



The Connecticut Project

The Connecticut Project Expands Community Awareness Through Supermarket Advertising

PROJECT OVERVIEW

The Connecticut Project sought to increase awareness of its mission, initiatives, and community engagement opportunities among a broad and diverse audience.

CHALLENGE

The organization needed an effective way to reach CT residents from various backgrounds, foster community understanding, and highlight efforts focused on economic mobility and opportunity and improve awareness of opportunities for those facing economic challenges.

SOLUTION

A comprehensive community awareness campaign was developed utilizing targeted local digital ads, register dividers, and cart corral billboards.

The campaign ran in 6 stores with multiple programs in each store allowing for multiple opportunities for shoppers to be exposed to the message.

Shoppers were exposed to the campaign during routine weekly shopping trips, increasing familiarity and awareness. This was a 22-week program allowing the ad message to build awareness overtime.

- Estimated impressions: over 3.5 million
- Reach: Approximately 160,00 local shoppers per month
- Significant increase in name recognition within the target market

