

# Saskatoon Food Bank & Learning Centre

## CASE STUDY

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.



## 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.

“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

## 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+**

VIDEO IMPRESSIONS

**7,633**

COMPLETE VIDEO  
VIEWS

**595**

BRANSELL  
IMPRESSIONS

**3:46**

MINS SPENT ON PAGE

**110K+**

SOCIAL IMPRESSIONS

**1.65%**

SOCIAL ENGAGEMENT  
RATE

**25K+**

DIGITAL DISPLAY  
IMPRESSIONS

**0.25%**

CLICK THROUGH RATE