



# OREGON HUMANE SOCIETY 2025 CASE STUDY

**GOAL:** HELP OREGON HUMANE SOCIETY (OHS) ENGAGE PORTLAND'S VIBRANT PET-LOVING COMMUNITY IN A FRESH, PLAYFUL WAY WHILE DRIVING CRUCIAL DONATIONS FOR ANIMALS IN NEED.

## The Challenge:

OHS needed to reimagine one of their signature fundraisers. Instead of their long-running pet calendar contest, they took a bold leap with a brand-new beer label contest.

OHS wanted to expand beyond their traditional donor base and specifically connect with a younger demographic, who had historically under-indexed in giving. With no past performance benchmarks for this type of contest, OHS and Left Hand Agency were starting from scratch—embracing the excitement of innovation while venturing into media channels that were new to the organization.

## The Strategy:

We designed an omnichannel plan that blended proven platforms with channels previously unexplored.

## Highlights:

- Meta anchored the campaign with broad awareness, while Reddit reached untapped younger audiences.
- Programmatic display extended visibility across hundreds of thousands of households, and streaming audio and podcasts ads carried OHS's story into people's daily routines.
- Broadcast rounded out the mix with trusted, high-reach messaging.
- More than 50,000 added value streaming audio impressions secured through LHA's relationship with the vendor.

## Channels:



Meta



DISPLAY



PODCASTS



BROADCAST



STREAMING  
AUDIO





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**THE RESULTS:** THE CAMPAIGN EXCEEDED EXPECTATIONS, SECURING \$108,500 IN DONATIONS—MORE THAN DOUBLE THE ORIGINAL GOAL.

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**Performance:**



**275,000+** unique users reached  
on Reddit, connecting with a  
younger audience

**\$108,500**

**Donation amount raised**  
more than double the  
\$50,000 goal

**1.4M+**

**Impressions** on Meta with a  
strong 1.11% CTR and CPC of \$0.54

**97%**

**Listen-through rate** on podcast  
and streaming placements

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**The Conclusion:**

The partnership between OHS and Left Hand Agency turned a fresh fundraising idea into a standout success. The Beer Label Contest not only surpassed its goal but also energized supporters and reached new audiences, laying the groundwork for future campaigns.

