

# Susan G. Komen Race for the Cure: Giving the Fight Against Cancer a Leg-Up

## A HUBBARD CHICAGO CASE STUDY

### *Raising Awareness in Time for a Mother's Day Race that Exceeded Donation Goals*

#### SNAPSHOT

Susan G. Komen was looking to differentiate its Race for the Cure, boost race registration, and improve donations. A three-tier marketing plan from Hubbard Chicago featuring Melissa McCurren of The MIX Morning Show gave the event a clear voice, delivered on registration needs, and exceeded donation goals.

#### GOALS

Susan G. Komen leads the way in raising awareness about breast cancer, generating donations to fund research for a cure, and advocating for cancer patients and survivors. Its Race for the Cure Series is among the most recognizable cause-related events in the world. However, as more causes turn to walks and runs to help drive donations, Susan G. Komen was competing for share of wallet and attention.

With a race on Mother's Day in mind, the non-profit knew they needed a way to boost awareness and stand out among other causes. Adding to this challenge, they had a new event location and had observed declining participation in previous years. Together, we identified a number of marketing goals

- Promote race awareness and inspire early registration over other cause-related Mother's Day events.
- Lift participation over previous years and drive between 5,000 and 6,000 registered racers.
- Raise \$500,000 in day-of event donations.



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### THE MARKETING SOLUTION

The MIX 101.9 FM (WTMX) was a natural partner for the Race for the Cure. We presented a three-tier marketing campaign featuring radio spots and live reads on The Mix, display ads via 2060 Digital, and on-site event support.

Melissa McCurren of The Mix Morning Show added a recognizable voice to live reads promoting early race registration and event information. With her talent, on-air spots had a personal tone closer to an endorsement than commercials, and she was there to co-host the event on Mother's Day.

### RESULTS

The campaign achieved race goals and then some. McCurren's voice and presence on-site solidified successful results. Susan G. Komen hit their attendance target (5,000 - 6,000 registered racers) and exceeded donation goals (more than \$500,000) in what was a definitive improvement over previous years.

#### Metrics Snapshot

- Day-of attendance: 5,000 - 6,000
- Total event donations: \$500,000+

### INFORMATION:

**Industry:** Non-Profit

**Market:** Chicagoland area

**Company:** Susan G. Komen  
Race for the Cure

**Campaign Dates:**

April - May 2017

**Target Audience:**

Adults 18-54 with a skew  
toward women

**Solutions Utilized:**

Display ads via 2060 Digital,  
WTMX on-air spots and live  
event support

*"MIX production was great! We recorded several options to keep it fresh. Attendance was UP over our 2016 Race!"*

- Susan G. Komen Race  
for the Cure

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