



# CASE STUDY

Adriel: #BeTheOne

AMA Cincinnati Pinnacle Award Finalist  
for Best Scrappy Marketing Campaign

# ADRIEL CASE STUDY

How TigersEye helped Adriel successfully increased 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 foster families has dropped significantly.

Adriel offers services to over 40% of the foster families within the state of Ohio. With the need increasing, Adriel saw an opportunity to increase both the number of Foster Families in the state and the percentage of those families it serves.

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

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ADRIEL NOW SERVES



# 100%

OF OHIO COUNTIES

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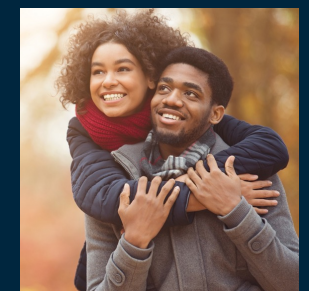
## TARGET AUDIENCE



Financially stable adults of every ethnicity in their late 20's to late 50's



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



Traditional family structures regardless of ethnicity



## THE TIGERSEYE WAY

At TigersEye, we deploy strategy in everything we do. While our strategists delved deep into the Adriel's business, brand, category, and customers, our creatives imagined the possibilities to bring their new foster parent recruitment campaign and website redesign to life.



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## ADRIEL OBJECTIVES

- 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



## TIGERSEYE 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" to increase foster parent recruitment
- Digital-first approach to bring the campaign to life with an integrated, multi-channel execution:
  - Website redesign with dynamic imagery and videos
  - Paid and organic social
  - Digital ads
  - SEO and paid search
  - Newsletter
  - OOH
  - Campaign toolkit, and
  - Branded swag (t-shirts, bookmarks, tents)



## SUCCESS FACTORS

### 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.



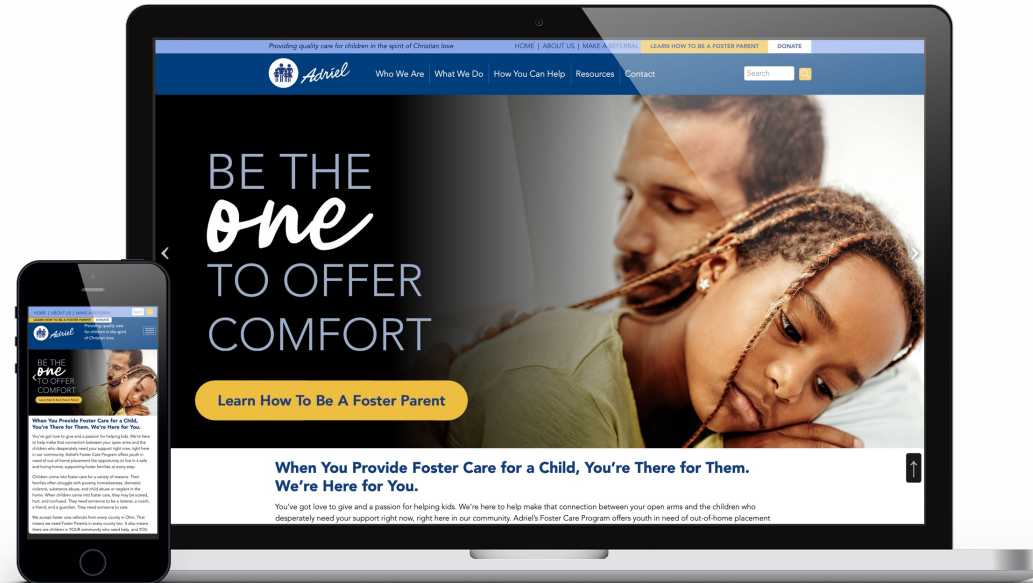
**110%**  
TARGETED INCREASE





# TIGERSEYE RESULTS DELIVERED FOR ADRIEL

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 +

1<sup>ST</sup> QUARTER  
IMPRESSIONS

144%

1<sup>ST</sup> QUARTER  
SUBMISSION INCREASE  
Beating the goal of 110%

9,870 +

1<sup>ST</sup> QUARTER  
TOTAL CLICKS