



Walking the Walk, Talking the Talk

THE APPROACH:

- Developed integrated marketing communications (IMC) program to help build stronger brand link between MADD and its signature fundraising 5K walk
- Asked to increase the number of walkers and dollars; increase awareness of MADD's walk and its *Campaign to Eliminate Drunk Driving*
- Conducted Internet survey, held focus groups that proved need to strengthen brand, leading us to change walk name from Strides for Change to Walk Like MADD (WLM)
- Designed WLM logo, established branding for all communication touch points, including event collateral, signage, T-shirts, PSAs
- Executed buzz-building events, secured local media stories prior to and day-of event
- Developed man-on-the-street videos highlighting people's thoughts about drunk driving; posted to YouTube, used as e-mail campaign prior to walks

RESULTS:

- More than 4,600 walkers participated in WLM in six markets that we supported, a 40% increase from 2007
- More than \$569,000 raised, a 27% increase over 2007
- Secured more than 170 media hits and nearly 15 million impressions
- Walk participants signed more than 700 Campaign pledges to eliminate drunk driving