

CASE STUDY

Cause-Related Marketing

CLIENT:

Verizon Wireless

PROGRAM:

"There is No Excuse" Public Awareness Campaign

COMMENTS:

Despite Verizon Wireless' proven track-record of multiple "minigrants," Verizon Wireless felt that its efforts were too fragmented to affect major social change. The \$50,000 grant to the South Carolina Coalition Against Domestic Violence and Sexual Assault (SCCADVASA) was the solution to help fund a much needed domestic violence awareness campaign and leverage a more impactful strategy.



CLIENT:

Verizon Wireless owns and operates the nation's most reliable wireless network, serving over 80 million voice and data customers. Through Verizon Wireless' national HopeLine program, a program long-dedicated to putting wireless products and services to work to combat domestic violence, Verizon Wireless dramatically helps the fight to eradicate domestic abuse.

PROGRAM:

To significantly intercept the cycle of violence, the campaign targeted men ages 18-35 and involved South Carolina's top three college football coaches to be featured in broadcast, print and outdoor communications. Young men also need tangible resources to guide behavioral change, so the call to action was structured around the newly created website, www.thereisnoexcuse.org. The site provided dozens of tips about how to eradicate domestic violence and how to get involved in abuse prevention.

OBJECTIVES:

- To dramatically impact the state's domestic violence epidemic and raise public awareness of domestic abuse through powerful and overt messaging.
- Inspire leadership by empowering South Carolinians with concrete ways to affect change in their respective communities.
- Amplify the corporate leadership of Verizon Wireless in the prevention of domestic violence.

PR RESULTS:

- Secured solid media partnerships, which delivered a 3:1 ratio of PSA exposure during prime ACC, SEC, NFL football and other highly valued male target slottings.
- Through grassroots efforts, web site hits, media coverage and billboard distribution we were able to raise public awareness about domestic abuse.

