

# Jeff Anderson & Associates Lead Generation Campaign Empowers Abuse Survivors

## BACKGROUND

Jeff Anderson & Associates is a national law firm committed to ending institutional child sexual abuse and empowering survivors. The law firm plays an integral role in reforming legislation across the country to ensure adult survivors are afforded opportunities to seek justice and children are protected from future harm.

In August 2019, the Child Victims Act (CVA) opened a one-year window for New York childhood sexual abuse survivors to file claims against their perpetrators and institutions responsible for the cover-up. The CVA extended the statute of limitations based on age, which allowed survivors up to the age of 55 to bring civil lawsuits for abuse that occurred decades ago. Jeff Anderson & Associates committed to creating awareness around the new law to reach survivors and help them seek justice before the window closed.

“No matter how massive, complex, or urgent the creative need, Voom has consistently shown up for us with unmatched dedication, adaptability and integrity. They are true strategic partners. I can’t imagine navigating these past 5 years without them.”

**CHRISTOPHER RYBA-TURES**  
Communications Manager  
Jeff Anderson & Associates

## OBJECTIVES

Core objectives for Jeff Anderson & Associates included:



Driving survivors to contact Jeff Anderson & Associates (measured by calls and online form fills).



Generating awareness for Jeff Anderson & Associates as the premier law firm to represent survivors of institutional childhood sexual abuse (measured by impressions and unique website visits).

SOLUTIONS

Voom Creative created a 45-day advertising campaign to reach survivors of clergy sexual abuse in upstate New York:

1. Implemented an **omni-channel advertising campaign**, including print, display, pre-roll and TV.
2. Employed **strategic targeting** to reach audiences using demographic, behavioral, geographical and contextual targeting.
3. Leveraged **effective reach** (number of people who saw the message) and **frequency** (number of times each person saw the message) for ad recall and conversion.

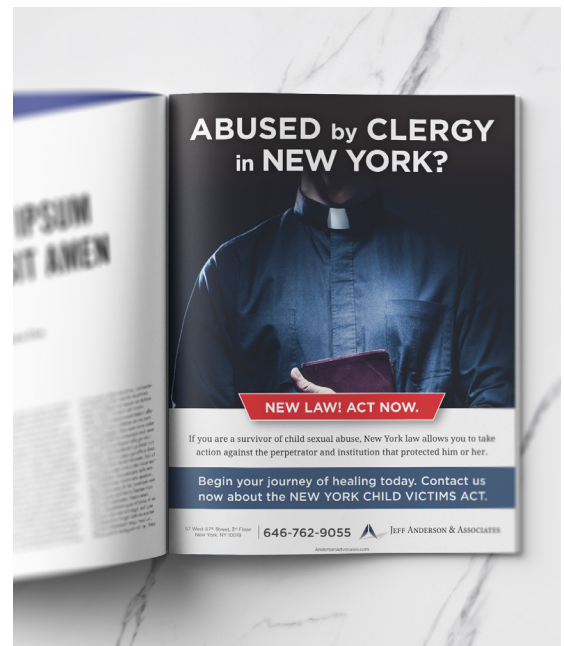
TV & Pre-roll



Digital Advertising



Print Advertising



KEY RESULTS

466%  
LEAD INCREASE

>560  
LEADS

>44.5  
MILLION  
IMPRESSIONS

Increased leads by 466% using omni-channel approach when compared to a previous campaign in the same market using single channel approach.

Achieved more than 560 leads in the form of a call or online form fill. Cost per lead was 0.18% of the budget.

Delivered over 44.5 million impressions resulting in approximately 11,500 web page visits\*. Cost per visit was 0.01% of budget.

\*Reflects page visits driven by digital ads. Does not include any page visits from print and TV ads.

Contact us to explore how to creatively expand your brand with outstanding results.