

**PROJECT
COMPONENTS**

Branding
Tagline Development
PSA Campaign
Development
Tracking & Monitoring
Media Outreach

REVITALIZING THE MISSION OF A TRUSTED MILITARY NONPROFIT

OPPORTUNITY

Our goal was to revitalize the United Services Organizations (USO)'s mission by engaging and educating the public about its services and programs for returning troops.

INSIGHT

Research indicated that public awareness of the (USO) had faded since Vietnam, with its role often reduced to troop entertainment. This led to its broader role being undervalued and misunderstood.

SOLUTION

Yes& created a dozen national PSA campaigns from the start of Operation Iraqi Freedom through the war in Afghanistan. The "Portraits" campaign focused on the whole range of services and programs the USO offers to troops returning home, including wounded warriors. Thousands of American troops came home from the wars in Iraq and Afghanistan suffering from PTSD or traumatic brain injury (TBI). Yes& created the #invisiblewounds social media campaign to shine a light on their stories.

THE '&'

The New York Times featured our tagline, "Until Every One Comes Home," in its crossword, highlighting its national recognition.

RESULTS

During the first year of the PSA campaign, Yes& achieved about \$25 million in media value. Within nine years, Yes& received nearly \$150 million in free advertising. Overall, the USO received more than \$627 million in donated advertising since the inception of the PSA program which provided a significant lift in giving.