

VFW | "HEROES"



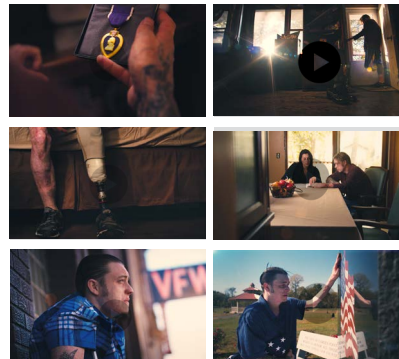
THE VFW TURNED TO SCENIC ROAD TO PRODUCE CONTENT FOR ITS ANNUAL FUNDRAISING CAMPAIGN UTILIZING A BRAND ANTHEM VIDEO AS THE CENTERPIECE. THE GOAL: TO CONNECT EMOTIONALLY WITH ITS DONOR BASE.

THE RESULTS

MAXIMUM ENGAGEMENT AND REACH

THE STORY

THE STORY OF A VETERAN RECOGNIZING THOSE HEROS 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 THIS BROTHERS.



APPROACH



The video 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)



EMAILS SENT

500,000+



EMMYS WON

1



REVENUE INCREASE

+39.9%



DONATIONS INCREASE

+25.7%