



Focus on the Family is a global Christian ministry dedicated to helping families thrive. "The Make Every Day Count" campaign helps families take intentional steps toward a healthy and thriving family. Focus on the Family's Make Every Day Count Facebook page helps parents improve the odds of their family's health and success. Visitors to the Facebook page will learn how to be intentional with their family's everyday moments through discussion questions, videos, daily tips, and related resource suggestions.

Focus on the Family 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 15,000-30,000 airings with 50-100 million impressions and a donated media value of \$2-3 million.**

TV Access has exceeded these KPIs by many multiples. **To date, this campaign achieved 82,915 airings with an equivalent ad value of \$14,390,024.** Make Every Day Count aired in 9 out of the top 10 markets over 3,500 times an average of almost 400 airings per market. The campaign exceeded 350,000,000 impressions three to seven times our stated task.



CASE STUDY
Focus on the Family
Make Every Day Count

MEDIA
TV

TV Access
934 Paramount Parkway
Batavia IL 60510

t 800 944 9134
f 630 761 2668

www.tvaccess.com

keith@tvaccess.com

