



Be The Match

Marketing Method: Campus Activation and Outreach

PROJECT GOAL

HBCU on Campus Activation.

PROJECT ACHIEVEMENTS

- Be the Match, was looking to increase the registry's diversity so that African Americans battling cancer or life-threatening blood disorders could have a chance of finding a life-saving match. Our goal was to raise awareness among college-aged African Americans at several HBCUs using PR and creating strategic content with on-campus influencers.
- Recruited and secured six student groups to deliver performances with fun and captivating messaging during their homecoming parade for brand social amplification.

Contact Us!

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