

# WE DROVE ADDED IMPRESSIONS FOR GOFUNDME IN NEW YORK CITY

GoFundMe is the most trusted online fundraising platform for any need or dream. GoFundMe conducted research about the state of giving in New York City and found that residents donate to people, causes, and organizations in need. Partnering with OUTFRONT, GoFundMe celebrated New York's generosity and established its brand as the currency of kindness.

## STRATEGY & TACTICS

- **Strategically Placed:** GoFundMe wanted to bring the message of kindness to the streets of New York City in a very authentic way and in spaces where advertising feels organic. They strived to reach New Yorkers on the streets and in the subway system, intercepting them with the call to action.
- **Creative excellence:** GoFundMe challenged the stereotypes that surround New Yorkers and their reputation for rudeness. Creative such as “Good things come to those who help” and “New York State of Kind” blanketed the subway greeting commuters with positive messaging.
- **Campaign success:** The campaign received a write-up in the popular industry publication, AdWeek, which has over 950K unique monthly visitors.



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, END-USER ACTIVITY, (CLICK THROUGH OR SECONDARY ACTION RATES), OR REVENUE.



## RESULTS

### PRESS

OF THE BRAND  
CAMPAIGN FOR  
GOFUNDME

### 950K+

POTENTIAL REACH OF  
THE ADWEEK ARTICLE