

CASE STUDIES



Non Profit



A Change Agency

MEDI-SHARE



5BY5 SHARES CLEARER

understanding of customers

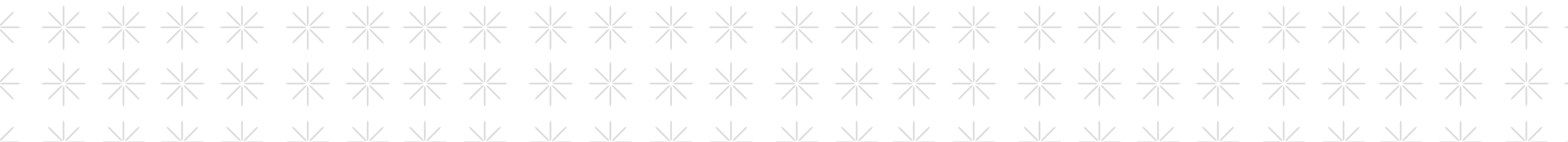


PAIN POINT



Medi-Share wants to create the most efficient and enjoyable onboarding process for their new members.

They brought us in to collect **information on customer motivations and expectations.**



SOLUTION



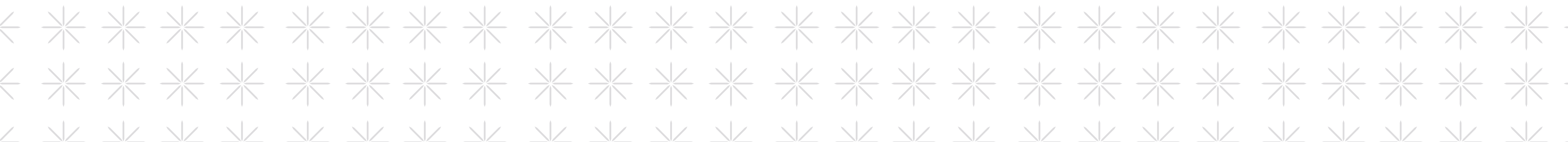
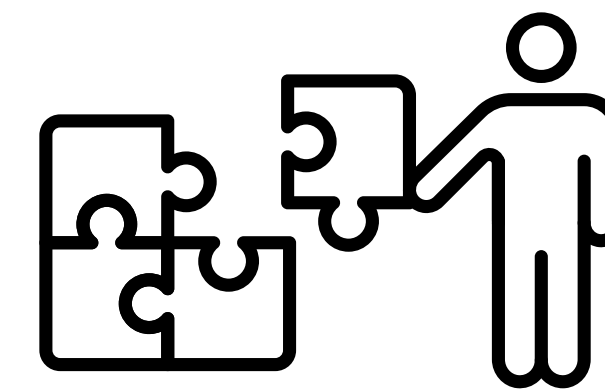
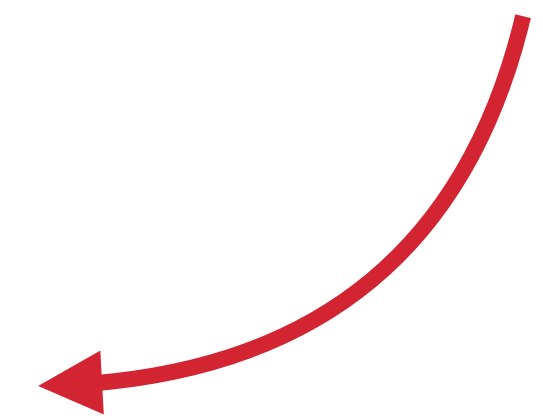
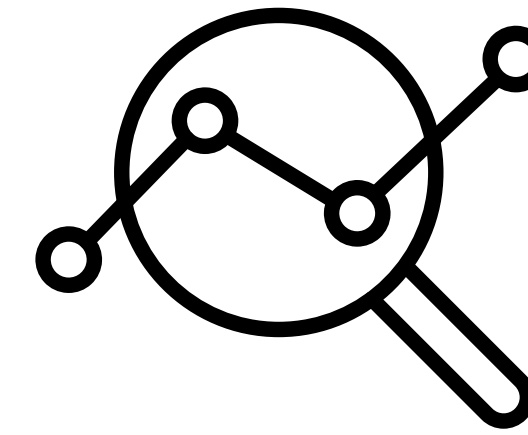
We conducted surveys and mapped audience journeys as part of a **quantitative research study** on their customers.



RESULTS



The data we collected from actual customers **informed business decisions** regarding those crucial first 90 days of a member's experience in order to **increase loyalty and reduce attrition.**

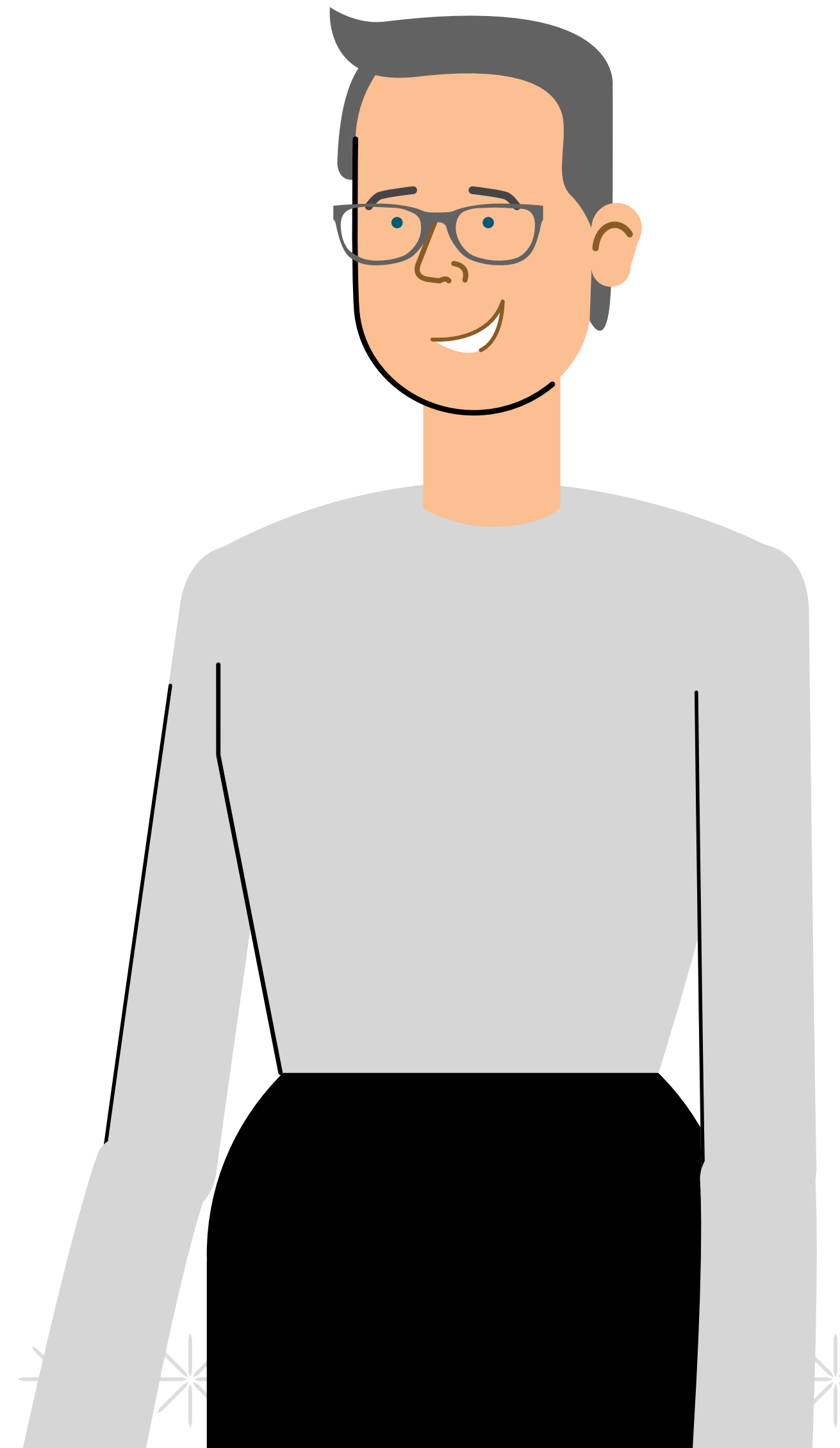


TESTIMONIAL



“If you want a partner that will actually roll up their sleeves, get involved, and combine the abilities of our organizations to **come together to do something great and purposeful**, then I'd choose 5by5.”

Marq James, Chief Sales & Marketing Officer of Medi-Share

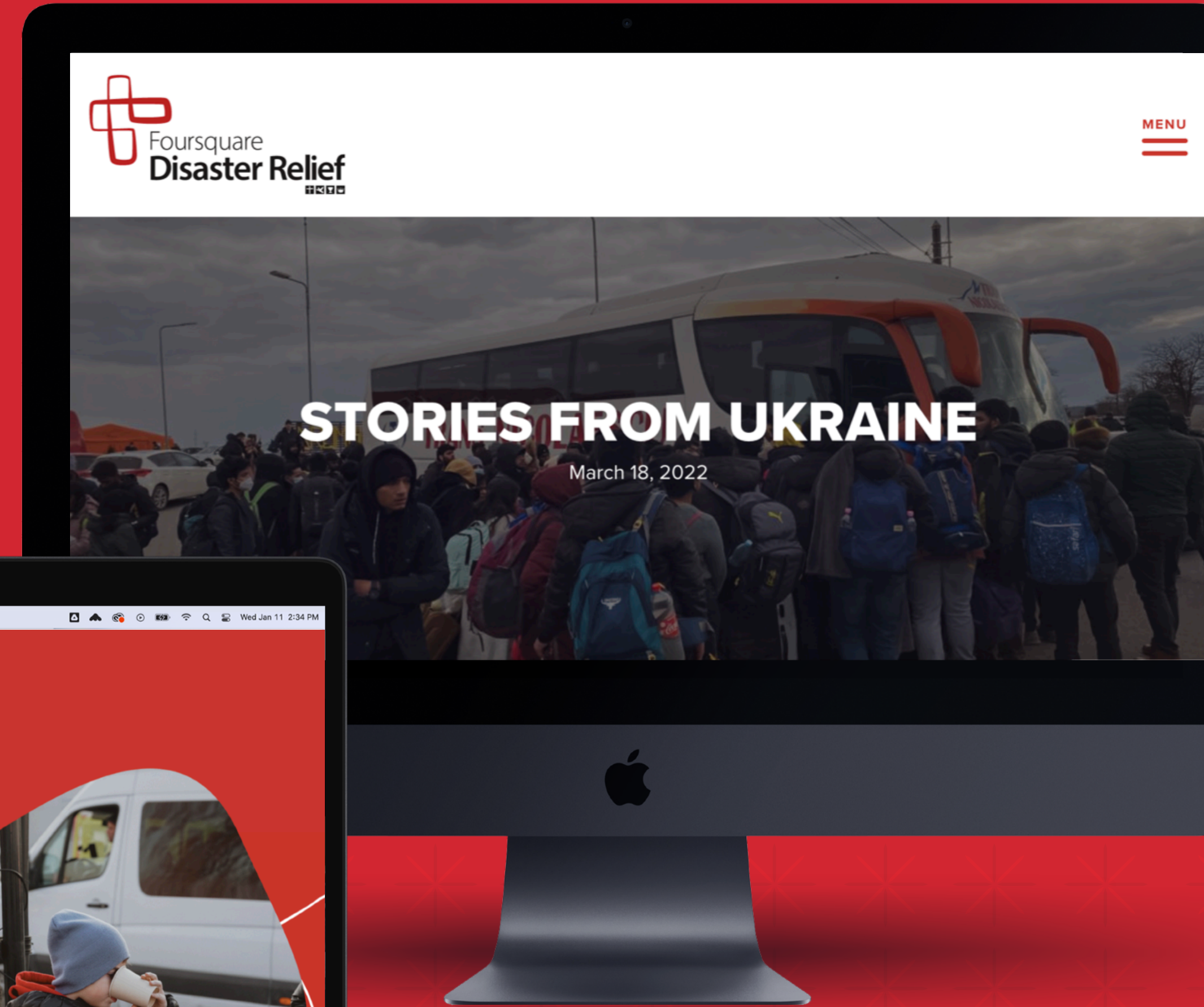


FOURSQUARE DISASTER RELIEF



5BY5 MEETS GLOBAL
NEED WITH

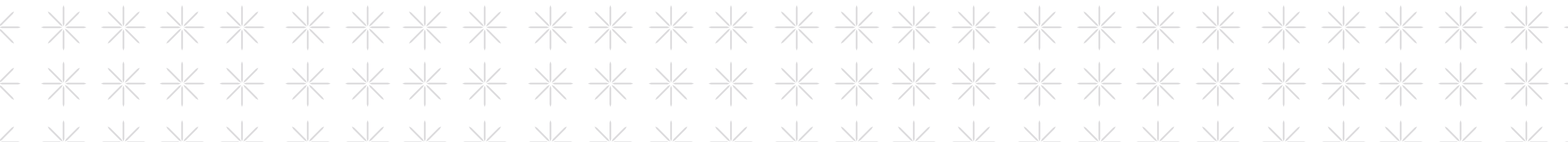
digital campaign



PAIN POINT



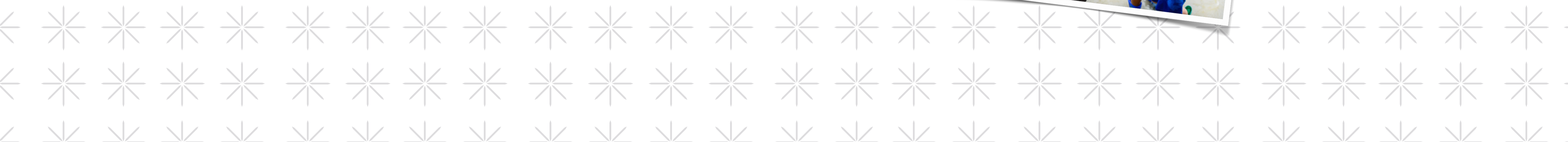
When Ukraine was invaded, Foursquare Disaster Relief sprung into action to support refugees. This non-profit needed a strategy partner to help them **quickly reach donors and raise dollars.**



SOLUTION



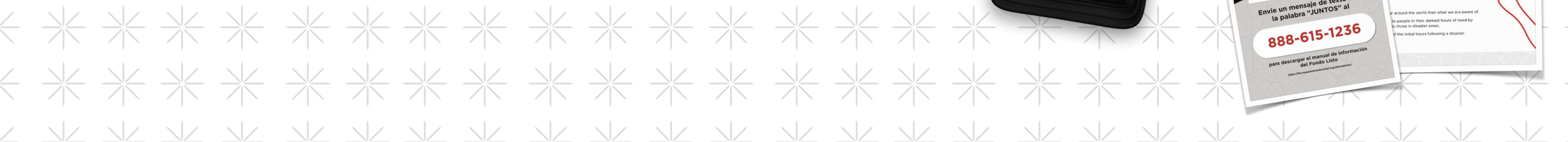
We swiftly planned and created a new landing page, church communications and digital outreach including social media and emails to **promote and facilitate giving opportunities.**



RESULTS



Together, we exceeded the goal of raising **\$1M for Ukrainian refugees.**

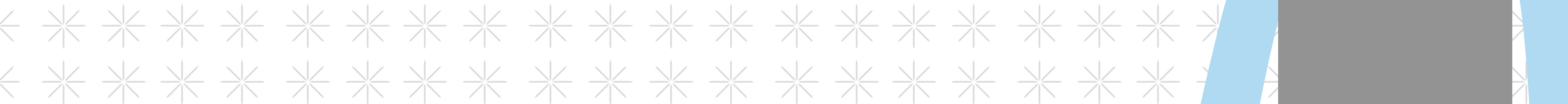
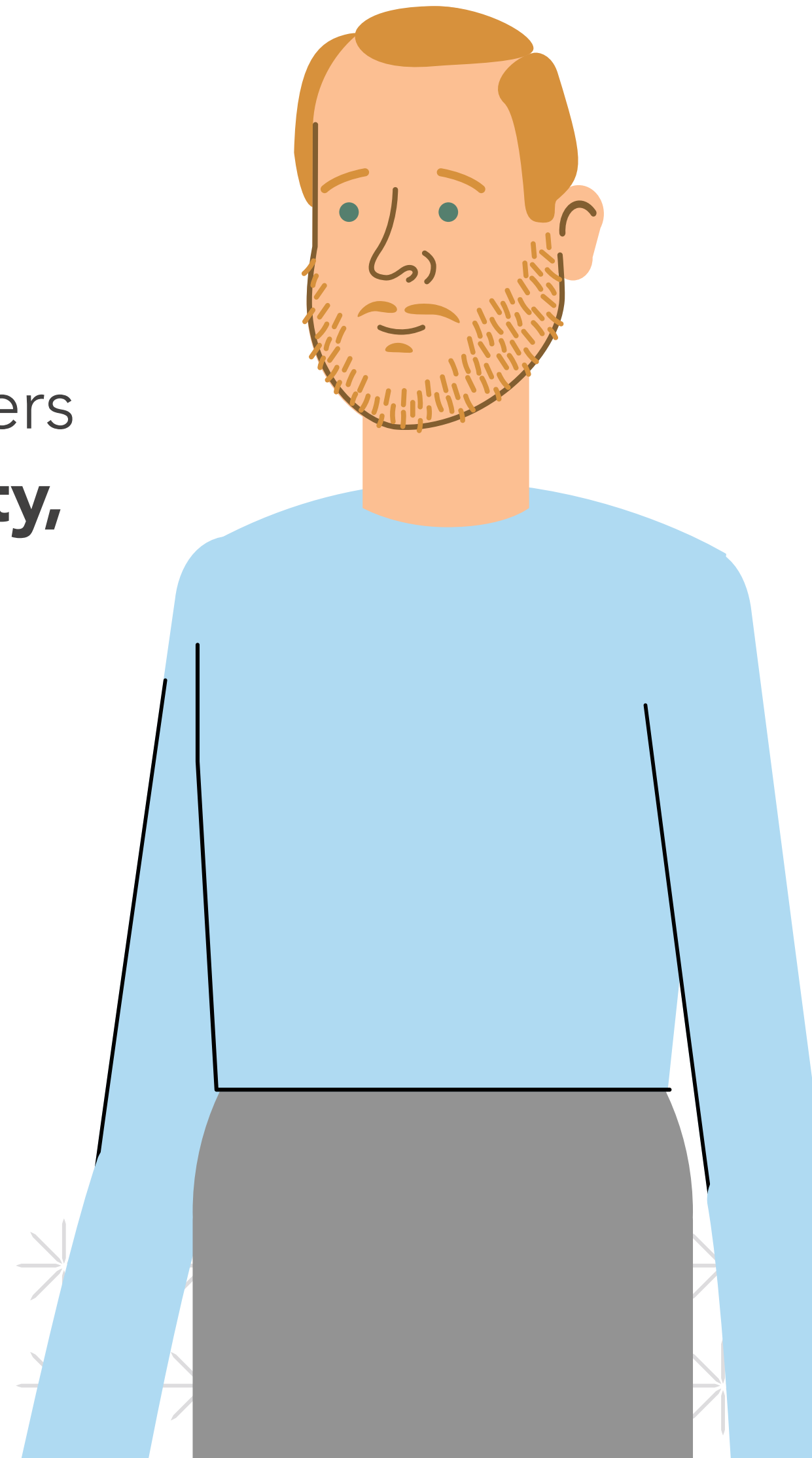


TESTIMONIAL



“5by5 has put Foursquare Disaster Relief in another league sharing what we do and the impact our partners are making with us! We are grateful for their **creativity, adaptability and capacity to handle the big and small projects we’ve thrown at the team.**”

Chad Isenhardt, Director of Foursquare Disaster Relief

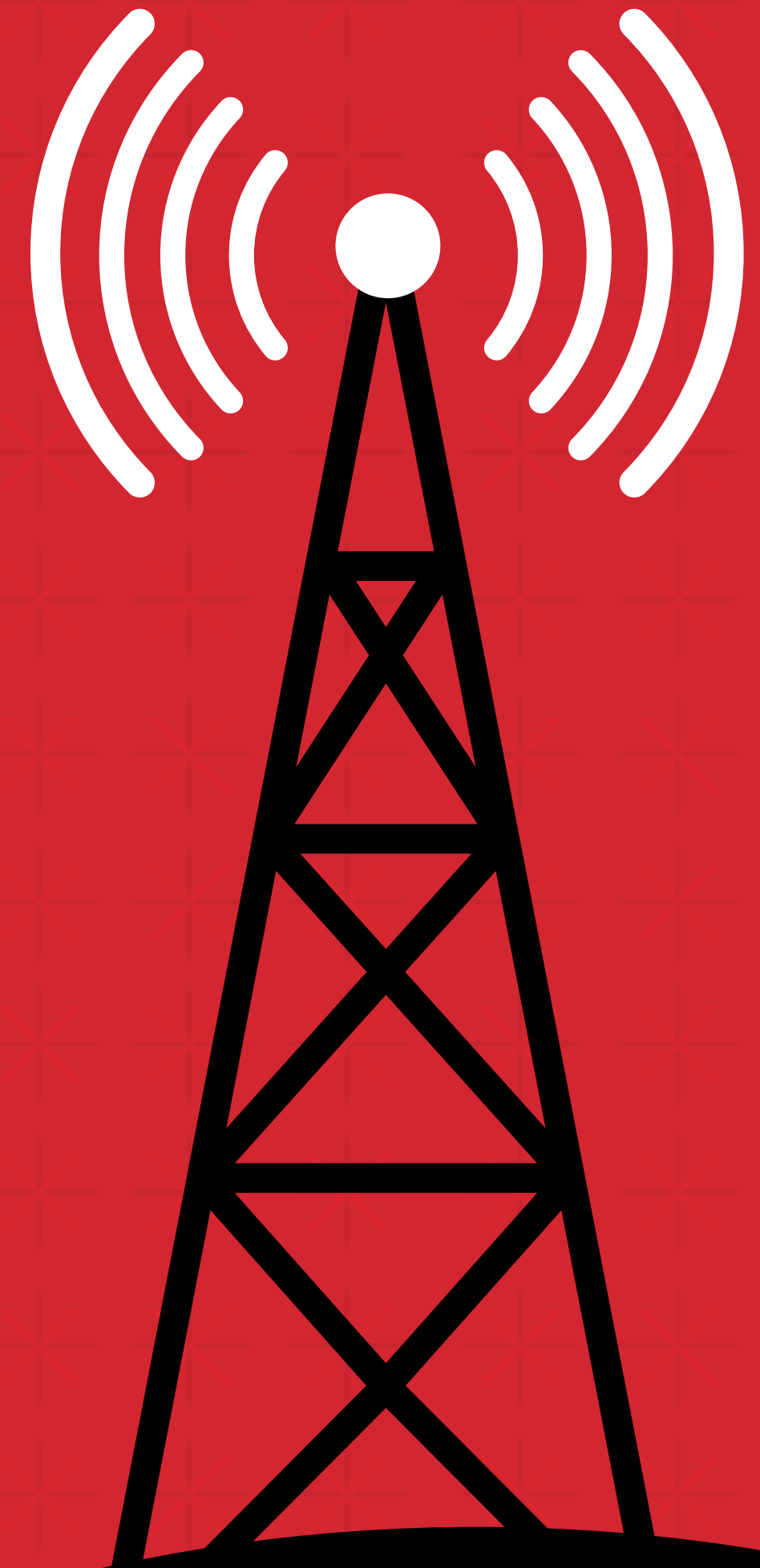


NASHVILLE PUBLIC RADIO



5BY5 HELPS LAUNCH NASHVILLE'S

first-ever daily radio show

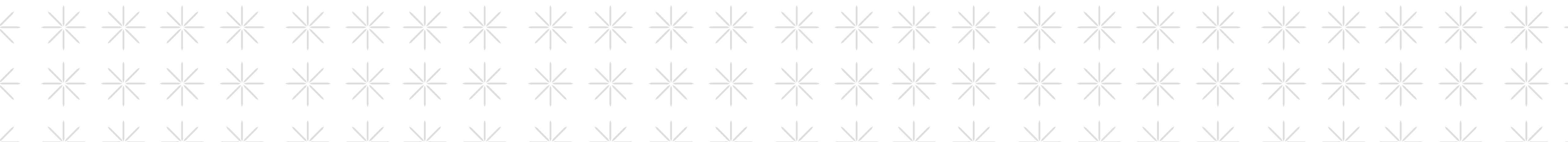


PAINPOINT



Ready to take on something that has never been done before?

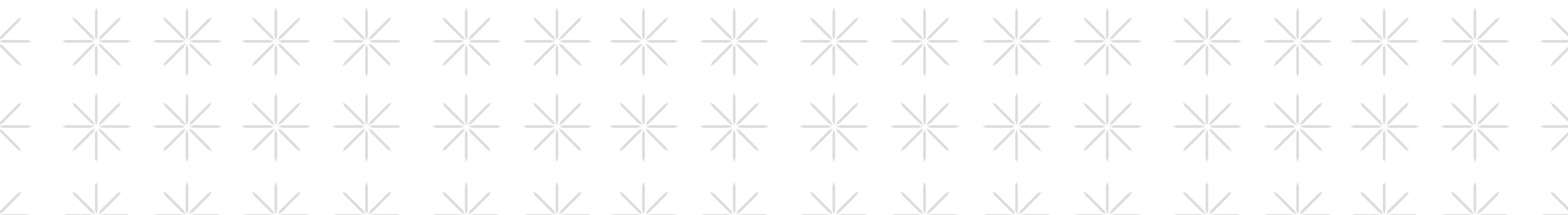
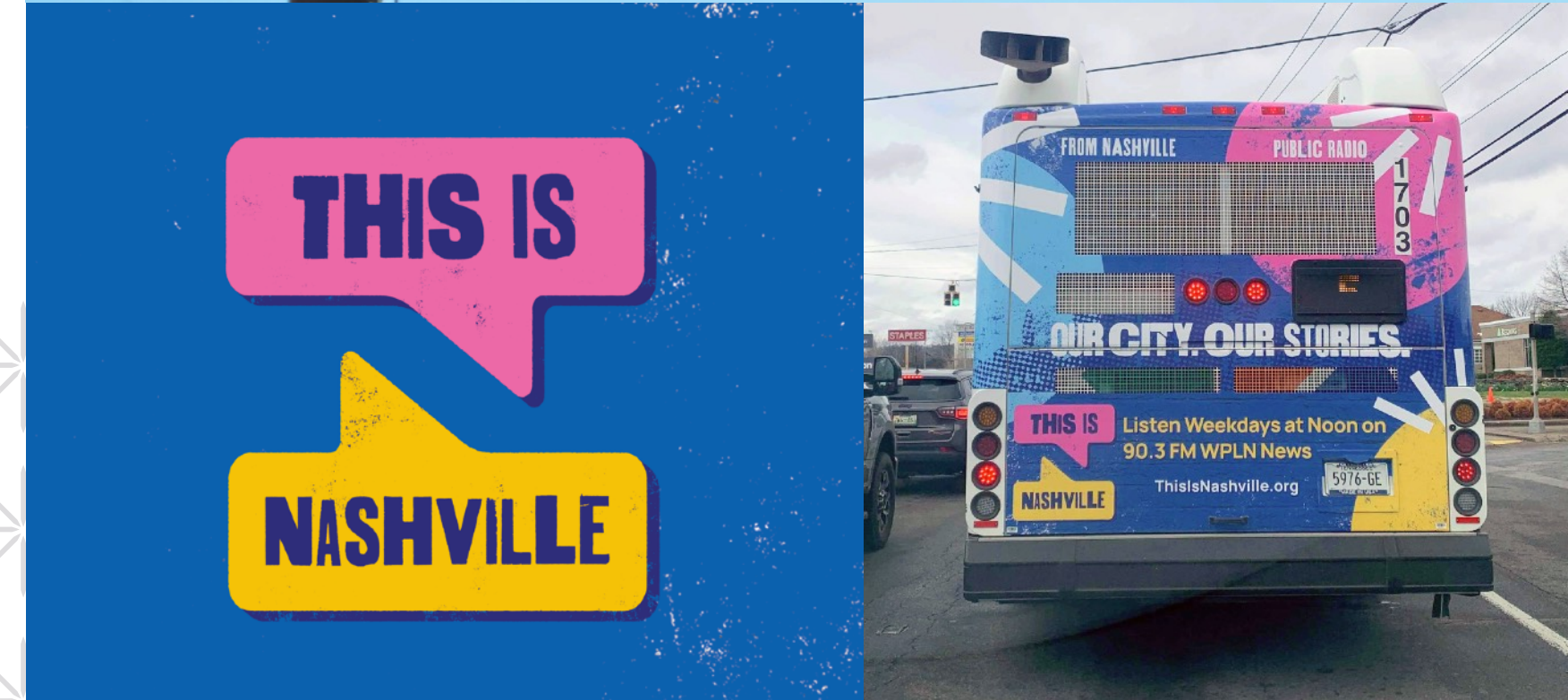
Nashville's NPR station brought us in to introduce their new programming to a new audience.



SOLUTION



We crafted launch creative including a video, digital ads, event assets, physical brand collateral and a **reach strategy to make sure the message was loud and clear.**



RESULTS



Not only was *This is Nashville* well received with healthy listenership, but **the show has been renewed for it's second season!** We achieved:

more than

+3M

Digital campaign impressions

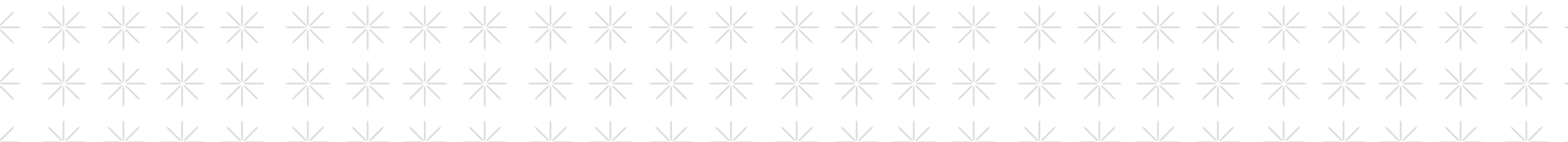


and...

more than

+26M

Traditional impressions



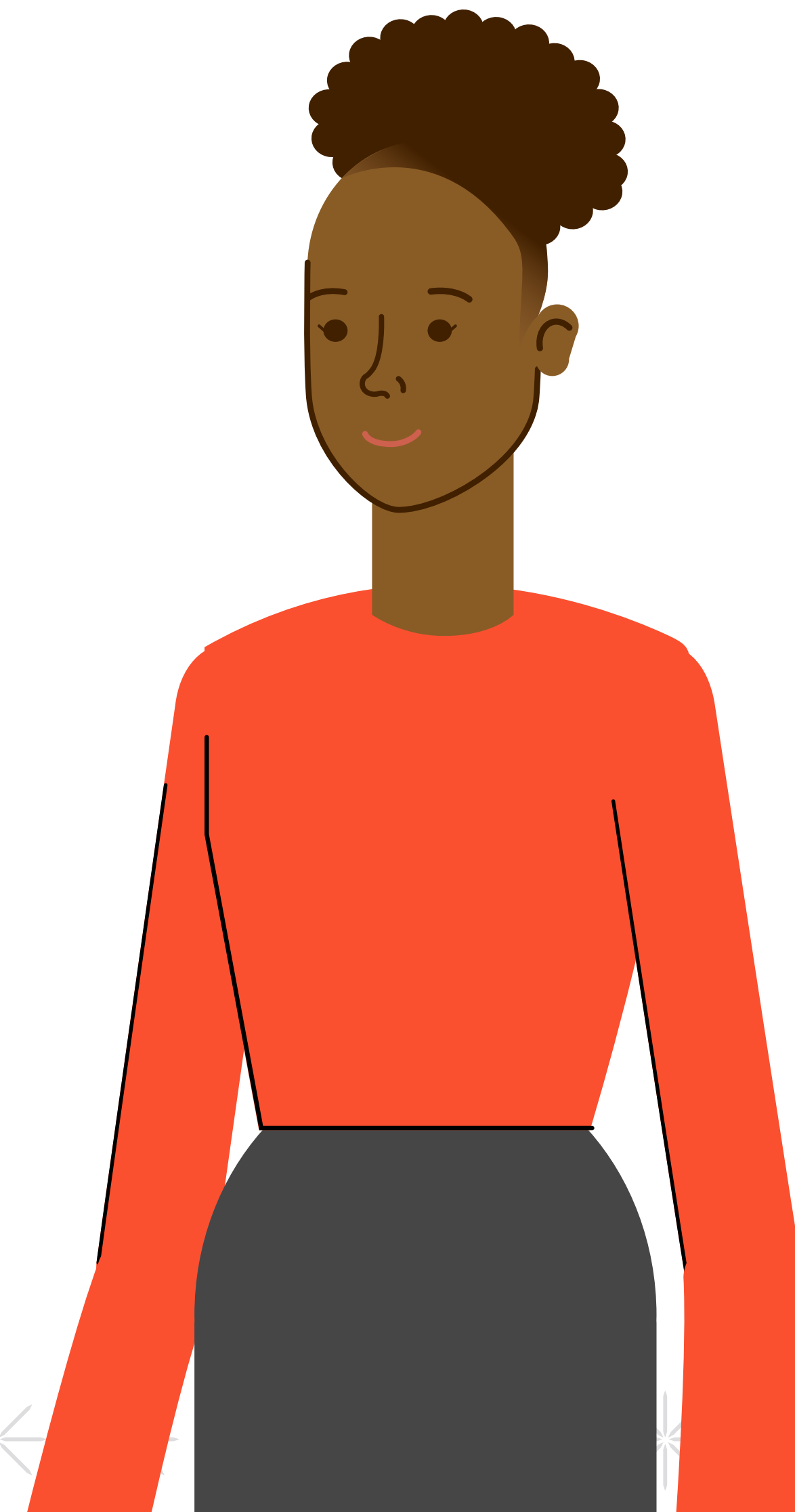
TESTIMONIAL

“5by5 helped us create a strong brand for WPLN's daily show *This Is Nashville*.

The team helped us identify key areas to **strengthen our reach and engagement.**

They also were full of fresh ideas and created space for us to see the outreach strategy clearly. I enjoyed working alongside them every step of the way.”

Angel Adams, VP of Audience for Nashville Public Radio



**Clarity
X Reach
= Results**

LOOKING FOR A CHANGE MAKER PARTNER?

5by5agency.com

