

Inspiring a Legacy of Giving

Driving a \$500M campaign for education

OVERVIEW

To fuel a historic \$500 million fundraising initiative, a prestigious Canadian university partnered with Postmedia to develop a multi-channel strategy designed to raise awareness, inspire alumni, and motivate donations. The campaign needed to resonate with a core audience of professionals aged 35+, including alumni in Saskatoon, Regina, Calgary, and Vancouver—individuals with strong ties to education, philanthropy, and the idea of leaving a lasting legacy.

APPROACH

Postmedia crafted a two-year strategy blending trusted print environments, digital audio storytelling, and custom sponsored content. Print placements in the *Saskatoon StarPhoenix*, *Regina Leader-Post*, *Calgary Herald*, *Vancouver Sun*, and *National Post* built credibility while reinforcing the university's reputation among well-educated, legacy-minded readers. Digital audio through Spotify added a dynamic layer of engagement, with seasonal flights running in spring and fall. The first wave, from April to July, delivered more than 636,000 completed listens with audience engagement at 99%, while companion ads on screen devices generated 159 clicks at a cost per lead as low as \$0.01. The fall flight continued this success, with over 336,000 completed listens, engagement at 98%, and 1,247 companion ad clicks. To deepen the storytelling, Postmedia launched sponsored content through the *National Post*, driving over 1,500 page views and 1,546 unique readers across priority markets. Audiences spent an average of more than three minutes per article, showing sustained engagement with the institution's message.

CONCLUSION

By combining the trust of print, the immersive impact of digital audio, and the depth of sponsored content, the campaign not only surpassed performance expectations but also laid the groundwork for long-term donor engagement. Through this holistic strategy, the university positioned itself as a cause worth supporting and inspired audiences to consider their own lasting contributions.

636K+

COMPLETED LISTENS ON SPOTIFY
FIRST CAMPAIGN FLIGHT

\$0.01

COST PER LEAD

3:18

AVG READER TIME ON SPONSORED
CONTENT ARTICLES

