

Case Study

Client:

UNITED WAY OF MOORE COUNTY

Campaign:

"THE CYCLE STOPS WHEN WE UNITE"

Category:

PRIVATE NON-PROFIT



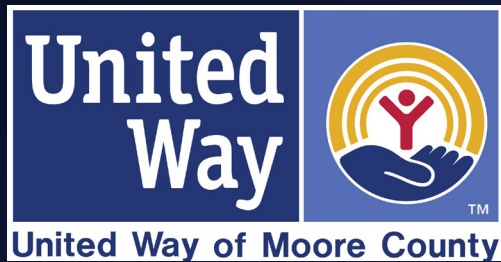
The Challenge:

United Way of Moore County identified that there was a need in their community to raise awareness in the areas of education, health and financial insecurity. They recognized that poverty, hunger, illiteracy, and neglect were vicious cycles that needed to be addressed before they could be alleviated. They asked First Flight for an advertising campaign that could address those issues, help increase awareness and amplify their messaging to reach their target audience.

The goal of the campaign was to drive much-needed donations in the year following the pandemic, and it had to connect visually to an already established national United Way advertising campaign. First Flight Agency set out to create a powerful and arresting message for the campaign to get the community's attention and inspire them to act. First Flight created the ad campaign entitled:

“The Cycle of ___ Stops When We Unite.”

There were a number of different executions of this multi-media campaign, which then was specifically geo-targeted to reach different segments of their target audiences.



The Solution:

First Flight Agency created the headline: “The Cycle of_____Stops When We Unite.”

There were a number of different executions of this multi-media campaign which was specifically targeted to reach different audiences.

“The Cycle of Poverty Stops When We Unite”

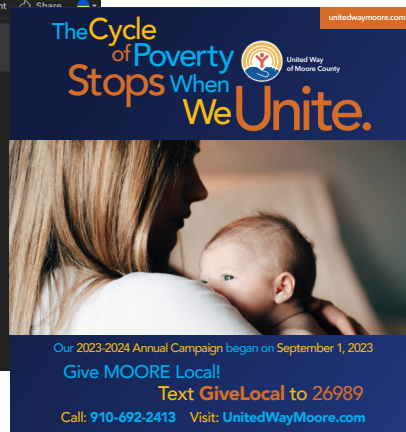
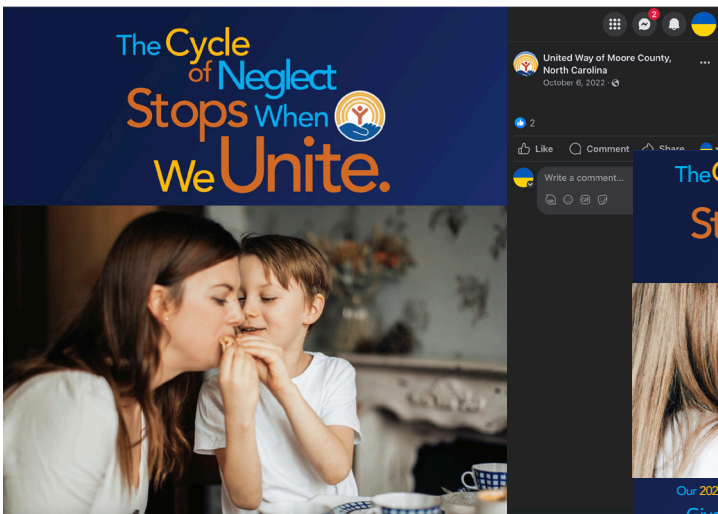
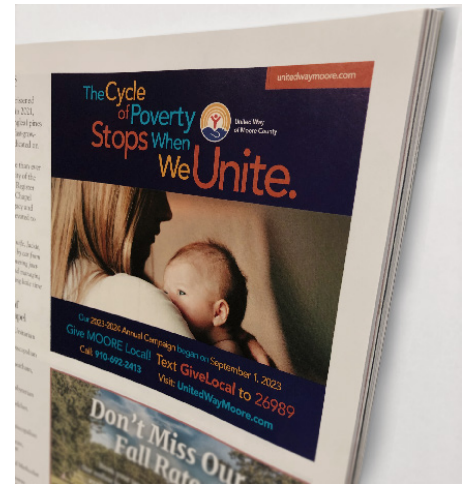
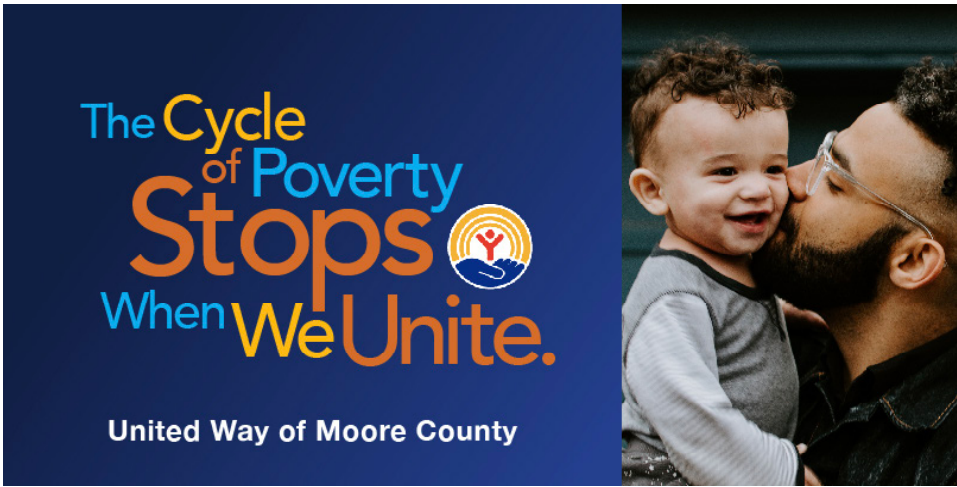
“The Cycle of Neglect Stops When We Unite”

“The Cycle of Illiteracy Stops When We Unite”

“The Cycle of Hunger Stops When We Unite”

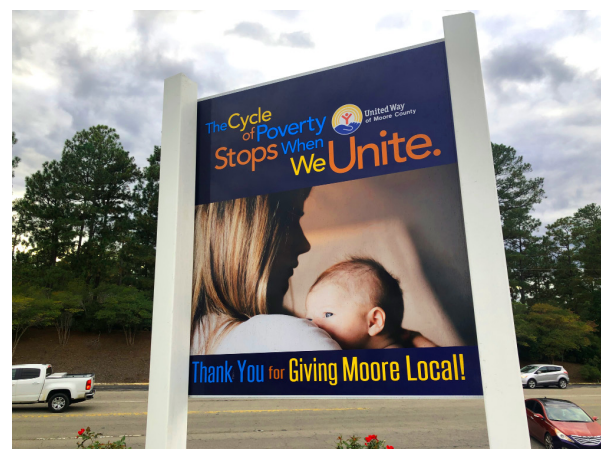
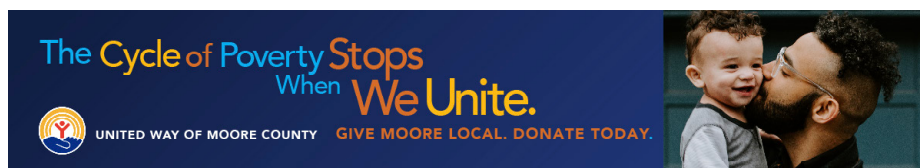
“The Cycle of Abuse Stops When We Unite”

The campaign launched in 2022 and is still running strong.



What we did:

- Outdoor
- Digital ads
- Social Media ads
- Magazine ads
- Events



The Result:

36%
INCREASE
IN DONATIONS

“This campaign is seeing a 36% increase in donations over this time last year. We are seeing new donors in a variety of age brackets and we credit this to the continued campaign that began running in 2022.”

Katherine McKinley, UWMC Board of Directors Chair

“I believe that our marketing campaign has reached people that we couldn’t successfully reach on our own. We have our niche, but we needed to expand beyond our horizons, and our marketing campaign has done that for us. Our campaign is “making contact” with people in all the adult age groups. It’s introducing new people and generations to our brand and our work.”

Linda Pearson, President, United Way of Moore County