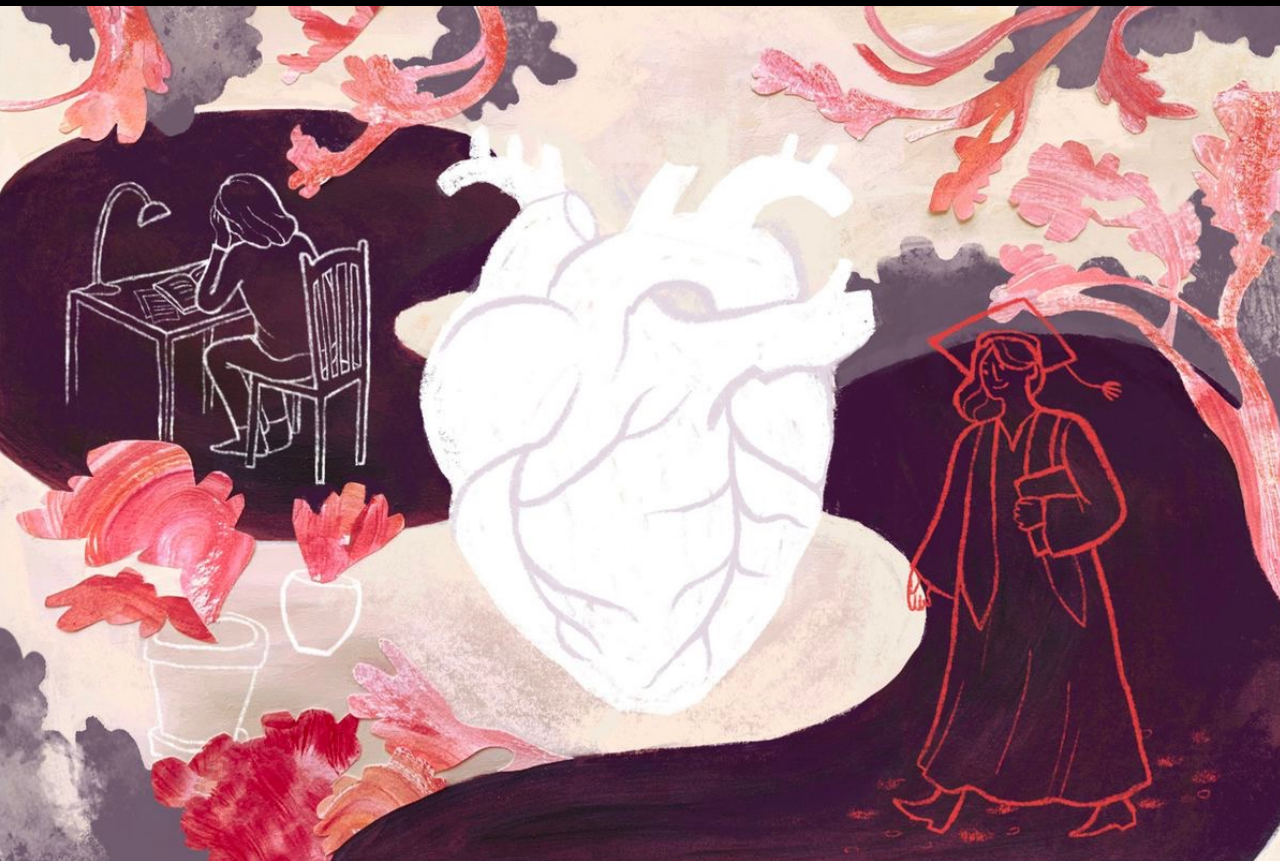


CASE STUDY

Trillium Gift of Life Foundation



THE TASK

Build a connection to organ and tissue donation on a personal, emotional and geographic level. Create a culture of donation in Ontario, in which organ donation is an expected part of end of life.

Campaign KPIs: Content reach (measured by page views), content engagement (measured by time spent)

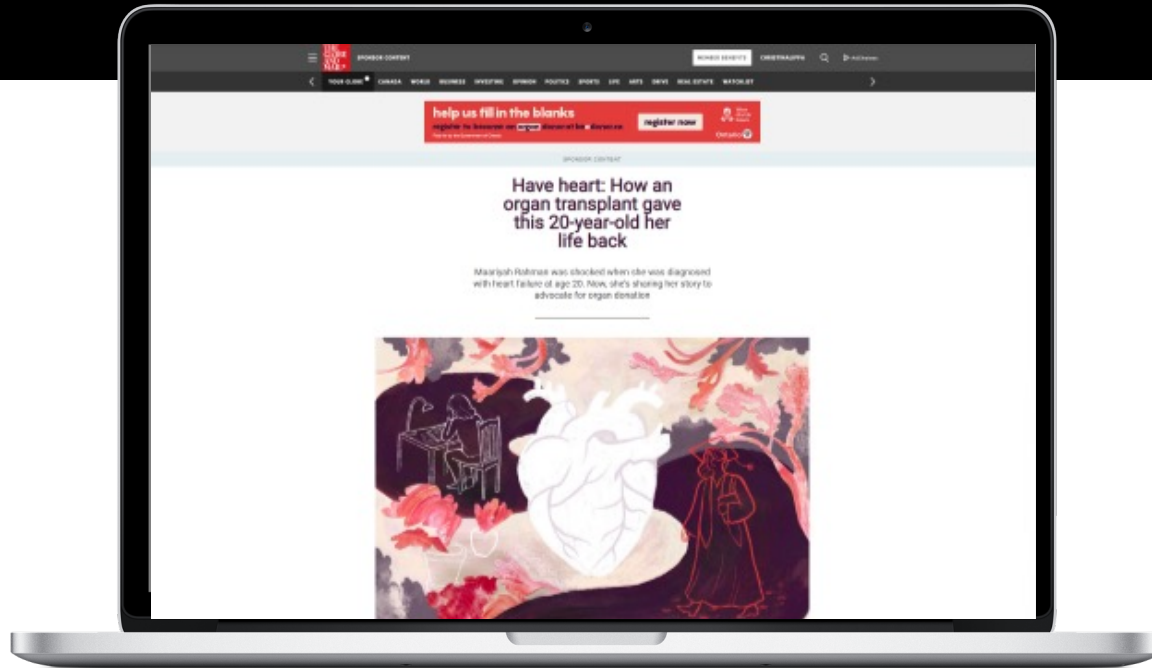
THE STRATEGY

To encourage Ontarians to give the gift of life, The Globe Content Studio developed two digital sponsor content articles. These articles told the personal stories of two organ recipients in Ontario - shedding light on a process largely characterized by waiting.

Pairing profile storytelling with personal supplied photography and evocative illustrations, these stories articulated the experience of being an organ recipient in a way that evokes empathy in our readers, ultimately positioning the tale as an inspiring story of triumph.

Content was amplified with a multi-touchpoint strategy targeted to a GTA 18+ audience, including display and social formats with a minimum page-view commitment to Ontario Trillium Foundation.

The Campaign

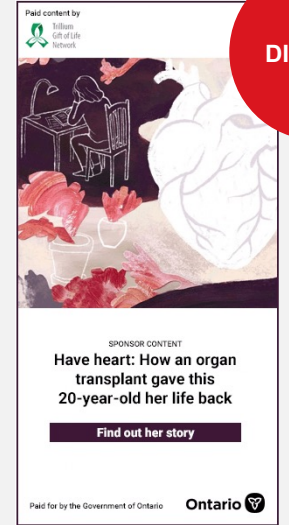
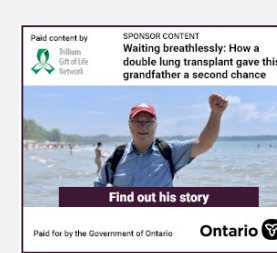


Each of these personal stories were paired with unique, custom illustrations that served as a visual chronicle of the recipient's experience.

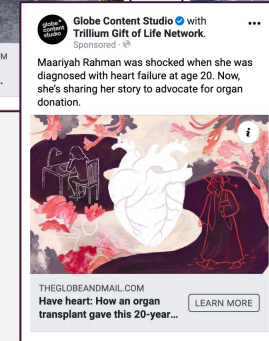
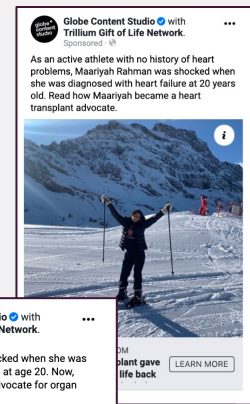
[Click here to read *Have Heart* article](#)

[Click here to read *Waiting Breathlessly* article](#)

DISPLAY

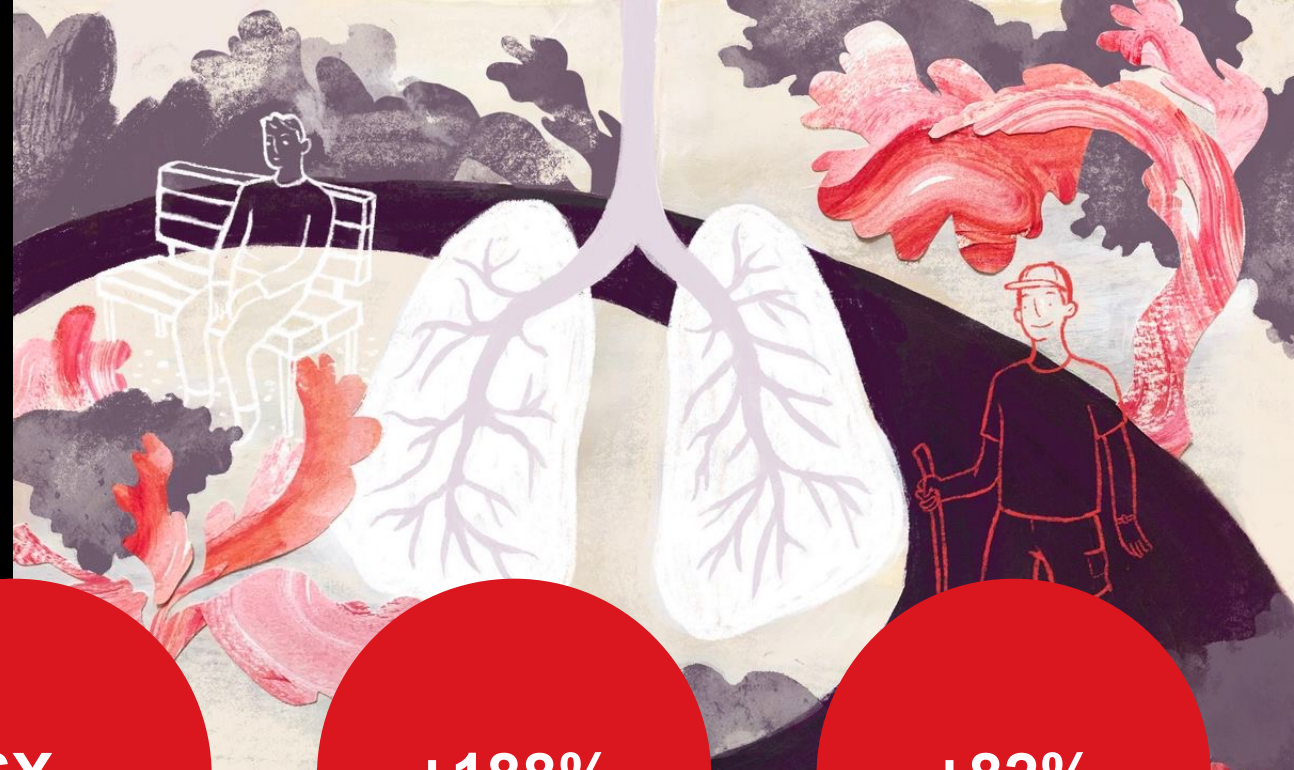


SOCIAL



The Results

The program over-achieved on campaign commitments and key performance indicators, and surpassed applicable Globe and Mail benchmarks.



6X

Overachieved page view commitment

+188%

Surpassed sponsor content time spent benchmark

+82%

Efficiency achieved on projected CPV

“

Thank you for working with us to make our first campaign with the Trillium Gift of Life Network so successful. This campaign came with a unique set of challenges due to the sensitive subject matter, but it was evident from the briefing stage that the GCS took the time to truly understand the client and subject matter, and the end result proved to be very powerful, human-led pieces. It is always a pleasure working with The Globe Content Studio, and we look forward to continued success across future campaigns!

**BROOKE ROBINSON, SENIOR CONTENT STRATEGIST,
INITIATIVE MEDA**