as the best solution to address it.

ADRIEL SERVICES OVER
 **40%**
OF FAMILIES IN OHIO



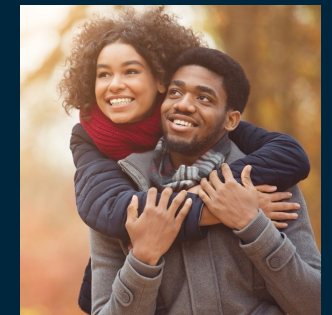
TARGET AUDIENCE



Adults in their late 20's to late 50's who are financially stable, including men and women of color



Non-traditional families including single, widowed, divorced and same sex couples



Traditional family structure regardless of ethnicity



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OBJECTIVE

- Develop a fact-based, emotion-driven equity campaign to increase brand relevancy and change perception
- Appeal to a wider range of family types and get parents Adriel hasn't been able to reach to become foster parents



EXECUTION

- 3 C's assessment: Customer, Category, Compound (brand). To identify white-space territories the brand could own
- Brainstorm/ideation sessions for the "BIG IDEA"
- Scrappy focus groups to select and fine-tune our concept
- 2 phase approach to bring campaign to life with an integrated, multi-channel approach



SUCCESS

Increase Awareness:

Measured by total impressions and total click-throughs to the website

Increase Consideration:

Measured by the number of information requests submitted also known as Inquiry Form submissions.



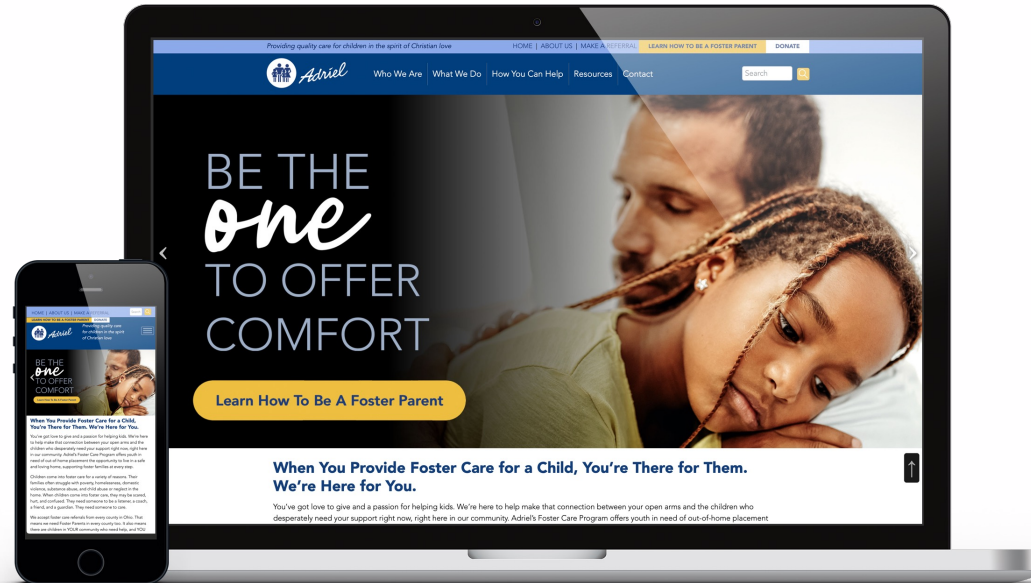
110%

EXPECTED INCREASE



ADRIEL FOUNDATION CAMPAIGN RESULTS

The #BeTheOne campaign has successfully driven more awareness to Adriel than they have ever received with social and digital campaigns geo- and interest-targeting both their existing and new audience segments.



3,868,000 +
IMPRESSIONS

144%
SUBMISSION INCREASE
Beating the goal of 110%

9,870 +
TOTAL CLICKS