



Challenge:

Planned Parenthood of the Pacific Southwest wanted to connect with women 18 to 24 to promote the use of birth control and STD awareness. The ultimate goal was to increase the number of new appointments for its 15 clinics in San Diego County as well as its clinics in Riverside, Moreno Valley, Coachella, and Rancho Mirage.

Solution:

PROMEDIA helped the organization develop a 2-month multimedia advertising campaign that urged audience members to get answers to “embarrassing questions.” Media included ads on both English and Spanish radio stations; out-of-home, Facebook, and Google advertising; and an e-mail marketing campaign.

Campaign Highlights:

- **URL Radio Campaign:** Visit one of several landing pages to make an appointment by texting “question” to 313131 or “pregunta” on Spanish language channels.
- **TEXT Radio Campaign:** Text “embarrassing” in English or “preguntas” in Spanish to receive a phone number to a call center.
- **“Out-of-Home” (Outdoor)**
 - Shopping mall poster ads
 - Ads on sides of buses traveling Hwy 111
 - Indoor ads in women’s restrooms in bars, nightclubs, restaurants
- **Spanish & English eBlast:** 50,000 each in San Diego and Riverside Counties

Radio Station Value Added negotiated by PROMEDIA:

- FREE streaming on most stations
- FREE bonus spots
- FREE banner ads
- FREE PSAs
- FREE station e-blast sponsorships
- On-air interviews
- FREE booth at Riverside station Cinco de Mayo event
- FREE program sponsorship mentions
- Postings on station Facebook pages
- Banner ads on station websites
- Condoms distributed at events

TOTAL VALUE: \$83,370

Results:

The multimedia advertising campaign succeeded in its goals, generating some impressive numbers in less than two months (compared to the same time period the previous year). The client was elated and vowed to work with the PROMEDIA team on many future campaigns.

+8%

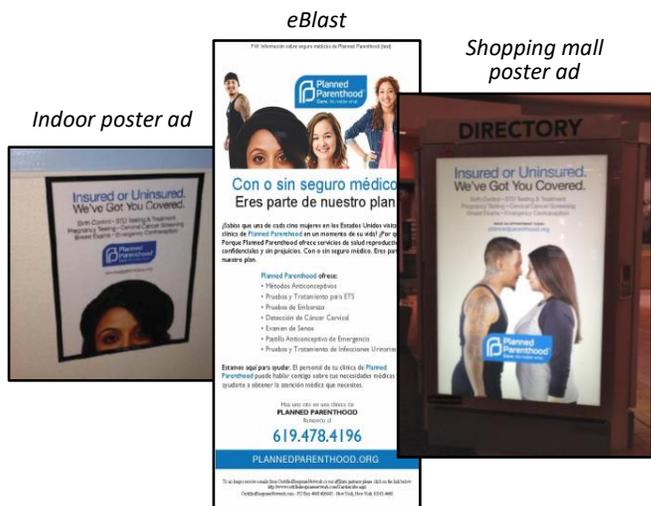
New patients going to a Planned Parenthood clinic

+24%

New and returning visitors to the Planned.org website

+21%

Number of people visiting Planned.com locations pages



“PROMEDIA has been an integral partner to Planned Parenthood of the Pacific Southwest’s marketing efforts for years. Their custom media plans are highly targeted and range from billboards and shopping mall ads to buses, bus shelter ads, Pandora, and traditional radio. PROMEDIA also brings us unique advertising venues such as cinema ads, restroom ads, and jukebox ads.”

**Cita Walsh, Vice President, Marketing
Planned Parenthood of the Pacific Southwest**