

TESTIMONIAL Inspire Oakland



Audience

Adults 18+
Students

Media Mix

Static Billboards

Market

Oakland, CA

Objective

To encourage local Oakland and East Bay students to create art centered on what inspires them about the city where they live.

Rationale

Along with helping students develop professional skills and inspiring them to learn digital art, ODALC also wanted to provide a reward that would never be forgotten. ODALC placed their art submissions on bulletins and posters in the most premium locations available in the area displaying their inspiration for all to see.

Through eye-catching artwork, this campaign garnered nearly 400 artwork submissions!

Oakland Digital Arts & Literacy Center is a 501(c)(3) community-building non-profit with the mission of bridging the digital literacy and opportunity divide. The organization helps small businesses create new business models that will better reach customers. Through programs and classes, Oakland Digital teaches community college students how to turn their love for design into promising careers. Besides inspiring the local community through eye-catching artwork, this campaign inspired articles that added to their reach.