



Morgan's Journey.org

Objective

- > The prognosis was poor when Morgan's dad conducted an online search for billboards, hoping to purchase one to raise money for his daughter's care. Morgan's rare, life threatening form of brain cancer required treatments only available in Mexico. With insurance and savings depleted the family turned to OOH to raise awareness and funds for her ongoing treatments.
- > 12 digital billboards throughout the Tampa Bay area were donated by OUTFRONT Media to promote "MorgansJourney.org" and get the community involved. The eye-catching creative, designed by an in-house artist, compelled viewers to visit the website where they could donate money for the next leg of her journey.

- > **Inventory:** 12 Digital Billboards (space available ROP)
- > **Market:** Tampa, FL
- > **Results:** As soon as the billboards went up Morgan's website saw **an increase in visits and donations.** Additional earned media included social photos and mentions. Local media picked up the story, showcasing the billboard design, and the community has rallied around an extremely grateful family. The billboard design was also made into T-shirts which are distributed at fund raising events.

