



So Others Might Eat (S.O.M.E.)

Objective

- > To increase awareness and enrollment, to empower people of homelessness and poverty into living wage careers through hard and soft skills, training, adult basic education and career development.
- > Metrobus is the most common form of transportation for S.O.M.E.'s target audience of low income D.C. residents. Long dwell times and frequency riding allow passengers to identify and connect with the messaging on Interior Bus Cards.

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- > **Inventory:** Interior Bus Cards
 - > **Market:** Washington, D.C.
 - > **Results:** S.O.M.E enrolled 193 students which was the most of any year. **The bus ads attributed to 10% of the total number of students who were enrolled.** But, beyond enrollment, they received over 500 calls from the ads.

