

Using Mass Media Campaigns to Reach Low-Income Fathers

KEY TAKEAWAYS

- + Cohesive, multi-year campaigns that utilize a variety of communication channels work.
- + Test campaign messages before developing creative. Analyze metrics and reach throughout a campaign.
- + Where do young, low-income fathers spend the majority of their time? Online.*
- + Video is KING. Utilize videos that can be repurposed in various communication channels.
- + The social media landscape is changing and, depending on the target audience, it's not critical to be present on all social media channels.
- + Personal stories of fathers who may have overcome obstacles to become more involved in their children's lives have tremendous value.
- + Don't underestimate the value of community partnerships to help supplement traditional advertising and marketing channels to communicate your messages.
- + Bring the campaign to those fathers "trust".

Father absence cannot be solved overnight. Many low-income, at-risk fathers face multiple challenges that hinder their ability to be present in their children's lives. Mass media campaigns promoting the value of paternal engagement depend on the availability of local services to help fathers connect with their children.

*Source: Nielsen Insights



We inspire your audience **to act.**

The Bawmann Group (TBG) is an integrated marketing firm that inspires action through creative strategy and exceptional execution that produces remarkable results.

How we can help:

Targeted marketing and large scale enrollment campaigns

- + Strategy development
- + Print, broadcast, radio, outdoor and digital advertising
- + Email and direct mail campaigns
- + Social media management and campaigns
- + Event management
- + Trade show marketing
- + Publication design

Public relations, media relations and community engagement

- + Local, regional and national media relations
- + Blogger strategy and engagement
- + Community outreach
- + Crisis and issues management
- + Intensive media training
- + Speech writing
- + Communication audits

Brand development

- + Strategic messaging and positioning
- + Corporate identity development
- + Brand stewardship
- + Go-to-market and launch strategies
- + Lead generation and nurturing strategies
- + Re-branding campaigns
- + Collateral design
- + Internal communication vehicles
- + Research services - customer and stakeholder

Web development and interactive

- + Web design and development
- + Web content development
- + App design and development
- + Video production
- + Digital advertising
- + Search engine optimization and search engine marketing
- + Strategy and execution