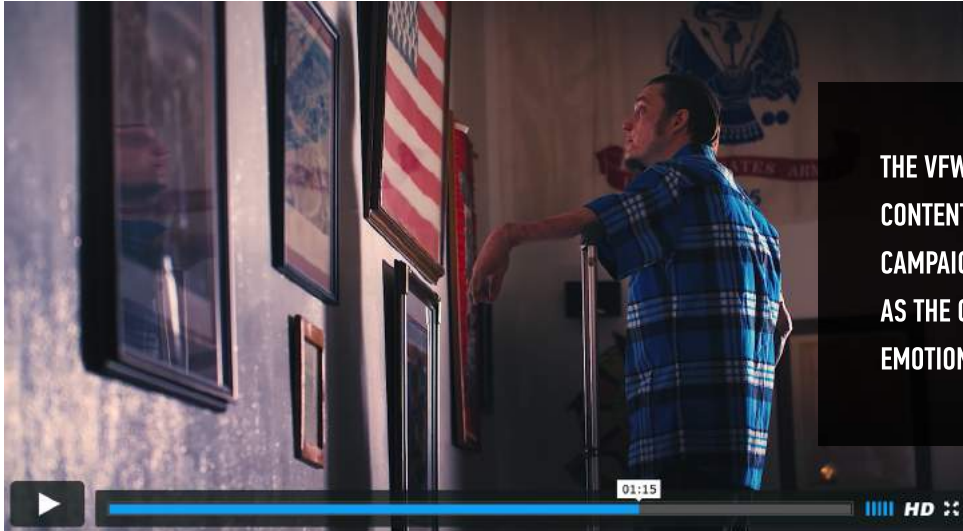


“HEROES” | VFW

VFW.ORG/GRATITUDE



THE VFW TURNED TO SCENIC ROAD TO PRODUCE CONTENT FOR ITS ANNUAL FUNDRAISING CAMPAIGN UTILIZING A BRAND ANTHEM VIDEO AS THE CENTERPIECE. THE GOAL: TO CONNECT EMOTIONALLY WITH ITS NATIONAL DONOR BASE.

THE STORY

THE STORY IS OF A VETERAN RECOGNIZING THOSE HEROES WHO ARE FIGHTING BATTLES LONG AFTER LEAVING SERVICE. AS THE STORY UNFOLDS, WE REALIZE THAT THE SOLDIER IS TELLING AS MUCH HIS OWN STORY AS THE STORY OF HIS BROTHERS.

500,000+
EMAILS
SPREAD THE MESSAGE

1 EMMY
WON IN 2016
EMMYS MID AMERICA (R)

+39.9%
REVENUE
OVER THE PRIOR YEAR

+25.7%
OF DONATIONS
OVER THE PRIOR YEAR



THE VIDEO ITSELF HAS GARNERED **HUNDREDS OF THOUSANDS** OF VIEWS ACROSS MULTIPLE CHANNELS



VISITORS TO THE DONATION LANDING PAGE STAYED ONSITE OVER **60% LONGER** THAN THE AVERAGE VISITOR



THE EMAIL CONTAINING THE EMBEDDED VIDEO HAD THE **#1 PERFORMING CTR***, **20% HIGHER** THAN ANY EMAIL IN THE CAMPAIGN
*CTR = CLICK THROUGH RATE



THE EMBEDDED VIDEO EMAIL RECEIVED **OVER +3.4% CTR*** IN SOME AUDIENCE SEGMENTS
(0.61% BENCHMARK FOR APPEALS EMAILS, BLACKBAUD 2015)

