



COMMUNICATIONS CAMPAIGN CASE STUDY

Building Community & Growing Global Awareness: The Glioblastoma Research Organization

The Objectives

EvClay PR collaborated with the organization and its leaders to synchronize communication efforts to increase funding for Glioblastoma (GBM) brain cancer research and enhance the nonprofit's brand visibility. The founder, driven by the loss of her father to GBM, aimed to underscore the significance of GBM research funding and establish the supportive caregiver community she and her mother never had.

The Work

The design of the communications strategy focused on compelling storytelling, fostering impactful media narratives and generating valuable digital content to grow the nonprofit's social media community. GBMRO ambassadors, including renowned neurosurgeons, celebrities like Chef Lorena Garcia and inspiring cancer survivors like David Fitting, played a crucial role in raising awareness. Notably, David's pediatric glioblastoma story garnered 1.28K social shares and received coverage in publications like Newsweek and Men's Health.

Final Results

The team seamlessly unified its earned, owned and shared digital media strategy by integrating impactful earned media across the nonprofit's viral social media platforms, newsletter and updated website. This effort yielded remarkable results, with 189K unique website visitors and an organic Instagram follower growth of 4,300 in the last year. The **2023 Hermes Creative Awards** recognized the nonprofit's outstanding digital strategy, and its founder earned a **Forbes 30 Under 30** designation for her breakthrough campaigns and research funding initiatives.

FRESH INSIGHTS

The Impact: Funding for A Cure

In the last year of working together the organization was able to fund its sixth GBM research project in partnership with Duke University, establish credibility through industry awards, create consistent, compelling content and grow its Instagram community to over 14K followers organically.



"The entire team has been instrumental in our organizational growth. Their ideation, execution and strategy have surpassed all of our expectations."

AMBER BARBACH
Founder and Director,
Glioblastoma Research Organization