

Campaign Goals

Raise awareness for World Wish Month in April and encourage audiences to support Make-A-Wish through donations and advocacy.

Content Inclusions

@makeawishamerica
#WorldWishMonth,
#MakeAWishPartner,
#WishMaker,
#MakeAWish

Deliverables/INF

1 Instagram Reel or Post
1-2 Instagram Story Frames (Optional)



10 Total Partners

17 Content Pieces

- 8 Instagram Reels
- 2 Instagram Posts
- 7 Instagram Stories

43.1K
Total Impressions

399.5K
Content Reach*

10.2K
Total Engagements

28
Link Clicks

* Reach defined as sum of followers for Instagram

Audience Demographics

- 61% Male
- 39% Female

Top Cities

New York
Los Angeles
San Luis Obispo

Age Groups

18 - 24 // 13%
25 - 34 // 33%
35 - 44 // 33%

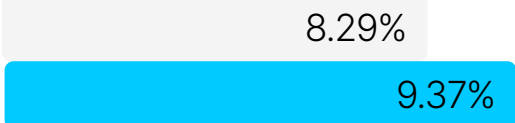


Against Benchmarks

Median ER - Instagram Reel



Median ER - Instagram Post



- CPG Industry Average
- Make-A-Wish

Top Performing Content by Engagement Rate



@girlbossmommie_3x
55.8% ER
2.3K Impressions
1.3K Engagements



@gizweezy
46.2% ER
2.9K Impressions
1.3K Engagements



@alwaysinbeige
24% ER
21.1K Impressions
5.1K Engagements

Insights

This campaign achieved a total of 42.1K impressions and an impressive 10.2K engagements, demonstrating its **significant success in driving audience interaction**. To provide context, our 2024 holiday campaign garnered approximately 26K impressions and 3.4K engagements across 23 partners. Remarkably, with just 10 partners, **engagement more than tripled**, accompanied by an IG Reel engagement rate exceeding 27%, **nearly double that of the Unwrap a Wish campaign**.

The **top-performing creators consistently utilized IG Reels**, reinforcing that Reels are highly effective in generating impressions, interactions, and engagements. Additionally, we saw that **posts that included kids consistently outperformed others** in both impressions and engagement suggesting a strong emotional resonance with audiences while making content more relatable, shareable, and empathetic.

Recommendations

Looking ahead to future campaigns, we should actively encourage creators to include short-form video deliverables. We can encourage Instagram partners post on Reels and, where appropriate, **cross-post on TikTok to drive additional awareness across platforms**.

Moreover, we can **introduce ManyChat as an optional deliverable** linked to in-feed Instagram posts in our future briefs, particularly for creators who already subscribe. This initiative aims to further enhance traffic to our donation site.