



Client Case Study:

**Major National Medical Research and Advocacy
Organization Sought New Markets
For Fundraising and Exposure**

This almost half-billion dollar medical research and advocacy organization is extremely well known, respected and focused on education, prevention, seeking cures and working with survivors.

Medicine – even research and advocacy – is very big business. Research and operations are extremely costly and require extensive fundraising. Likewise it requires constant exposure for organizations to keep their topics and issues visible in an increasingly crowded media-space.

We were tasked with finding both extensive new fund raising (essentially “revenue”) opportunities as well as new means for raising visibility. These two major goals had to be accomplished with a rather constrained budget.

After a great deal of research and analysis using Moddition’s proprietary MAC™ and other processes, we determined there was indeed a viable and major market the client was not actively pursuing. This market could certainly benefit from the client’s work, but awareness in this market of the organization and its immediate relevancy to them was extremely low. That market was people in the 15-24 age demographic – essentially late teens and young adults.

Though not normally considered as a market for fund raising, today’s young people – what have often been called “Millenials” or “Generation Y” – are interested in health, welfare, and environmental causes in ways that haven’t been since the 1960’s. We determined the medical issues our client addressed included topics relatable to these young people. Further, these medical issues were free of any stigmas or resistance connected to the illness, as some more visible afflictions tragically carry.

While examining our client’s resources and capabilities, we found a superb video production facility in their own headquarters, complete with chroma key/green screen capability. The chroma key setup facilitated any kind of background to be integrated into a video, or even the creation of a 3D virtual studio. Until this point, the video studio and green screen room were used almost exclusively for “talking head” medical discussions used for educational and organizational use.

We recommended the studio should be used to create “cool” videos aimed at the younger population. These videos could then be distributed via YouTube.com and other social networking channels. We chose these web-based distribution channels over conventional TV as those websites have a unique lock on the target market, facilitate viral marketing, and is cost-free to both our client and viewers. It was truly a win-win situation for all, with a potentially phenomenal ROI.

CLIENT CASE STUDY: MAJOR NATIONAL MEDICAL RESEARCH AND ADVOCACY ORGANIZATION SOUGHT
NEW MARKETS FOR FUNDRAISING AND EXPOSURE

Re-purposing of existing capabilities is one way that Moddition changes clients' cost centers into true revenue-generating profit centers. With a limited budget for this nonprofit, that capability was key to project success.

We provided detailed explanations, plans, and even video direction on how to create videos that would engage young people to promote education and awareness, inspire action for prevention, and facilitate fundraising.

By leveraging our client's existing capabilities and resources along with free Internet capabilities, the only new requirement was the purchase of digital video background elements for the green screen to add to excitement of the look and feel of their productions.

The total cost of hard expenditures to reach this new market: less than \$1000. The projected return: \$millions over the next three years. *That* is an exceptional ROI for a non-profit, or any sized business.

In addition, by finding a new market we created an opportunity to not only fundraise to the current group of young people, but a continuous line of young people coming of age indefinitely, who then become involved adults. Young people reached early would keep their affiliation, affinity and donations for the cause over a lifetime.

Just as importantly, the new market would learn about the issues and personally work towards prevention. Also, should they or someone close to them be touched by our client's medical issue, they could be knowledgeable, unafraid, and capable of making the right decisions and taking proper action. This is truly another example of Moddition's doing good, while doing well for our clients.

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MULTIMEDIA EXTRA: For some very interesting photos of this client's green screen studio, please see Moddition's client album: <http://bit.ly/3zOg1Y> (or <http://www.flickr.com/photos/moddition/sets/72157607786489476/>)

Would you like to learn more about this case study or what Moddition can do for you? You can call us at +1 919.741.4365, email us at contact@moddition.info, complete and submit the form below, or print and fax this form to +1 815.846.1782.

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