

CASE STUDY

Big Brothers Big Sisters

BACKGROUND & OBJECTIVES

Big Brothers Big Sisters of Greater Montreal (BBBSGM) is a division of the international non-profit organization *Big Brothers Big Sisters*.

Its mission is to provide mentoring programs for children and youths needing role models.

CHALLENGE

The mentors are responsible adults who wish to share a few hours of their time with children needing help.

BBBSGM is looking for new mentors as more than 150 youngsters are still on the waiting list.

They need more volunteering men, between 25 and 45 years old.

SOLUTION

In order to launch their 2007 campaign blitz, *BBBSGM* decided to use the *Pixman Monitor*, *Pixman's* mobile technology.

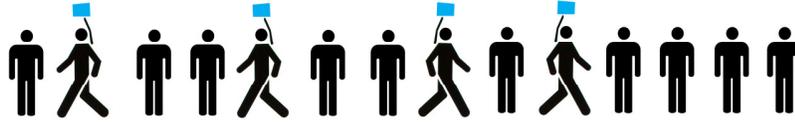
BBBSGM volunteers wore the *Pixman* backpacks. They greeted passers-by and informed them about the organization. To the persons showing interest, they gave a flyer.

The campaign was held in strategic locations outside Montreal universities and metro stations in order to reach more young men.

The *BBBSGM* promoters wore black t-shirts with *BBBSGM* logo.

BBBSGM 30-seconds TV spots were showcased on the *Pixman* screens.





RESULTS

- *Pixman's* street promotion was the first successful initiative launching *BBBSGM's* 2007 campaign.
- *BBBSGM* promoters aimed to reach a large clientele with only 4 *Pixman Monitor* units over 3 half day promotions.
- 4,500 flyers were handed out to interested people.
- 22,500 persons saw the Pixman team and 13,500 interacted with them. It increased the awareness about the *BBBSGM* organization.
- Using the Pixman medium created a pull vs. push marketing tactic which allowed the volunteers to reach their audience with greeter ease.

TESTIMONIAL

"I wanted to say thank you for the Pixman advertising activity you allowed the Big Brothers Big Sisters of Greater Montreal last week, the promotion went awesome. Your support allowed us to reach a large clientele in a really cool fashion. Pixman is a very special and interesting medium and we were very glad to have been presented within its context."

- Kiki Dranias, Marketing & Communications, Big Brothers Big Sisters of Greater Montreal