

## CAMPAIGN

# United Way Bright-by-Text



Reached their goal of over 1,000 registrations by end of year

## CHALLENGE

United Way of Greater Austin partnered with KLRU to bring the Bright-by-Text program, a texting service for parents that sends tips promoting health development for children, to Austin. Incite was asked to:

- Increase enrollments from lower-income, English and Spanish speaking parents with children ages 0 - 8 in Bright-by-Text in summer 2018.

## SOLUTION

Designed a bi-lingual, multimedia campaign targeting English and Spanish speaking parents that included:

- Endorsements from a local, social influencer on a bilingual radio station
- Digital and social advertising served based on demographic, behavior, interest, and geographic data

## RESULT

- 752 clicks through to the Bright-by-Text registration page
- 293,203 gross impressions

## SPONSORS



United Way for Greater Austin



## MEDIA

