

WE DELIVERED 26% ABOVE SAR BENCHMARK FOR CRIME STOPPERS OF FLINT AND GENESEE

OBJECTIVE

Crime Stoppers partnered with Hamilton Community Health Network for the Illuminating Community Change project (IC2), providing a way to hear from residents directly, and learning what the community wants and needs to help develop a safer and healthier neighborhood.

STRATEGY

For this 30-week campaign, Crime Stoppers used proximity targeting to set a 2-mile radius surrounding a fixed bulletin, which is located in one of the most high traffic surface streets in the heart of Flint's Northside.

RESULTS

In addition to the 2.3M+ roadside impressions, the Crime Stoppers' campaign delivered over 820K mobile impressions with a CTR of 0.27%. This campaign yielded a secondary action rate of 3.77% which is 26% above the mobile benchmark.



DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC.

WORKING TOGETHER FOR A SAFER FLINT



Hamilton
Community
Health
Network

Sponsored by: North Flint
Illuminating Community
Change Safety Project

YOUR VOICE MATTERS

CrimeStoppersofFlint.com

RESULTS

2.3M+

GM OOH IMPRESSIONS

820K+

MOBILE IMPRESSIONS

3.77%

SECONDARY ACTION RATE



OUTFRONT