Marketing Signs Print

CASE STUDY

Signage Campaign Entices Donors to Give

***We*Do signs.** A nonprofit blood bank, highly recognized in the community, realized that residents had little awareness of the organization's purpose. As a result, only a small percentage of people were donating blood. To increase the number of blood donations, they asked for help with a brand awareness campaign.

The signage campaign materials helped the blood bank increase the number of new donors by over 20% compared with the previous year and, the overall frequency of donors increased. The innovative signs and motor coach vehicle wrap also helped the blood bank reach a younger demographic. The number of youth donors increased by 40%. Best of all, the signage and bus wrap has been effective in making the blood bank more recognizable throughout the entire community.

Read on to learn about the outcomes of the local blood bank's rebranding efforts.

Brand Awareness Marketing

To establish consistent branding for display across the entire rural area, the PIP graphics team worked to establish one message and streamline all communication pathways. After using the new branding in direct mail pieces and marketing collateral, a strategy was developed to help the blood bank make a larger impact in town.

Since billboards were prohibited, other creative options such as the blood bank's motor coach were used to increase awareness. The motor coach, which drives throughout town and parks in different locations as a mobile donation site boasted graphics that were not very inviting or appealing. A new vehicle vinyl wrap was designed and coupled with signage and murals, as part of an impactful signage campaign. The signage created included a mural for the reception area of the main facility, retractable "hours of operation" signs for three locations, blood drive posters, interior building drawings for acrylic sign holders with literature pockets, signs for a funding campaign and window signage.

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