The Mission

Drive awareness and fundraise for Local First Arizona whose mission it is to help small local businesses across the state especially during this dramatic time of need. The idea was to showcase the stories of small business owners and the communities they serve while helping to raise money to help struggling businesses during the pandemic.

Mission Accomplished

We created a successful, engaging and multi-platform live storytelling event and that built an emotional connection with The Arizona Lottery, Local First Arizona and Storytellers audiences. The event raised over $8k in donations! Some key insights include:

- Drove continuous traffic to partner site before during and after the show
- On-air interview with client was powerful and covered key ideas/topics
- Over 3,000 engagements during the show
- From the client: “Thank you so much for coordinating and spearheading this incredible event! It ran so smoothly and was such a joy to collaborate together. We’ve heard so much positive feedback from the community and are proud to stand alongside you in these efforts.”

CASE STUDY

3.3k VIDEO VIEWS

6k+ REACH

3k ENGAGEMENTS

16 MIN AVERAGE WATCH TIME