

American Cancer Society

EXECUTIVE SUMMARY:

"We've worked with Bonneville on consecutive projects for a number of years and they've been great partners in supporting our life-saving mission of a world free of cancer. They've shown us loyalty, and we wanted to reciprocate that."

- Carmen Coffee, Director of Communications for the American Cancer Society

Bonneville Bay Area used a multi-prong integrated marketing solution that combined on-air promotion, pre-roll video advertising, social media, and influencer engagement on event days. This approach supported the American Cancer Society's main marketing objectives of targeting a specific audience segmentation with their message, increasing the attendance of their signature Relay for Life walks and improving the day-of engagement of attendees.



The Results:

85%

COMPLETION RATE
ON VIDEO PRE-ROLL
COMPONENT

30%

INCREASE IN
ATTENDANCE,
WITH 5000 MORE
PARTICIPANTS AT
EVENTS

INFLUENCER
PARTICIPATION
SIGNIFICANTLY
ENHANCES EVENT
DAY ENGAGEMENT



American Cancer Society

HOW WE DID IT:

“One of the things that we wanted this year that we didn’t have last year was day-of engagement. Bonneville was able to support us in every way.”

- Carmen Coffee, Director of Communications for the American Cancer Society

Through their partnership with Bonneville Bay Area, the American Cancer Society's campaign was able to drive successful results including an 85% completion rate with their digital video and a 30% increase in attendance; 5,000 more runners at their largest signature walk San Jose Relay for Life.

The volunteers, staff, and attendees loved Bonneville's presence and involvement in the events, including the opportunity to take pictures with KOIT on-air personalities. *“It’s really brought back a sense of excitement and energy to our events,”* Ms. Coffee enthused.



Bonneville volunteered to emcee American Cancer Society events, conduct on-air fundraising, and cross-promote the events on their public and personal social media accounts. Many of these volunteers had been touched by cancer, fueling a personal motivation to join the American Cancer Society's effort.

Not only did the American Cancer Society see measurable results from the partnership, but together lives were changed and a positive difference was made in the Bay Area community.

“Bonneville was very strategic and creative when it came to targeting our desired consumer. Their access to large audiences and sophisticated advertising platforms helped us to target the right audience using the right messages, at the right time.”