

CASE STUDY

GIRL SCOUTS OF CENTRAL TEXAS

OBJECTIVE

To increase membership for Girl Scouts Central Texas in Austin, Killeen and San Angelo.

STRATEGY

Video pre-roll and Facebook/Instagram video ads targeting educated moms with a mid-upper income interested in the outdoors or philanthropic activities in targeted zip codes. The campaign delivered 433,322 overall impressions, 126,741 video completions, and 1,552 clicks.

THE RESULT

192 leads generated