

ANTISEMITISM AWARENESS CAMPAIGN IMPACT

Awareness campaigns are POWERFUL. We've all been influenced by them and may not even realize it. Gay Marriage, Autism Awareness, Gun Control, Trans Rights, Stop Asian Hate, Climate Change, Gun Rights, Defund the Police, Black Lives Matter... almost every critical issue that has entered the consciousness of the American Public has started with a concerted effort to create awareness. It is often awareness campaigns that change the gestalt of how Americans think and vote. In its own way, *Free Palestine!* is an incredibly effective awareness campaign that has changed the way people think about Israel. Those who take joy in delegitimizing Israel or would seek to do harm to the Jewish people are adept at utilizing awareness advertising, and they spend enormous amounts of money doing it.

Since JewBelong started its antisemitism campaign in June 2021, we have spent approximately 1.2 million dollars. As a point of comparison, Apple spends a reported 57 million dollars annually on outdoor advertising. Remember *Got Milk?* Well, it was a 23-million-dollar campaign that halted the decline of milk sales back in the early 1990s. When it comes to antisemitism, the first challenge is making the issue known. Many people think Jews are white, rich, and privileged. Awareness is especially important as we work to tell people there is a problem, and then gather an army of allies to help the Jewish community fight it.

Although awareness advertising can be frustratingly difficult to quantify, there are metrics that measure impact.

IMPRESSIONS

1. Billboard impressions: All billboard/out-of-home advertising is ranked/priced based on visibility and impressions, which is the number of times the sign is potentially viewed based on traffic counts (pedestrian and vehicles) going past the sign. The more traffic, the more impressions, and the higher the cost. Of course, someone could walk or drive by a billboard and not notice it, so the number of impressions is approximate. It typically takes four to -six impressions for a message to really sink in, which is why we typically like to have signs up for eight weeks or longer. JewBelong's total number of outdoor impressions is well over 200 million.

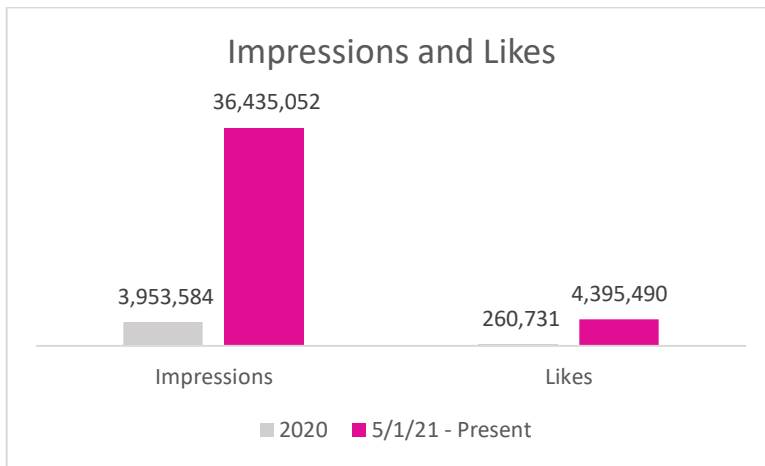
2. Digital impressions: A digital impression is counted each time an ad is shown on a screen (phone, computer, etc.). Paid advertising on social media platforms is an integral part of the awareness campaign because JewBelong controls where the ad is shown and how often. Organic advertising, meaning unpaid, is also critical to racking up a high number of impressions. One of the reasons that JewBelong's campaign and online engagement are so high is that the content is meaningful which leads people to want to snap a photo and share it on their social media feeds. Thousands of people have tagged JewBelong while posting one of our billboards in their social feeds, and this is amplified by people who then re-share the creative. We regularly hear that people "saw our billboard on a friend's Instagram or Facebook feed."

ENGAGEMENT

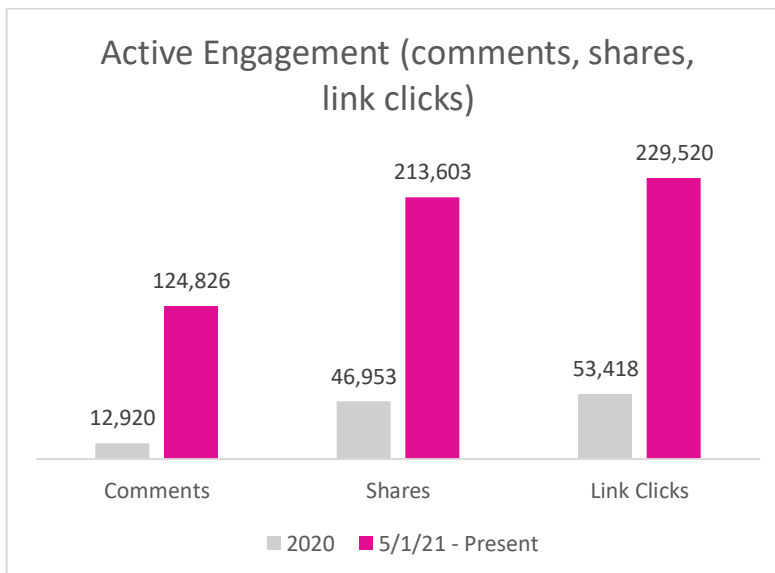
Digital engagement: The most quantifiable way to measure the campaign’s impact is engagement on social media. We consistently run paid media on Instagram and Facebook as mentioned above, to reach the most people at the most efficient price, and we benefit from both organic/unpaid engagement and paid engagement. Our paid ads ensure that we have a strong digital presence, especially in areas where our billboards are up. This way, our campaign is seen repeatedly. So far, the campaign has garnered over 36M+ impressions and 4.3M+ likes. (Figure 1).

We measure success of the campaign by our active engagement numbers (a link click, a comment, or a share). With a link click, the audience is taking the initiative to learn more about not just the campaign, but the variety of Jewish resources we link to on social media. With a share, the audience is helping the campaign spread organically. Finally, with a comment the audience is actively participating in the conversation. Collectively, these engagement numbers serve to gauge interest and drives our future initiatives.

The Antisemitism Campaign began on May 1, 2021. Since then, we have seen a significant increase in active engagement (Figure 2).



*Figure 1



*Figure 2

WEBSITE TRAFFIC

Almost 250,000 unique visitors to JewBelong.com over the past 12 months.

TESTIMONIALS

Testimonials: Several thousand people have sent direct messages and emails to share their support and appreciation at seeing today's vicious antisemitism called out. People often share their own personal stories with us to let us know why the campaign has such a personal impact on them.

We know how this works!

Archie Gottesman and Stacy Stuart, the founders of JewBelong, have their own, very personal relationship with awareness advertising. For more than 20 years, they created and oversaw the branding at Manhattan Mini Storage and made Manhattan Mini Storage, a boring commodity, an iconic Manhattan brand. They did this by harnessing the power of awareness advertising and put their razor-sharp voice on billboards. They are doing the same thing now as they use fearless outdoor messaging to make people pay attention to the growing scourge of antisemitism.