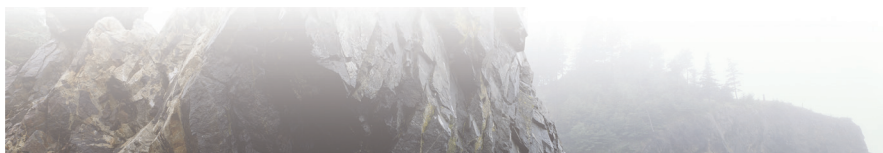




United Way Worldwide (UWW) is the national headquarters for United Way's 1,800 organization. UWW raises more than \$4.7 billion every year for improving health, education and stability in communities around the globe.

UWW after extensive research decided it needed to educate the general public on the issues they were targeting and sought a distribution firm capable of handling all there needs without the prohibitive restrictions of their past distribution relationship.

Until this campaign, UWW's marketing focused on the aftermath and uplifting side to its good work, often featuring smiling volunteers in "Live United" t-shirts. But the nonprofit took a drastic turn to prompt more people to take action: these PSA showed what these communities look like before United Way steps in to help.



CASE STUDY
United Way Worldwide
"Join the Fight"

MEDIA
TV - [Sample](#)
Radio - [Sample](#)
Print
Digital - [Sample](#)

LOCATION
United States

TV Access
934 Paramount Parkway
Batavia IL 60510

t 630.389.2200
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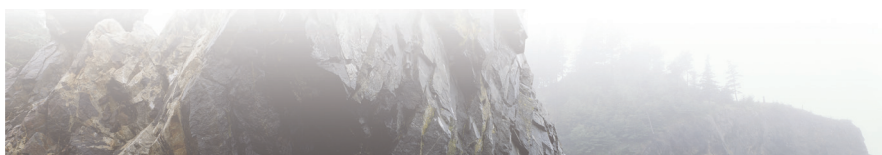
“Join the fight,” created with agency of record BVK, shows gritty scenes from neighborhoods plagued by homelessness, drug addiction and domestic violence—or, as the ad says, “problems that most people don’t have the stomach for, that nobody talks about at cocktail parties.” It explains how United Way seeks out and fights these problems, as well as encourages others to get involved.

The new approach creates a greater sense of urgency for others to donate funds or volunteer, said Lisa Bowman, CMO at United Way. TV Access remains one of the premiere public service distribution service with over 50 years in the business. TV Access clearly was able to demonstrate its capabilities in a wide variety of media as well as substantial improvements in reporting analytics that UWW was not able to obtain from its previous service. TV Access also came highly recommended by several of the top nonprofits in the country as well as the former CEO of the previous distribution service TV Access was able to immediately start on the project and provided interactions with UWW considerably beyond those obtained in the past.

TV Access was able to exceed the results UWW previously obtained while maintaining control over the creative. In the second year of this campaign TV Access is still tracking and reporting the following results:

Jan 2018 - Dec 2020

Media Type	Detections	Impressions	Value
Broadcast	334,335	330,922,000	\$45,469,560
Cable	13,313	41,299,000	\$1,810,568
Print	2,484	197,875,337	\$2,687,856
Radio	29,574	176,020,942	\$1,863,162
Digital	341,291,991	7,245,609	\$4,310,928
Total	341,671,697	746,117,279	\$56,142,074



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