

Case Study #02:

SPREADING AWARENESS

IDEAS FOR: Non-Profits, Healthcare, Associations, Event Marketing, Awareness Campaigns

Grant Healthcare wanted to create one of the largest breast cancer awareness and fundraising events in the region. Located in San Diego, Grant's hospital and foundation built a successful community event and needed to spread awareness throughout California and the Southwest region.

Promoting the hashtag #GrantWalkSD, the marketing department knew they needed something fun and functional with an imprint area large enough to disseminate their message.

- ▶ Staff handed out pens and other promotional items when attending events. Since **82% of women who use a handbag carry at least 1 pen,¹** Grant felt that a writing instrument would be a perfect solution.
- ▶ They encouraged attendees to use the **#GrantWalkSD hashtag** to research information, learn more about their culture and help spread awareness.
- ▶ Following the event, Grant's **website and social media traffic increased 140%**. Over the course of 3 months following the walk, **donor and volunteer interest grew more than 100%** over the previous year.

Item: #CLP - Neon Colorama



Full Color 360° Imprint Area: 4.127" x 1.207"

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1. Power of the Pen, PPB July 2012.

