

AD COUNCIL & ACTION BUTTON BOOST AWARENESS FOR GOODWILL. A CASE STUDY FOR A SUSTAINABLE FUTURE.



SPONSOR: GOODWILL



Up to 68% of readers reported shopping at thrift stores all the time

Goodwill reinvests 87 cents of every dollar back into the community to support job training programs & provide community support services for job seekers

CHALLENGE:

Goodwill wanted to increase awareness of their mission to strengthen local communities and help people reach their full potential through learning and the power of work in an authentic way.

SOLUTION:

The Ad Council & Goodwill partnered with Action Button to provide a seamless way to engage and educate the public on Goodwill's impact in their communities.

Action Button is a social impact technology that makes it easy for people to take action directly from the news content they are reading including polls, quizzes, etc. By embedding Action Buttons in relevant content, we gathered insights into how often individuals shop at thrift stores for clothing and informed the audience that Goodwill reinvests into local communities.

Action Button highlighted Goodwill's role as not simply a thrift store—but also a community-based organization—through an educational quiz.

After learning about Goodwill's reinvestment into local communities, readers were able to visit Goodwill's website to learn more about their current programs. Action Buttons were embedded into contextually relevant content about sustainable fashion, clothing drives, spring cleaning, and DIY fashion across Speakable's premium publisher network, including publishers like Refinery29, Paper, and Bustle to connect with an engaged audience. This ultimately boosted Goodwill's site traffic and empowered readers to learn how they can #BringGoodHome.

RESULTS:

Through the campaign, we learned almost 70% of Action Button respondents shop at thrift stores 'all the time', and an equal percent of readers underestimated the amount Goodwill puts back into building stronger communities. This demonstrates the public is not fully aware of Goodwill's work in local communities where they operate and presents a perfect opportunity to create more awareness of their important work.

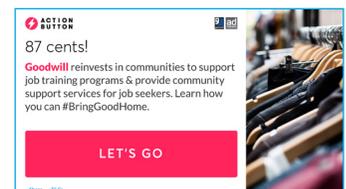
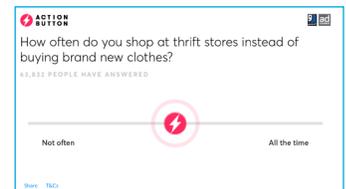
The Action Button achieved an 11% engagement rate on over 600,000 impressions. In total, the campaign drove over 67,200 engagements, including quiz answers and link clicks. Action Button gained invaluable insight into reader sentiment and knowledge to inform Goodwill on future potential strategies and educational efforts.

PARTNERSHIP ELEMENTS

Customized Action Buttons

- Sentiment Poll
- Interactive Quiz

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AT A GLANCE:

616.5K

viewable impressions / 500k goal

67.2K

engagements including quiz answers and link clicks

10.9%

engagement rate when the industry average is .1%

1,943

visits to the Goodwill website