



CASE STUDY  
Veteran Affairs  
Make the Connection  
Finding New Purpose

MEDIA  
TV

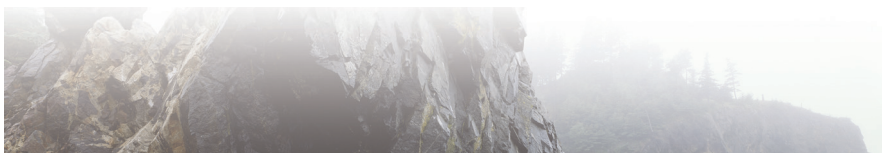
LOCATION  
United States

For some veterans, getting out of the military and returning to civilian life can present both opportunities and challenges. The lack of structure, a loss of purpose, or uncertainty about what to do next may feel overwhelming. A new PSA from U.S. Department of Veterans Affairs' Make the Connection campaign highlights how when Veterans open up and reach out for support during difficult times, the transition can be much smoother and may lead many to find a new purpose and a new mission.

"Finding Purpose" features Veterans talking about their transitions out of the military — the possibilities, the challenges, and the resources and support that helped them find their new purpose in life.

The Veterans Administration through its agency provided the finished production in :30 and :60 second lengths. TV Access was tasked with providing distribution, tracking and reporting for this campaign. **Our original objective with this campaign was to generate 10,000-20,000 airings with 50-100 million impressions and donated media value of \$2-3 million.**

To date, this campaign has been aired by 132 stations. "Finding Purpose" has received 18,211 broadcasts resulting in an impressive 107,080,224 audience impressions earning \$3,871,084.79 of equivalent ad value. According to Nielsen Research, "Finding Purpose" ranked in the top 5% of all PSAs. It ranked 49 out of almost 1500 PSAs based on the number of airings.



TV Access  
934 Paramount Parkway  
Batavia IL 60510

t 800 944 9134  
f 630 761 2668

[www.tvaccess.com](http://www.tvaccess.com)

[keith@tvaccess.com](mailto:keith@tvaccess.com)

