



ASYMCA

# Campaign Success Stories:

## ASYMCA National & Regional Media

The Nardi Media team has worked with the Armed Services YMCA (ASYMCA) for 5+ years on annual campaigns highlighting the various programs and support the organization provides to military families.

Whether driving awareness about food insecurity and the lack of access to affordable childcare, highlighting the organizations mental health support or celebrating the anniversary of a specific program, Nardi leverages regional and national media in the right ways to reach the right audience ensuring the ROI's serve the overall goal.

- Annual impression increase of at least 40 percent
- Top placements in national media annually including TODAY, Good Morning America CNN, Fox News, Associated Press, ABC News, NBC News, etc.
- Relationships in regional markets Southern California, Virginia/DC, Texas, North Carolina, New York, etc.



### Childcare Center Opening San Diego - FOX 11

- The groundbreaking of a new local childcare center
- Local media garnered in broadcast, print & online
- 395+ million impressions locally



### Food Insecurity

- Annual campaign during the Giving Months
- Results include national media hits in Associated Press, CNN, GMA3, etc.



### Pantry Opening - Killeen, TX

- Grand opening event for second pantry in the area with Lora & Walker Bush hosting
- Results included coverage in local broadcast, print & online with 175+ million media impressions



# Annual Campaign Success Stories:

## ASYMCA Angels of the Battlefield

Each year, Nardi works with ASYMCA to highlight their Angels of the Battlefield Awards which honors those enlisted individuals who have saved civilians or colleagues from some of the most dangerous scenarios.

As a result of our relationships and annual coverage of the ceremony, each year has been successful with:

- An all morning on-site segment with Fox 5 resulting in 4 unique segments in the morning news hour with a 3 minute hit in each hour, including reruns throughout the day
- A secondary segment on another local affiliate such as ABC highlighting one of the specific Angels
- Regional exposure in the hometown of the Angels honored
- National exposure on the overall awards and campaign

