

Salvation Army Appeals to Donors with End-of-Year Fund Drive



Client

In December 2009, the Salvation Army's biggest fund drive of the year kicks into high gear. Dollars raised represent a significant chunk of the organization's annual budget and go a long way toward helping people in the community throughout the year.

The Salvation Army's Del Oro Division, representing Northern California and Northern Nevada, was facing contribution shortfalls coming into the holiday season. They made the decision to expand their local TV ad campaign to reach an even broader audience in hopes of raising awareness of their program and boosting year-end donations.

“We were easily able to transform the campaign into a dynamic, geo-targeted execution. In the first week, they received online donations that usually take a couple of weeks to garner from the web. They are very excited to say that their marketing plan that includes Mixpo seems to be working!”

Danielle Sacco
Comcast ISM

Campaign

- ▶ For the Salvation Army, online video ads were a natural and easy transition from their TV ads. They could maintain the site, sound, and motion of their existing ads, which featured a variety of individuals and families sharing true stories about how they benefitted and were uplifted by their association with the Salvation Army.
- ▶ With the help of Comcast and the Mixpo Platform, the Salvation Army converted three different ad stories into interactive, online video ads—Xspots.
- ▶ The campaign ran three Xspots in rotation and one complementary flash ad on Comcast Online. The Xspots delivered an emotional appeal using custom overlays linking to a landing page with more stories. The flash ad reinforced the human aspect of the videos while soliciting donations directly and driving viewers immediately to a donation page.
- ▶ Ads were geo-targeted to cities in two Northern California markets—San Francisco and Sacramento—to reach would-be donors most efficiently.
- ▶ The five-week campaign launched November 24 and concluded December 31.

Outcome

- ▶ Judging by the 506 hours of video watched within Salvation Army ads, the campaign succeeded in capturing the attention of audiences during its crucial holiday fund drive. Campaign managers cited Xspots for significantly raising awareness of the organization and the individuals Salvation Army serves.
- ▶ Comcast delivered over 4.5 million Xspot impressions for the Salvation Army over the five-week holiday campaign. Of visitors exposed to the ad, more than 156,000 actively watched the video content. This represents a view rate of 3.87 percent which is a striking 80 percent greater than the active view rate for online videos overall.
- ▶ Viewers also engaged with the three Xspots in one form or another at a rate that exceeded the norm for online video ads by 72 percent. As might be expected, the Xspots considerably outperformed the Salvation Army flash ad engagement rates by 38 to 1, however, the Flash ad's call to donate still helped raise dollars.

METRICS	3 SALVATION ARMY XSPOTS	SALVATION ARMY FLASH ADS	OVERALL XSPOT AVERAGE
Active View Rate (Views/Impressions)	3.39%	N/A	1.67%
Engagement Rate	3.87%	.10%	2.25%