



CASE STUDY

Nonprofit Boosts Brand Awareness and Website Traffic With Award-Winning Commercial and Ad Campaign

Customer Profile

Wilshire Health and Community Services, Inc. is a home health and hospice nonprofit that offers services ranging from hospice and in-home health care to wraparound social services, including mediation, specialty behavioral health services and assistance programs for individuals who are elderly or disabled. The organization needed help developing a fresh ad campaign that would revitalize their brand, educate their target audience on home health and reestablish their leadership role as a health services organization in San Luis Obispo.

Benefits

- Strengthened brand awareness
- Increased social and digital engagement, including a 217% increase in website homepage visits
- Lowered customer acquisition costs

Services



Marketing services



Digital and social services



Production services

Challenge

Wilshire Health and Community Services, Inc. is a San Luis Obispo-based home health and hospice nonprofit that offers services ranging from hospice and in-home health care to wraparound social services, including mediation, specialty behavioral health services and assistance programs for individuals who are elderly or disabled. They are a mission-driven organization that aims to continuously uphold their mission statement: Helping People Live a Better Life.

Despite being a cornerstone pillar in the San Luis Obispo community for 25 years — and celebrating its 75th anniversary as a company in 2022 — Wilshire realized they lacked brand awareness in the community. They needed help developing a fresh ad campaign that educated their target audience on home health and would reestablish their leadership role as a health services organization.

Solution

After vetting multiple ad agencies, Wilshire selected AMF Media Group, Armanino's media and communications services agency, to help strategize and implement a new ad campaign. "AMF certainly showed that they had the capability to provide us fresh eyes and potentially a new direction, but also had the comprehensiveness in services that we were seeking in an agency," said Ron Yukelson, chief marketing and strategy officer at Wilshire.

AMF collaborated with Wilshire's experts to create short- and long-term strategy roadmaps that identified ways for Wilshire to strengthen their brand. As part of that roadmap, AMF began by overhauling Wilshire's social and digital efforts to drive the community's online engagement with the organization.

"We started from a point of education," Yukelson said. "We wanted to focus on home health because it's the sector of our business that has the best growth opportunity, and we wanted to educate our market area on what home health is, the value of home health, etc. That's what we charged AMF with — not just driving incremental business to our front door, but focusing on educating the community, improving our visibility within the community and reinforcing Wilshire's credibility of being the top agency."

WHAT THEY'RE SAYING

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Ron Yukelson, Chief
Marketing and
Strategy Officer,
Wilshire Health and
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To meet Wilshire's objectives, AMF refocused Wilshire's social and digital messaging to educate readers on the benefits of home health and to focus on attracting new business to their organization. AMF also created two high-quality broadcast commercials that quickly educated the target audience in the San Luis Obispo and northern Santa Barbara counties, and the commercial pre-roll was woven throughout Wilshire's social and digital channels. The message was clear: Wilshire Health and Community Services is the premier home health and hospice agency.

Results

Wilshire's new ad campaign yielded bottom-line results that showed a notable uptick in brand awareness and engagement. Since the launch of the ad campaign in 2021, Wilshire saw a 217% increase to their home health page and a 163.7% increase in pageviews compared to 2020. Bounce rate dropped by 79.5% and the number of pages viewed per online session increased by 63.8%. Additionally, Wilshire received over 2 million programmatic impressions as a result of the industry-targeted television commercials, and their online usership increased by 91.4%. On top of these results, AMF's television commercial "Choose Home, Choose Wilshire," won an American Advertising (ADDY) Award, which recognizes creative excellence in advertising.

"We are certainly seeing more patients today than we were at the beginning of the campaign," Yukelson said. "It's been thrilling to watch our customer acquisition costs drop, web traffic increase and our social numbers go through the roof."

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AMF's creative team has given us the confidence that, going forward, we are going to have a good product and message out in the community.

Ron Yukelson, Chief
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Community Services

Next Steps

As Wilshire continues to drive brand awareness and grow its business, the not-for-profit is excited to continue its relationship with AMF and explore future opportunities for collaboration.

“We can spend our money in a lot of places, but what we really desire is a good partnership,” Yukelson said. “AMF's creative team has given us the confidence that, going forward, we are going to have a good product and message out in the community.”

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