

EDUCATING THE MEDIA: THE RED CROSS RESPONDS 24/7, NOT JUST IN DISASTERS

PROJECT COMPONENTS

PSA Promotion
Tracking & Analytics

OPPORTUNITY

Most people, including PSA Directors, think the American Red Cross (ARC) only “works” when there was a major disaster. The reality is that ARC responds every day, 24/7, to people in need. Yes&’s challenge was to educate PSA directors one-on-one about why the Red Cross was worthy of donated airtime to gain much needed PSA exposure.

INSIGHT

Direct mail is a key component of the media outreach to PSA Directors. 30 days ahead of each campaign launch, Yes& distributes a direct mail piece to the media directors of all national stations to introduce the latest campaign. Then, when they receive the PSAs in their in-box, they are already aware of the campaign objectives and ready to place the spots.

SOLUTION

The American Red Cross wanted to secure the most valuable airtime -- on broadcast and cable networks. Thanks to Yes&’s close relationships with PSA Directors in the top markets, Yes& was able to access these time slots to feature heartwarming stories of local heroes and the people whom they helped. As a result, PSA Directors became increasingly committed to the cause. By personally sharing the good work of ARC, the PSA Directors became its biggest advocates.

THE ‘&’

Each year, Yes& reinforces goodwill by sending a thank-you mailer to all TV stations that aired the American Red Cross spot.

RESULTS

Each year, Yes& consistently over-delivers KPIs, most recently by increasing ARC’s network exposure by more than 3,000%. Outreach efforts during COVID-19 earned over \$238 million in donated media in 2020 alone, the highest on record. The holiday campaign has been duplicated every year since 2011 and successfully earned more than double the airings of their paid budget.