

WHAT ADOPTION TAUGHT ME

Atlantic Re:think



Ad Council & The Atlantic Case Study

CHALLENGE

Teens who are adopted from foster care are more likely to finish high school, go to college, and be more emotionally secure than their peers who remain in or age out of foster care without a permanent family. Yet, fewer than 25% of teenagers in the U.S. foster care system waiting to be adopted find permanency annually. (Source: AFCARS 2019)

SUMMARY

The Ad Council, in partnership with AdoptUSKids, teamed up with Atlantic Re:think, the creative studio within *The Atlantic*, to create a multimedia feature called: [What Adopting A Teen Taught Me](#).

Re:think captured 10 families' stories, asking adoptive parents to share with their teenage children what they learned and gained from adopting them. The children also wrote letters to their parents to tell them about what being adopted has brought to their lives and what it has meant to them as they've become adults. Their stories came to life across custom print and a series of videos for both desktop and mobile.

The Atlantic donated media for the campaign, which ran for 3 months across TheAtlantic.com, *The Atlantic* magazine and social media, to reach and inspire prospective adoptive parents.

RESULTS

- Atlantic audiences spent the equivalent of **56.8 days** on What Adoption Taught Me
- Page Views were **2X** The Atlantic benchmark and Active Dwell Time was **4X** The Atlantic benchmark
- The top 3 most engaged audiences on social were:
 1. People involved in social work
 2. People interested in adoption and caregiving
 3. Adults ages 40-60
- Users coming from The Atlantic's program to the AdoptUSKids site spent over **5 minutes per session** and visited over **5 pages per session!** (Source: Ad Council)

PARTNERSHIP ELEMENTS

- Custom multimedia destination featuring handwritten letters and 3 original videos in both long-form and social cutdowns
- Supporting print and digital creative assets to run across The Atlantic's channels
- Donated media on TheAtlantic.com, *The Atlantic* magazine and social media

FOR MORE INFO, CONTACT: MediaLeads@AdCouncil.org



At AdoptUSKids, we are always looking for ways to share positive adoption from foster care stories and to raise awareness about the urgent need for more foster and adoptive parents for children and teens waiting in foster care. Atlantic Re:think enabled us to do just that – capturing powerful adoption narratives across multiple mediums that garnered outstanding results! The Atlantic's audience segments were among our website's most engaged visitors of their kind. We are delighted that our partnership with The Ad Council and The Atlantic showcased these adoption voices in such a compelling and thoughtful way that yielded high-impact results.

– Bob Herne, [National Project Director](#)