

# CASE STUDY: GREENSBORO CHILDREN'S MUSEUM

## DRIVING ACTION BEGINS WITH THE HEART

Greensboro Children's Museum came to Primary with a challenge: grab consumers emotionally to drive engagement with the community, drive brand awareness, and activate donations. We built our plans on the strategic insight that play is a value that will carry a child through life.

Our 'Give Play for Good' campaign took a holistic approach that included our production of a donation page content hub; three broadcast public service announcements that aired on TV and online; email and direct marketing; and social content creation.

The results have been nothing short of astounding, with GCM reporting a 48% year-to-date increase in memberships and walk-up admissions sales, and sold out summer camp, cooking school program, and Green Acres Gala fundraiser.

**"I LOVED THAT WE HAD A TOTAL 360 OF OUR MESSAGING GROUNDED IN THE FOUNDATION THAT PRIMARY DEVELOPED WITH US, AND FIRING IN SYNCH ON EVERY PLATFORM."**

—Althea Hall, Marketing Director, GCM

Visit the donation page at <http://giveplayforgood.org>

