

SUPPORTING AMERICA'S SMALL BUSINESSES

OPPORTUNITY

Since 1964, SCORE has helped over 11 million American entrepreneurs start, grow, or successfully exit a business. As a free resource for expert mentoring, education, and support, SCORE aims to raise awareness of its services, recruit volunteer mentors, and assist underserved entrepreneurs.

Since 2013, YES& has partnered with SCORE to amplify its mission, producing PSA campaigns that have generated over \$107 million in media value and millions of airings in English and Spanish. In late 2023, SCORE tasked YES& with launching a new bilingual campaign to reach small business owners in underserved communities, including Hispanic, Native American, rural, African American, women, and veterans.

With over 40% of small businesses owned by women, 40% by foreign-born individuals, and 20% by racial minorities—including a significant portion by Hispanics—these businesses reflect the nation's diversity and resilience. Women-owned businesses grow at twice the rate of others, and SCORE plays a vital role in supporting them through free mentoring services. With more than 10,000 volunteers across 230 chapters nationwide, SCORE's mission is to ensure all entrepreneurs have access to the guidance they need to succeed.

INSIGHT

SCORE provides free in-person and virtual mentoring to help entrepreneurs start, grow, and succeed in small business. With a network of over 10,000 volunteer mentors across 230 chapters and 1,500 communities, SCORE mentors—

experienced business owners, corporate leaders, and executives—offer guidance at every stage, from launching and scaling to managing transitions and exits. Women and minority volunteers are most in demand.

SOLUTION

Yes& created and launched a TV and radio PSA campaign in English and Spanish to reach national networks and local TV and radio stations in (10) markets that had high populations of women and minority entrepreneurs. Yes& performed three rounds of phone and email outreach, each focusing on a specific month or week related to entrepreneurship and small businesses.

THE '&'

Yes& utilized different testimonials and stories from each of the (10) key markets with high populations of women and minority entrepreneurs. These stories made SCORE relevant on a local level, which not only generated PSA airings, but also editorial coverage for SCORE.

RESULTS

The latest PSA campaign that launched 16 months ago achieved over 150 million in impressions and \$20 million in media value despite a heavy political season in 2024. The PSA has aired in 49 states plus DC and all ten of the key designated market areas (DMA) and continues to air at a steady rate today.

PROJECT COMPONENTS

PSA Campaign
Creative Development

Distribution

Promotion

Tracking & Monitoring

SIZZLE REEL