

CHRYSALIS TOOK A NEW APPROACH TO REACH DOMESTIC ABUSE VICTIMS

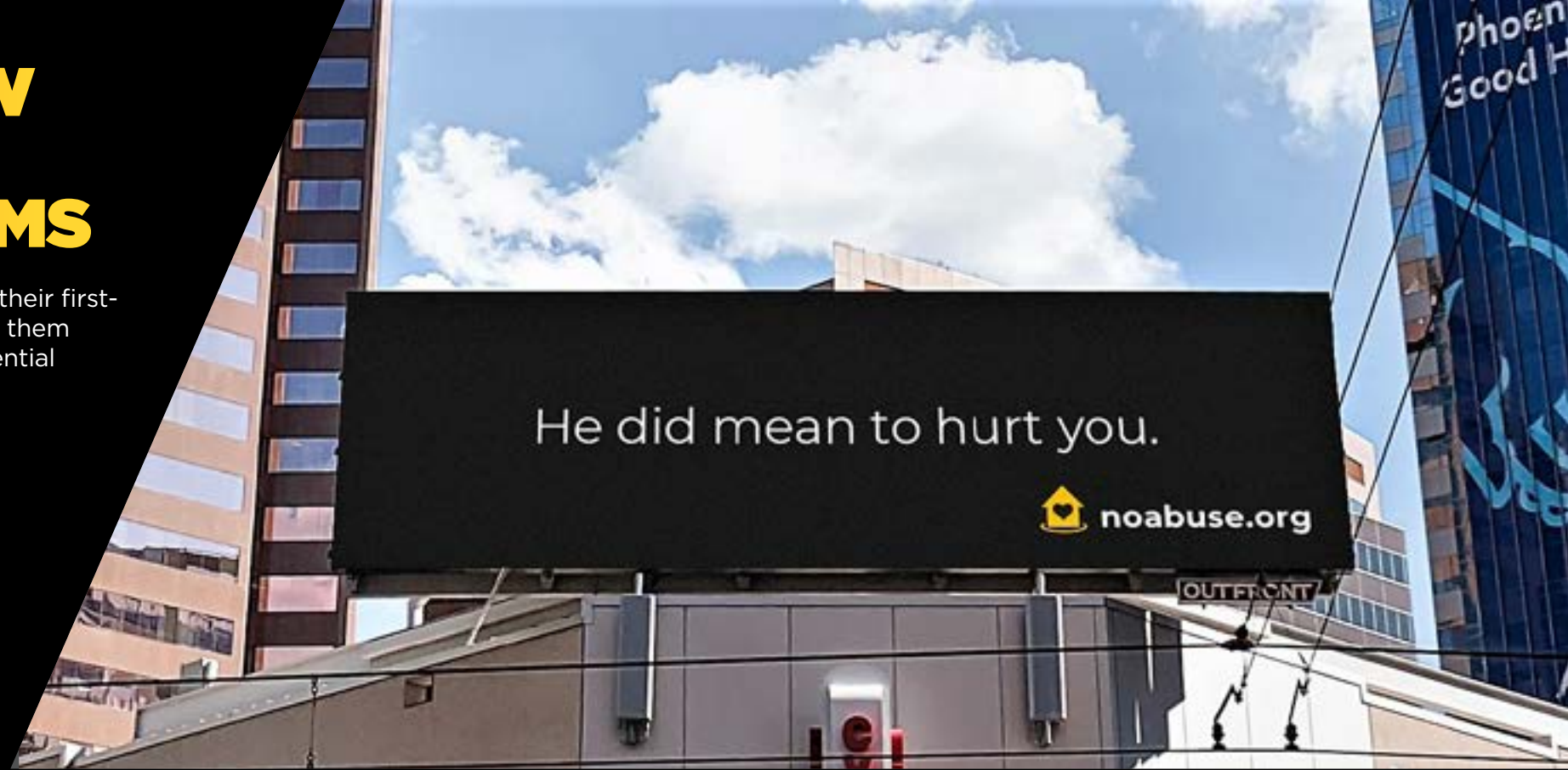
Chrysalis, a nonprofit domestic violence shelter in Phoenix, launched their first-ever awareness campaign to reach domestic abuse victims and invite them to seek help and empowerment through free information and confidential support at noabuse.org.

STRATEGY & TACTICS

- **Strategically Placed:** The messages were displayed on digital billboards in Phoenix and across social media.
- **Creative Excellence:** The campaign concept used sobering and empowering phrases such as “You didn’t have it coming,” “He did mean to hurt you,” and “It’s not your fault.”
- **Campaign Success:** This OOH campaign took a strategic and impactful approach to target victims. As a result of this campaign, 91 percent of traffic to noabuse.org were new visitors.



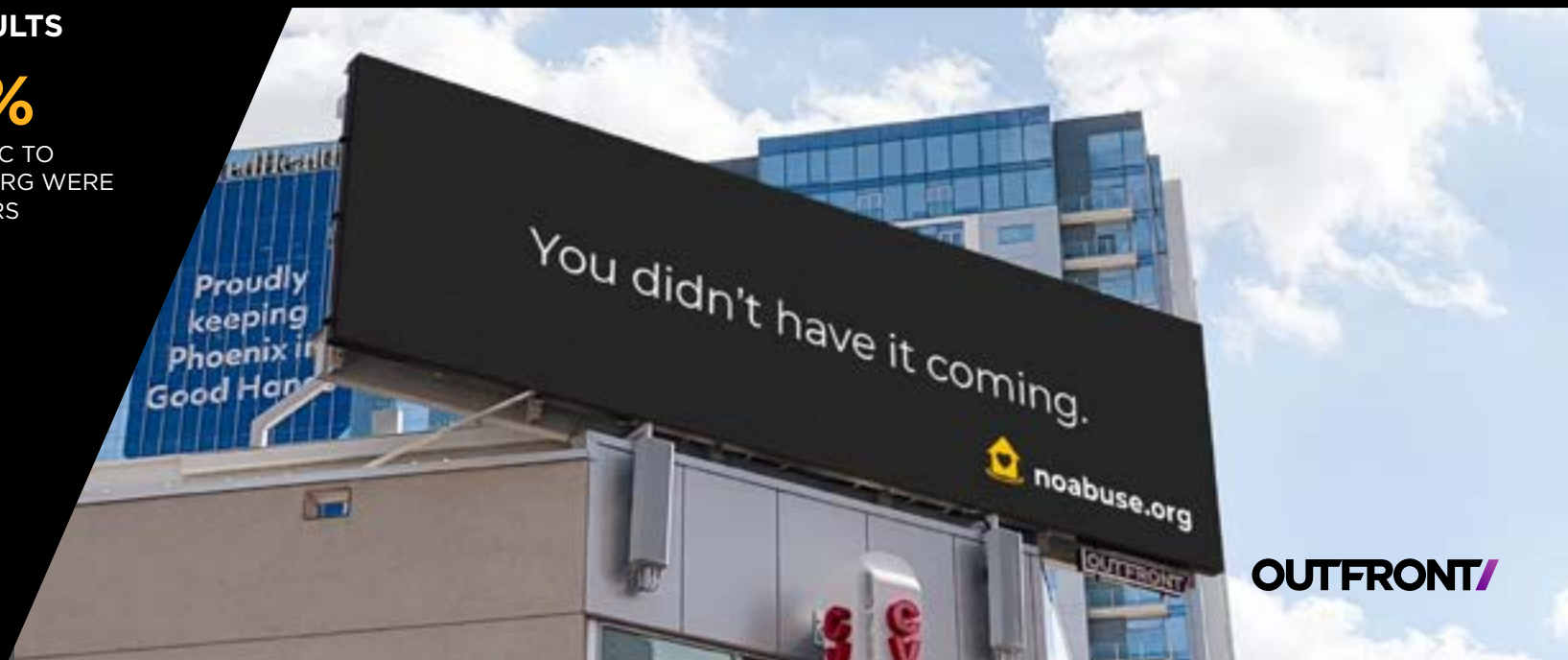
SOURCE: OOH TODAY 2018



RESULTS

91%

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OUTFRONT