## Saskatoon Food Bank & Learning Centre

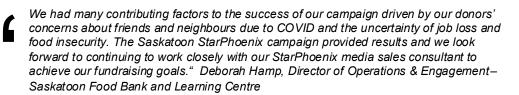
During tough times when support was most critical, the Saskatoon Food Bank and Learning Centre was looking for an increase in website traffic to drive engagement and ultimately gather donations to help a community in need.

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## **STRATEGY**

Postmedia Solutions developed an integrated digital campaign that centered on a custom content and video strategy, specifically targeting the Saskatoon, Warman, and Martensville areas. The key solutions included:

- Creation of engaging custom content tailored to the client's brand and audience.
- A targeted video campaign designed to resonate with local audiences in the specified areas.
- Strategic placement across relevant digital channels to maximize visibility and engagement.
- Use of data-driven insights to refine targeting and optimize campaign performance.





## **RESULTS**

The custom content story raised awareness, driving nearly 100% unique readership.

Brandsell ads with a donate call-to-action achieved a 2.18% clickthrough rate. Social amplification and targeted impressions boosted traffic, resulting in a 73% increase in donations compared to last year. The YouTube TrueView video campaign had a 26% completion rate, and overall, the client saw a 3x increase in campaign performance with Postmedia Solutions.

28K+	7,633	595	3:46
VIDEO IMPRESSIONS	COMPLETE VIDEO VIEWS	BRANDSELL IMPRESSIONS	. MINS SPENT ON PAGE
110K+	1.65%	25K+	0.25%
SOCIAL IMPRESSIONS	SOCIAL ENGAGEMENT RATE	DIGITAL DISPLAY IMPRESSIONS	CLICK THROUGH RATE



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