




Increased
Website Traffic

10:1
ROI on their
Campaign


More Families Brought
Up Organ Donation at
Local Hospitals

INDIANA DONOR NETWORK

ABOUT

The Indiana Donor Network strives to place a constant spotlight on the need for organ donors throughout the state and the nation.

CHALLENGES

The Indiana Donor Network wanted to raise awareness for their mission and felt a partnership with a reputable newspaper would help them reach their goals.

SOLUTIONS

The Indiana Donor Network formed a partnership with IndyStar, a USA TODAY NETWORK publication, to share their stories through the lens of trusted, local journalists. The LOCALiQ team was able to discover gaps in awareness and marry a journalistic issue series with a strong cause marketing campaign that included:

- Newspaper Print Ads
- Branded Content
- Targeted Display
- Video Production
- Events

RESULTS

The combination of a print + digital marketing campaign coupled with an eight week reporting series executed by IndyStar's journalists exceeded expectations from the Indiana Donor Network. They saw increased website visits, awareness in their local community, ROI, and surprisingly, employee engagement for the organization increased as well.

Indiana Donor Network's website traffic increased exponentially and more families brought up organ donation at local hospitals than ever as a result of their marketing campaign with LOCALiQ.