

Agency: FCB Canada

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Goodwill Industries of Toronto

EXECUTIVE SUMMARY

Goodwill Industries of Toronto, a not-for-profit organization and new advertiser, recognized that it needed to address an awareness problem. Goodwill, for the first time in its history, initiated an advertising campaign that would raise awareness among Torontonians and educate them about Goodwill's work training programmes.

An evocative, personal and witty campaign focused on the Goodwill story: how donated goods are sold and generate revenue to fund work training programmes that help put good people back to work.

With a limited budget, the campaign creative was customized to work in a media mix of newspaper, radio, interior transit, poster boards and transit shelters.

The campaign was a resounding success with increases shown in overall awareness of Goodwill, its work training activities and advertising recall and awareness.

An Attitude and Tracking Study conducted by Plunkett Communications Inc. showed advertising awareness up 19% overall from July 1993 to July 1994 and spontaneous knowledge of Goodwill activities relating to its work training and employment program up 13% over the same period.

Retail sales showed a steady increase during the campaign period with October and November 1994 results being the highest ever for Goodwill.

Other measurable results showed a 214,323 pound increase in goods donations from September 1993 to September 1994 and an increase of 3,579 telephone information requests over the same period.

The Goodwill campaign definitely put good thoughts about Goodwill into the minds of Torontonians.

SITUATION ANALYSIS

Goodwill was founded in May 1935 as the Society for Crippled Civilians. Its purpose was to provide prosthetic aids for people who had sustained injuries other than in military service. As the workplace evolved, Goodwill's mission to provide work training and jobs to people who face employment barriers was born. Goodwill began putting goods and people back to work.

Goodwill collects and sells donated goods through its retail stores in the Greater Toronto area. The revenue generated through the stores is used to fund work training programmes for people facing barriers to getting and keeping a job. In fact, Goodwill, a not-for-profit organization, generates 80% of its financial needs through its own enterprise and does not rely on tax dollars.

Prior to this campaign, Goodwill had never executed any type of consumer advertising. Marketing efforts had been concentrated on local retail store openings, newsletters and some public relations.

Research showed that although there was good awareness of Goodwill as a place to donate used goods, awareness of Goodwill's story and work training programmes was marginal at 15%. Research also showed that

consumers did not know that the revenue from the sale of donated goods is used for work training. This hindered Goodwill's image as a charitable organization and, therefore, adversely affected consumer willingness to donate used items.

Goodwill needed to differentiate itself within the highly competitive charity environment. Consumers needed to understand and feel good about donating used items. FCB launched this awareness and education campaign for Goodwill in May 1993.

With a budget of under \$700,000 for the period of May 1993 to December 1994, the campaign successfully accomplished the task of raising awareness of the total Goodwill story cycle: from the donation of an item, through its retail sale, to the work training programme and finally, how all of this 'puts goods and good people back to work'.

STRATEGY AND EXECUTION

Goodwill offers a wonderfully positive benefit to the community through its ability to recycle a wide variety of goods and household items. Used products are given a new life when they are donated to Goodwill. The item gets reused and the funds from its eventual resale at the retail operations help finance the Goodwill job assessment, training and placement programmes. These programmes help people by putting them back to work and rebuilding their self-esteem.

The campaign objective was to educate and inform Torontonians about this beneficial cycle, and in so doing, raise the awareness level of the work training programmes, enhancing Goodwill's image and increasing overall donations. This would help show Torontonians that Goodwill offers them a way to help their community without necessarily writing a cheque. To accomplish this, the campaign had to create a strong market presence through selected media, with a small budget.

CREATIVE EXECUTION

The creative challenge was to communicate the diverse Goodwill mission. So creative was developed to tell the Goodwill story in an evocative, personal and informative way while establishing a contemporary, 1990's image.

This was achieved by customizing the creative message for each media. For interior transit cards the 'what we do in one sentence' was developed. This provided an interesting read for transit users and at the same time, educated them about the Goodwill cycle and what happens to their donation. This was reinforced through witty radio spots which took the 'one sentence' creative and did it in one breath, effectively conveying the message and tying it back to the transit visuals.

In print, each ad fulfilled a specific purpose. The ads employed individuals who had completed (or were enrolled in) Goodwill training programs. The ads not only conveyed the history and success of these individuals, but each focused on a person training in a different work program, showing the diversity of Goodwill's programmes and giving them a human touch.

The outdoor creative took the message one step further and treated Goodwill in its role as a retailer. In a very witty manner, consumers were made aware of the breadth of merchandise carried in a Goodwill store, all at great prices.

Finally, to maximize the impact of the advertising, the message(s) were brought to point-of-purchase materials. The newspaper, transit and outdoor pieces were executed as in-store signage. Even the transit creative was developed into 'what I do in one sentence' business cards for Goodwill personnel, providing another enhancement to the advertising campaign.

MEDIA

Media dollars were concentrated in print, with radio and interior transit providing secondary support and outdoor providing retail awareness support at the end of the campaign period.

OCTOBER/NOVEMBER 1993

Newspaper

- *Toronto Star* - black and white, two consecutive right hand 4/5th pages.
- *Toronto Sun* - black and white, two consecutive right hand pages.

One insertion in each publication per week for seven weeks.

Radio

- Two 60-second spots, at 150 gross rating points (GRPs) for a four-week flight.

Interior transit

- Double cards, full showing.

MAY/JUNE 1994

Newspaper (previous creative modified)

- *Toronto Star* - black and white, 4/5th page.
- *Toronto Sun* - black and white, full page.

One insertion in each publication per week for eight weeks.

Radio

- Repeat of material - two 60-second spots at 150 GRPs for a four-week flight.

Interior transit

- Repeat of material, double cards, full showing.

NOVEMBER 1994

Outdoor (four weeks)

- 26 posters and 14 transit shelters were used, each in close proximity to a Goodwill retail outlet.

Point-of-Purchase

- The original newspaper creative, transit and outdoor creative were reproduced for in-store use as point-of-purchase signage.

RESULTS

Results of the campaign were measured, in part, by an attitude and tracking study. Wave I was conducted in July 1993, prior to the campaign start of October 1993. Wave II took place in December 1993 after the initial media flight. Wave III was executed in July 1994.

TABLE 1: AWARENESS OF GOODWILL

	Wave I July 1993	Wave II December 1993	Wave III July 1994
Advertising awareness			
Unaided	0%	23%	36%
Aided	0%	5%	11%
Net recall	0%	28%	47%
Spontaneous knowledge of Goodwill activities relating to work training/employment			
	15%	27%	28%
Unaided awareness of Goodwill			
Goodwill first mentions	45%	52%	49%
Total unaided mentions	68%	74%	70%

Source: Plunkett Communications Inc

Other results that Goodwill directly attributed to the advertising campaign include:

- An increase of 214,323 pounds in goods donations, up 4.3% from the previous year.
- By September 1994, Goodwill had received 5,500 phone calls. This was up from 1,880 recorded the previous year, representing nearly a three-fold increase, year over year.
- The highest retail sales ever occurred in October and November 1994 ([Figure 1](#)).

MISCELLANEOUS RESULTS

- Lego contacted Goodwill with regards to a co-operative training programme.
- Sescolite Lighting stores contacted Goodwill as a result of the advertising, and a partnership has been formed. Sescolite allows consumers to trade in their old lamps against a new purchase, and Sescolite donates the old lamps to Goodwill.
- Coverage on two Dini Petty television episodes dealing with fashion, furniture and household items.
- Media coverage increased.
- Employer inquiries increased.
- Goodwill reports that more major companies are calling them about programmes and services and, just as important, when companies are contacted, they are already aware of Goodwill's mission.

CONCLUSION

Print, radio, transit and outdoor all played an integral role in effectively delivering the Goodwill message. And the results speak for themselves - Torontonians have been educated and made aware of the Goodwill story.

CLIENT

Goodwill Industries of Toronto

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NOTES & EXHIBITS

FIGURE 1: RETAIL SALES

