

Issues & causes case study: pro bono fundraising

OBJECTIVES

Drive tune-in for a TV fundraising special

CREATIVE EXECUTIONS

Campaign was pro-bono, so strategy was limited. GumGum aimed to reach the broadest audience possible.

RESULTS

By integrating GumGum into its digital advertising strategy, the organization was able to achieve:



15%

Purchase Intent*

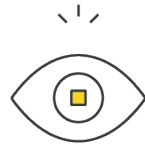
1.5x greater than
Nielsen Entertainment
Intent Norm; 9.8%



41.52%

Attention Quality

1.3x greater than MOAT
benchmark of 31.1%



105%

Click Through Rate

8x higher than industry
benchmark of 0.12%

CLIENTS INCLUDE:

