

Easterseals New Hampshire

Campaign: Brand Awareness



Overview

Easterseals NH provides essential services to children, adults, seniors and veterans across New Hampshire. Their mission—elevating all abilities—focuses on providing support through every stage of life.

EVR was engaged to lead a statewide brand awareness campaign.

Challenge/Objective:

Despite strong name recognition, Easterseals NH lacked clarity in the market around what it does and who it serves. To address these challenges, Easterseals NH engaged EVR to develop a targeted marketing campaign aimed at clarifying its mission, showcasing its programs and strengthening its connection with the community. The campaign focused on:

- Clarifying Easterseals NH’s integrated service offerings
- Showcasing the pillars of those served: children, adults, seniors and veterans
- Differentiating local services from the national brand
- Strengthening brand presence across the state
- Positioning Easterseals NH as a provider, employer and partner of choice

Key metrics: Website traffic, social engagement (likes, shares, follows) and donor activity.

Strategic Approach

To support this brand campaign, EVR developed a targeted marketing strategy rooted in Easterseals NH’s core values. Messaging consistently reflected the brand’s voice while showcasing its integrated services and lifelong impact.

Our approach included:

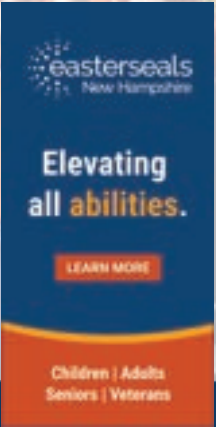
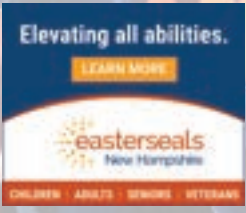
- **Audience Definition**—Built personas around core service pillars and key stakeholders.
- **Targeted Media Planning**—Used geo and psychographic insights to deliver personalized messaging.
- **Creative Consistency**—Aligned all content with Easterseals NH’s tone, visual identity and mission.

Using existing client video grouped by key pillars—Children, Adults, Seniors and Veterans—the campaign highlighted current clients and staff, pairing these real stories with empathetic messaging to build trust and reinforce Easterseals NH’s role in the community.

Tactics

EVR deployed a fully integrated media campaign to build awareness and engagement across Easterseals NH’s diverse audiences.

Digital channels—paid search, social, display, programmatic and OTT—enabled precise targeting and message delivery. By appearing in trusted regional outlets through **print, radio, and TV**, the campaign reinforced credibility and extended reach. It strengthened brand recognition, while out-of-home media delivered sustained, high-impact visibility in key markets—cementing the brand’s presence in the community.



Results

The campaign drove measurable gains in brand visibility and audience engagement:

121% YoY Growth in total website traffic, driven by stronger brand recognition and optimized marketing efforts.

43% increase in direct traffic and 99% increase in organic search, signaling higher awareness and improved SEO performance.

387% YoY increase in branded organic search queries—more people are actively seeking out Easterseals NH by name.

77% increase in branded keyword clicks, showing more users are engaging with search results tied to Easterseals NH.

246% YoY increase in paid users, led by strong performance across paid social and search campaigns.

79% YoY increase in total unique website users, with a 71% increase in non-paid users, further validating organic growth.

64% increase in social media engagement rate, with content clearly resonating with the right audiences.

71.3% growth in social followers, with LinkedIn seeing the highest gain (+645 new followers).

**Data represents Q1-Q3 results*

Summary

The campaign successfully increased brand visibility, clarified services and deepened community connection. Centered on “Elevating All Abilities,” it positioned Easterseals NH as a trusted, go-to resource supporting individuals and families across every stage of life.



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