

## CASE STUDY

# NOVA

## Bucks County's Comprehensive Victim Services Agency

NOVA, formerly Network of Victim Assistance, was awarded a multi-year grant from the state of Pennsylvania's VOCA (Victims of Crime Act) Fund to expand the agency's profile and provide no-cost services to victim-survivors of violence in Bucks County, Pa. The agency has long served as a national leader in trauma-based and advocacy services, and the non-profit knew their brand image no longer encompassed the breadth of their expertise and offerings.

**Following an extensive vetting and pitch process against a dozen similarly sized marketing agencies, Simpatico was selected as Agency of Record (AOR) to implement the entire contract.**



## Simpatico's Role

**Comprehensive Rebrand**

**Market Research**

**Brand Launch**

**Collateral Development**

**Digital Marketing Strategy + Execution**

**Custom Website Development**

**Big Idea + Campaign Execution**

**Analytics + Insights**



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## APPROACH

Our focus was on honoring NOVA's legacy. That meant identifying positive attributes and attitudes that NOVA had earned over its 40 year history, and putting them before a diverse and underserved Greater Philadelphia Area public.

Simpatico surveyed 50k+ residents of the Greater Philadelphia Area to obtain quantified, statistically sound data about the public's understanding of victim services. Qualitatively, Simpatco interviewed more than a dozen stakeholders and designed and conducted two focus groups during the course of the rebrand.

Simpatico found the non-profit was well-known and highly respected among other professional services providers, law enforcement agencies, and advocacy groups in their region. However, the general public had less than a 20% awareness of the agency, and more than 90% of those surveyed admitted to not knowing what the agency provided.

## RESULTS & RECOGNITION

The redesigned brand culminated in a phased rollout:

- **A custom, redesigned website targeting the general public**
- **A multimedia ad flight plan including broadcast, print, out-of-home, and digital**
- **An announcement to county affiliates & partners**
- **An announcement at the nonprofit's annual fundraiser, where the agency fundraised over \$50,000 in a single night, making it the most successful fundraiser in the agency's history.**

Simpatico continued its methodical brand rollout by deploying a county-wide outreach campaign to more than 1MM+ people in underserved communities across the Philadelphia DMA, primarily across broadcast and social media.



**1MM+**

IMPRESSIONS  
ON CBS-VIACOM  
PROPERTIES



**40%**

INCREASE IN  
FACEBOOK  
FOLLOWERS



**5000%**

INCREASE IN  
INSTAGRAM REACH



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