

Donations Grow by 73%

For Saskatoon Food Bank & Learning Centre

OVERVIEW

During a period when community support was needed most, the Saskatoon Food Bank & Learning Centre set out to increase website traffic, drive engagement, and ultimately boost donations to support families in Saskatoon, Warman, and Martensville.

APPROACH

Postmedia Solutions built the campaign around a targeted video strategy designed to resonate with local audiences. Custom content supported the story by raising awareness of the organization's impact, while Brandsell units with a strong donate call-to-action encouraged immediate action. Strategic placements across social and digital display channels amplified reach, and data-driven insights helped refine targeting and optimize campaign performance.

CONCLUSION

Video proved to be the standout driver of engagement and action. The YouTube TrueView campaign achieved a 26% completion rate, generating more than 28K video impressions and 7.6K+ complete views. The strong performance of the video strategy was amplified by complementary channels: social generated 110K+ impressions with a 1.65% engagement rate, and custom content drew nearly 100% unique readership with audiences spending an average of 3:46 minutes on page. Brandsell ads achieved a 2.18% CTR while digital display added more than 25K+ impressions. Together, these efforts culminated in a 73% increase in donations – a direct reflection of the power of video-led storytelling.

73%

INCREASE IN DONATIONS

7.6K+

COMPLETE VIDEO VIEWS

26%

VIDEO COMPLETION RATE



"We had many contributing factors to the success of our campaign driven by our donors' concerns about friends and neighbours due to COVID and the uncertainty of job loss and food insecurity. The Saskatoon StarPhoenix campaign provided results and we look forward to continuing to work closely with our StarPhoenix media sales consultant to achieve our fundraising goals."

Deborah Hamp
Director of Operations & Engagement
Saskatoon Food Bank and Learning Centre