



“ You are such valued members of the Northeast Guidance Center Marketing Team and I thank you! ”

- Sharon Common, Fund Development Officer

## CLIENT NAME

Northeast Guidance Center

## MEDIA MIX

Digital Billboards and Posters

## OBJECTIVES

To promote the NEGC brand and drive signups to their Anti-Stigma Forum.

## STRATEGY & TACTICS

- › Out of home (OOH) locations were strategically placed near their Warren clinic health center.
- › By combining OOH with their current media strategy, Northeast Guidance Center saw an increase in brand awareness and consumer traffic to their locations and website.

## SIGNIFICANT RESULTS

- › “The PSA is on the air and is informing consumers of our services. More people are telling me they’ve checked out our website. They’re applying for jobs and RSVPing through the website for the Anti-Stigma Forum! Someone said they saw advertising about the Anti-Stigma Forum. We’re blasting the print media with ads for NEGC and the Anti-Stigma Forum. And we’re working on a digital billboard in addition to our permanent billboard at the Warren Clinic!”

-Sharon Common, Fund Development Officer