

MINI CASE  
STUDIES

# Y Communicate

# GK-LinkNYC-NYC DOITT Women's History Month Digital Campaign

Paid Media

## Challenge

- ▶ Global Kids in collaboration with LinkNYC and the New York Department of Informational Technology and Telecommunications (NYCDOITT) announced a digital art ad campaign in celebration of Women's History Month debuting in March 2019.
- ▶ Parameters: broadcast students' artwork designed in various formats across 1,700 Link 55" kiosks in the five boroughs from 3/1 – 3/31/2019 and spotlight the five women in STEM who made significant impact.

## Strategy

- ▶ Global Kids, LinkNYC, NYCDOITT, Berlin Rosen and Intersection produced a communications/digital marketing strategy targeting a universal audience.

## Implementation

- ▶ Booked [NY1](#) and [NY1 Noticias](#) to do a feature segment.
- ▶ Pitched to print, broadcast, and online outlets. Media Placements: *The Villager*, *QNS.com*, *amNY*, and *NYN Media*.
- ▶ Social Media Campaigns: Formal Announcement and #GKWomeninSTEM selfie contest.
- ▶ Targeted email marketing blast.

## Result

- ▶ Brand credibility solidification and new clientele.



# GK Students Strike & Make Their Presence Known at Youth Climate Strike

## Challenge

- ▶ A group of fifty Global Kids students from public schools across NYC strike for climate justice at the “Youth Climate Strike” on September 20, 2019 who alongside hundreds of youth marched downtown to voice immediate and transformative action on the climate crisis.

## Strategy

- ▶ Tell audiences about students’ activism of climate change which has become one of the main societal issues tackled throughout the years through Global Kids.

## Implementation

- ▶ Pitched story to numerous media outlets.
- ▶ An education reporter from NY Daily News and a freelance reporter visited GK-HQ the morning of the rally.
- ▶ Both interviewed students and witnessed prep from sign creation to chant development.

## Result

- ▶ Sizeable mention on Daily News as part of outlet’s overall coverage.



Photo credit: Global Kids HQ. Photo credit: Global Kids HQ. Photo credit: Global Kids HQ. Photo credit: Global Kids HQ. Photo credit: Global Kids HQ.



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# Visibility, Reach, and Entry Surge for NCM-Glade Contest

## Challenge

- ▶ National CineMedia (NCM) and Glade partnered in 2014 to promote a cross-product tie-in featuring The GRAMMYS. The sweepstakes offered individuals an opportunity to win a 3-day, 2-night trip to Los Angeles, CA to attend the 57<sup>th</sup> and 58th Annual GRAMMY Awards on 2/8/2015 and 1/31/2016.

## Strategy

- ▶ Pitch and promote the sweepstakes across popular contest websites and NCM channels!

## Implementation

- ▶ Drafted sweepstakes pitch and later strategize contest promotion with marketing team.
- ▶ Pitched and established relationships with contest website owners to publish/promote contest on their website, SEO, and social media to grow traffic.
- ▶ NCM Platforms Promo: Official website, social media platforms, & Intranet site NCM Insider.

## Result

- ▶ **20%** increase in visibility, reach, engagement, and entries for NCM-Glade GRAMMYS sweepstakes!





# Exposure for GK, ICM, & CT Social Media and Website Platforms

## Category

- ▶ Global Kids (GK), I Challenge Myself (ICM), and The City Tutors (CT) all have one thing in common – assisting underserved youth in low-income communities. Like with any nonprofit, brand exposure and identity is imperative in today's market. The keys are a good website and social media platforms to share content.



## Strategy

- ▶ 3 key ingredients in building a website or social media: Content, accessibility, and functionality. Direct, engaging, and functional.



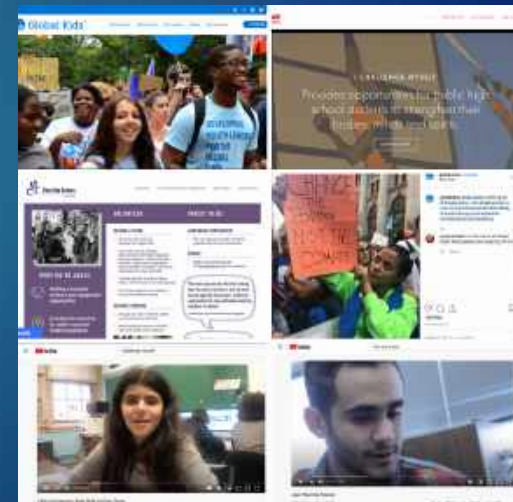
## Implementation

- ▶ GK website: Oversaw the new website content development, launch, analytics, and maintenance.
- ▶ GK social media: Grow channels with unique content.
- ▶ ICM and CT website: Significant updates and remodel of pages to improve the overall functionality.
- ▶ ICM and CT social media: Increase engagement through video collateral.



## Results

- ▶ Outreach expanded by **15%**.





Thank you for your interest.

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