

## Case Study

AIMS Worldwide initiated fast-track activity on behalf of beta-test client For Our Grandchildren in December 2002.

# For Our Grandchildren

**READY:** AIMS Worldwide determined that the most appropriate ‘proof of concept’ test of our one-2-one<sup>SM</sup> concept would be to introduce an unknown brand entity with an exceptionally complex mission into the challenging market of ‘ideas.’

Late in 2002 AIMS launched a campaign to build a national constituency for the Social Security reform issue, using a program of one-2-one return on marketing investment tactics.

**AIM:** To make a splash on the public consciousness and to establish a platform for nationwide discussion, a quantum shift from Social Security as a ‘sacred entitlement’ would need to catch public attention quickly. AIMS devised a strategy to make reform options a topic of national conversation and a factor in the 2004 presidential campaign and debate.

**FIRE:** Using a rolling start-up strategy, AIMS Worldwide introduced the organization—one state at a time, beginning in Iowa—to voters in states with early primaries/caucuses including New Hampshire, South Carolina, Arizona, Missouri, and Louisiana. In true domino fashion, each activity paved the way for the next one and at the end of six months, For Our Grandchildren was positioned as a recognized leader in the Social Security reform education arena.

AIMS recruited high-profile experts and influencers to champion For Our Grandchildren as a non-partisan ‘brand,’ built strategic alliances with complementary organizations and developed fundraising opportunities. Former congressman Tim Penny (D-MN) joined the effort to assist with public relations and also serves as

chairman of For Our Grandchildren’s National Advisory Board, which includes nine of the 16 members of the President’s Commission to Strengthen Social Security, former members of Congress, and influential members of national think tanks and policy groups. AIMS Worldwide enlisted José Piñera, architect of Chile’s highly successful personal retirement account plan to appear across the country on behalf of For Our Grandchildren.

AIMS also took advantage of For Our Grandchildren’s ‘first to market’ status to leverage a number of high-profile activities including White House meetings and media tours. Strategic alliances with complementary organizations bootstrapped programs and resources.

AIMS Worldwide contracted with a number of universities to conduct original research such as how counties in a particular state will be affected when Baby Boomers begin to collect Social Security. Several studies have been completed and the results received wide media coverage.

To encourage volunteerism and financial support, AIMS developed an issue website—the most sophisticated of its kind—to recruit and manage volunteers and promote ongoing one-to-one communication. The site utilizes permission e-mail bulletins, offers daily updates, personal pages for supporters, interactive online forums with Social Security reform notables, and ‘Meet-Up’ opportunities. The Party in a Box<sup>SM</sup> package provides volunteers with everything they need to host small gatherings to discuss the issue with friends and neighbors.

Highly creative ‘earned’ PR and media campaigns include special events, op-eds in major newspapers, video news releases, and feature articles authored by leading reform advocates.

**BULL’S EYE:** The results-driven integrated marketing communications campaign conducted on behalf of For Our Grandchildren has created an unmistakable buzz about the need to fix the country’s ailing Social Security system. National polls indicate that fully 67 percent of Americans now support placing some portion of their Social Security contributions in personal retirement accounts—an increase of 10 percent in only one year.

Measured against ‘old economy’ advertising and marketing methods, AIMS hit the bully’s eye on maximizing Social Security reform impressions by a factor of 10x, at 20 percent of the cost of a traditional paid space advertising campaign.

AIMS Worldwide’s innovative integrated marketing communications met and exceeded client goals and achieved the highest possible penetration of the target audience at the lowest possible cost.

AIMS continues to provide a mix of inventive, imaginative, and return-on-marketing-investment opportunities to sustain the momentum of this important social education program.

[www.fourgrandchildren.org](http://www.fourgrandchildren.org)

