

CASE STUDY | RONALD MCDONALD HOUSE CHARITIES

CHALLENGE

- GUARANTEE CELEBRITY INVOLVEMENT WITH RMHC WITHOUT PAY, ACROSS MULTIPLE AUDIENCES, FOR 365 DAYS A YEAR.

ENGAGEMENT

- CREATED THE FIRST EVER “FRIENDS OF RMHC” CELEBRITY BOARD, WHEREBY ALL BOARD MEMBERS AGREED TO DONATE THEIR TIME AND HELP RAISE NATIONAL AWARENESS FOR RMHC.
- THE BOARD IS CURRENTLY COMPRISED OF 18 STARS (INCLUDING CINDY CRAWFORD, AL ROKER, BILLY BUSH, TAMIA, NE-YO AND KASEY KAHNE AMONG OTHERS).

RESULTS

- THE NATIONAL PSA FEATURING BOARD MEMBERS GENERATED MORE THAN 252 MILLION MEDIA IMPRESSIONS, EXCEEDING \$4.3 MILLION IN ADVERTISING VALUE—AN INCREASE OF MORE THAN \$2.5MM FROM THE PREVIOUS YEAR’S CAMPAIGN.

