

## Goodwill South Texas

### Background

As a leading nonprofit social enterprise, Goodwill provides employment services such as job training, placement, retention and other community-based services to the most fragile populations across twenty counties throughout South Texas.

### Objective

#### Increase Store/Business Facility/Special Event Traffic

The advertiser was seeking to increase both donations and revenue.

### Strategy

In 2023, Goodwill South Texas launched a two-phase billboard advertising campaign for their “New Lives” initiative. The first phase spanned May to July, and the second phase ran October to December, and utilized digital bulletins, digital posters, posters, and junior posters.

### Plan Details

Market: Corpus Christi, TX

Campaign Posting Dates: 5/7/23 - 12/24/23

OOH Formats: Digital Bulletins, Digital Posters

Target Audience: Male and Female, 12+

Budget: \$10,000 or larger

Total Impressions: 715,676 Reach: 53.39% (age 18+)

### Results

Overall, the campaign was highly successful. July, traditionally the slowest month for donations, saw the highest donation numbers for the year, even exceeding December’s figures by 2%. The second phase of the campaign contributed to a rise in donations, consistent with Goodwill’s typical year-end trend. The year ended on a high note, with a significant 15% increase in donor numbers compared to the previous year.

