

Norton *HD* Case Study: 003

Hoxworth Blood Center

Network Run:

December 18, 2006 – January 20, 2007

(34 total days)



Norton Outdoor provided the Hoxworth Blood Center with advertising time on their new Norton HD Outdoor Network, beginning December 18, 2006. The use of the Norton HD Outdoor Network was the only change in the marketing mix for the Hoxworth Blood Center from the year prior. Hoxworth Blood Center shared a “play list” with 3 other PSA advertisers. On average the Hoxworth Blood Center ads played 1 out of 17 times on the network (5.9%). In comparison, paid advertisements own 1 out of 6 “play lists” on the network (17%).

Despite this reduced schedule, from December 18, 2006 through January 20, 2007, the Hoxworth Blood Center enjoyed a 16% increase in the number of blood donors over the same period the previous year. The impact of the Norton HD Outdoor Network was immediately apparent, as donations to the Hoxworth Blood Center increased 20% in the first two weeks of their Norton HD Outdoor Network campaign. The largest increase in donations occurred between December 20 – 23, when the designs contained an immediate call to action for a specific date (above). This fact underscores the importance of the message and design in utilizing the Network to it’s fullest potential.

Testimonials:

“The billboards really soften the market for us. When we’re calling donors, they often indicate they saw the billboards and are willing to schedule an appointment to give blood.”

– *Otis Lyles, Hoxworth’s Director of Telerecruitment*

“The billboards work. When I’m recruiting donors for our company blood drive, they really do help.”

– *William Harris, blood drive coordinator for MetLife Insurance*

Norton Outdoor is proud to have helped move the needle for the Hoxworth Blood Center.