



## BRAS ACROSS THE BRIDGE

### Problem

Barbara's challenge was to become the first place breast cancer survivors would shop for specialized undergarments. Barbara also wanted to be branded as a boutique that gives back to the community by funding breast cancer research.

### Plan

An on-target cause marketing tie-in! Barbara's New Beginnings would sponsor WMEE's Bras Across the Bridge campaign during the month of October.

### Process

After some brainstorming, we developed the idea to host remote broadcasts at Barbara's storefront to collect gently used bras. Those bras were then strung across a local bridge to create a powerful visual of the number of women affected by breast cancer. The campaign also included a commercial schedule highlighting Barbara's support of this great cause as well as focusing on her offerings for breast cancer survivors.

### Performance

Barbara's sales during the months of October and November surpassed the previous year—and in a down economy! She also saw brand new customers coming in simply because of the cause she was supporting...and because of the phenomenal visual impact that the bras across the bridge created.

**97.3 Wmeee**  
Today's Best Variety