



CHALLENGE:

The Pennsylvania aging population is rapidly growing, and there is – and will continue to be – a big demand for long-term care. But there aren't enough caregivers and funding to pay for that care is lagging behind.

As lawmakers were preparing the 2022 state budget, PHCA needed to create awareness about the funding disparity and leverage the actions of Pennsylvanians to influence legislators to advocate for increased funding.

WHO WILL CARE?
PHCA

RESPONSE:

Generate engagement and action through a statewide paid media campaign. Utilizing a mix of advertising tactics, we delivered broad scale with mass-reach across trusted local news websites. Hyper-targeted digital audiences allowed us to additionally reach key decision-makers and stakeholders most closely affiliated with the senior care industry.

- Custom Email Blasts
- Out-of-Home Billboards
- Display Banners
- Geo-targeted campaigns
- Paid Social Media
- Targeted Video

RESULTS:

