

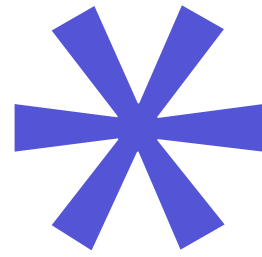


**WOUNDED WARRIOR  
PROJECT®**

# Wounded Warrior Project Mental Health

CASE STUDY





# Wounded Warrior Project Mental Health

## PROJECT SCOPE

Online video & social, digital audio, out of home, static and animated digital ads

## SERVICES

Creative Development

Production

Post-Production

## SITUATION

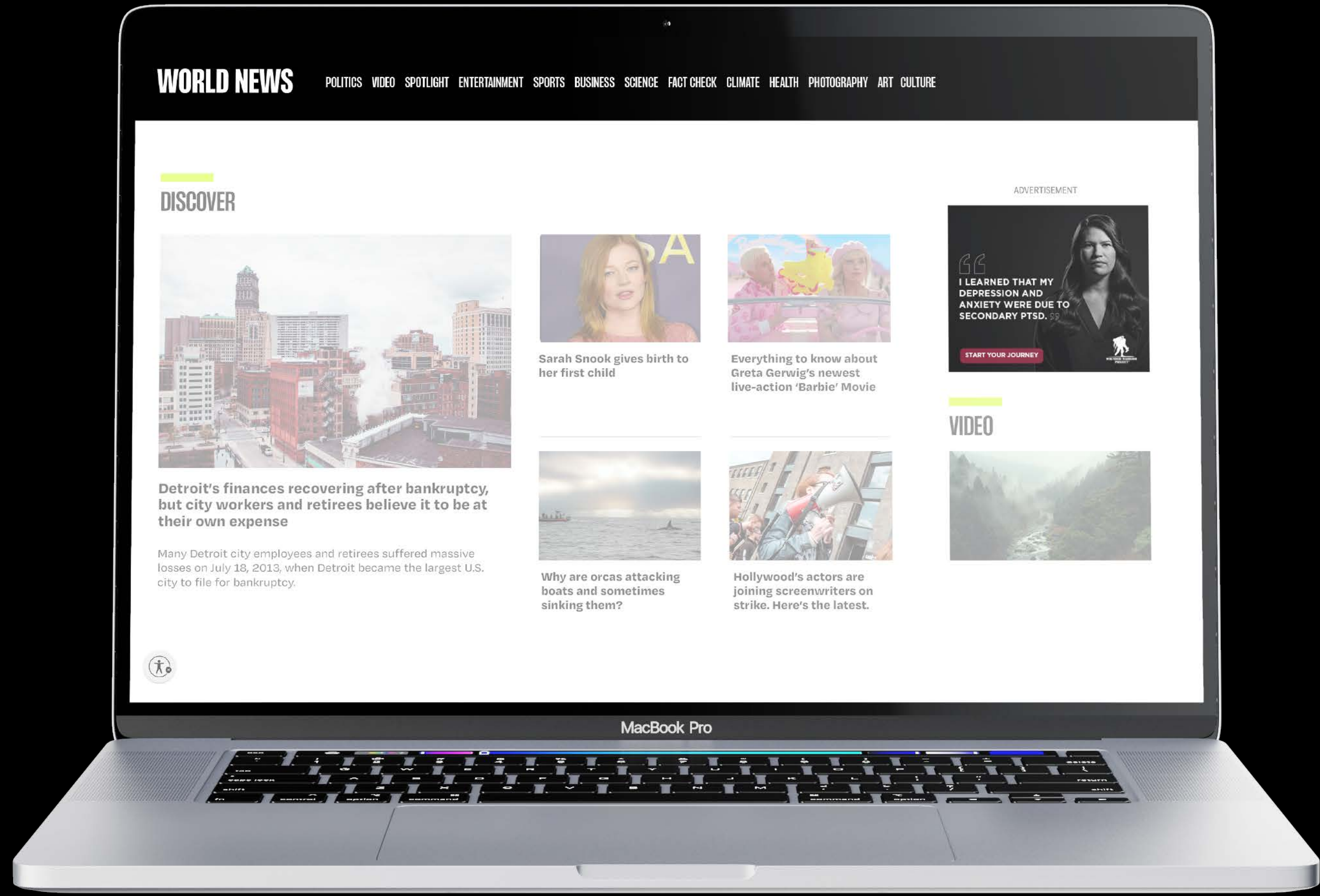
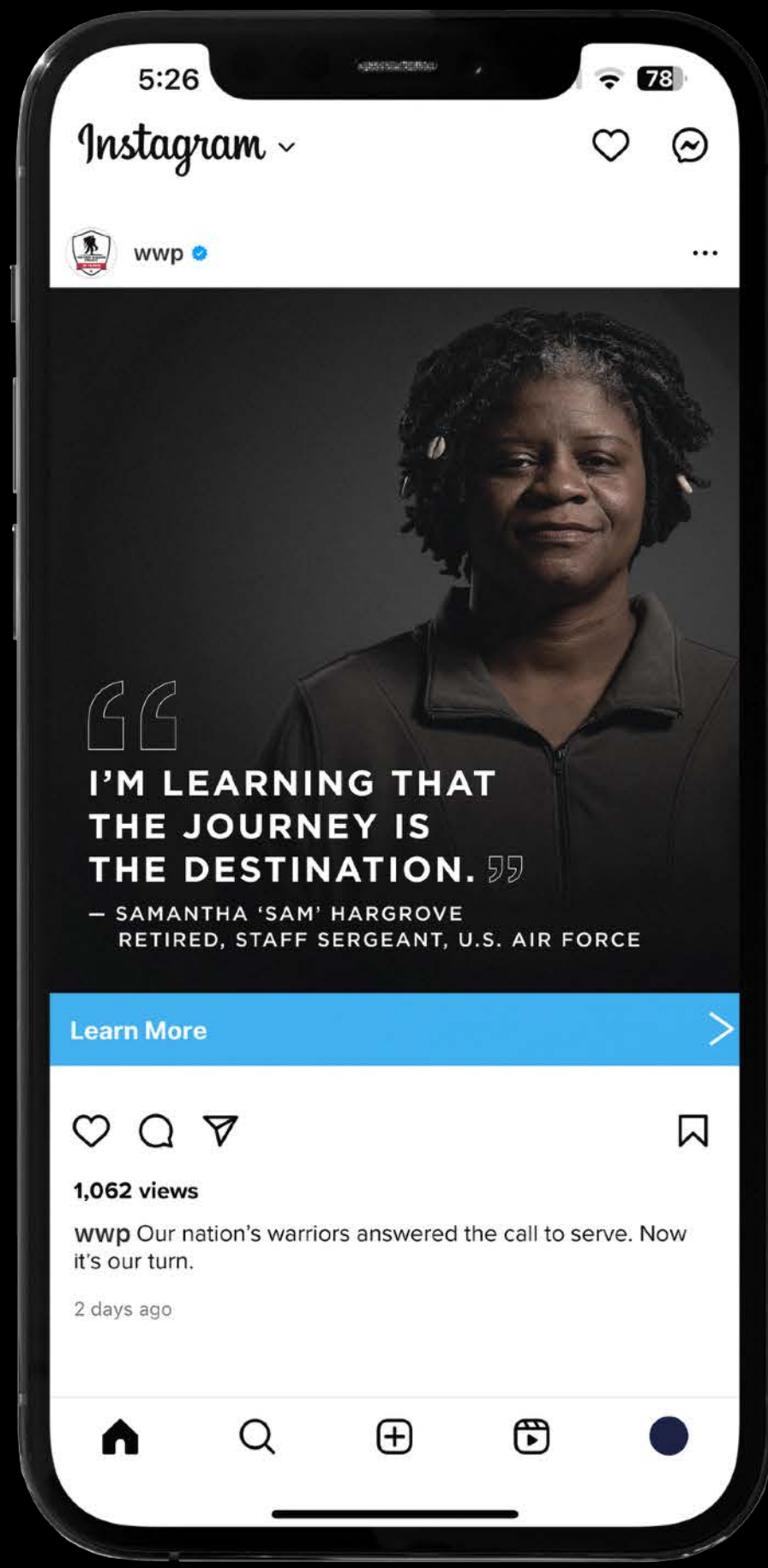
The state of mental health is an epidemic that challenges us all, but veterans endure its impact at a disproportionate rate. Many veterans struggle with isolation and experience countless barriers before they even understand they need help. While effective treatment programs exist - like WWP's Warrior Care Network® and Project Odyssey® - veterans are not seeking or receiving the care they need. We needed to find a way to engage these veterans to take action in their mental health journey.

## SOLUTION

In partnership with Wounded Warrior Project and BCG's BrightHouse division, Tilt brought the campaign strategy to life through our creative and production expertise. We developed a campaign that told real stories of veterans and caregivers to provide hope for those facing mental health struggles. The campaign retargeted veterans and caregivers experiencing mental health struggles by walking them through a 4-phase customer journey: awareness, consideration, lead generation, and abandonment.

## PERFORMANCE RESULTS

- 4.37% conversion rate from social campaign.
- 59% of the referral goal achieved after the initial 6 weeks of the 4-month campaign.





**CHRIS HOFF**  
Retired, Staff Sergeant, U.S. Army



**JENNA MALONE**  
Caregiver to a U.S. Navy Veteran



**RICHARD DORR**  
Veteran, Sergeant, U.S. Army



**SAMANTHA "SAM" HARGROVE**  
Retired, Staff Sergeant, U.S. Air Force



**BILL GEIGER**  
Retired, Master Sergeant, U.S. Army



**AARON CORNELIUS**  
Retired, Sergeant First Class, U.S. Army





Advertisement  
WOUNDED WARRIOR PROJECT

“ I WAS SUICIDAL. WARRIOR CARE NETWORK LITERALLY SAVED MY LIFE. ”

— CHRIS HOFF  
RETIRED, STAFF SERGEANT, U.S. ARMY

[START YOUR JOURNEY](#)

Serving post-9/11 veterans and their families.

WOUNDED WARRIOR PROJECT

LEARN MORE

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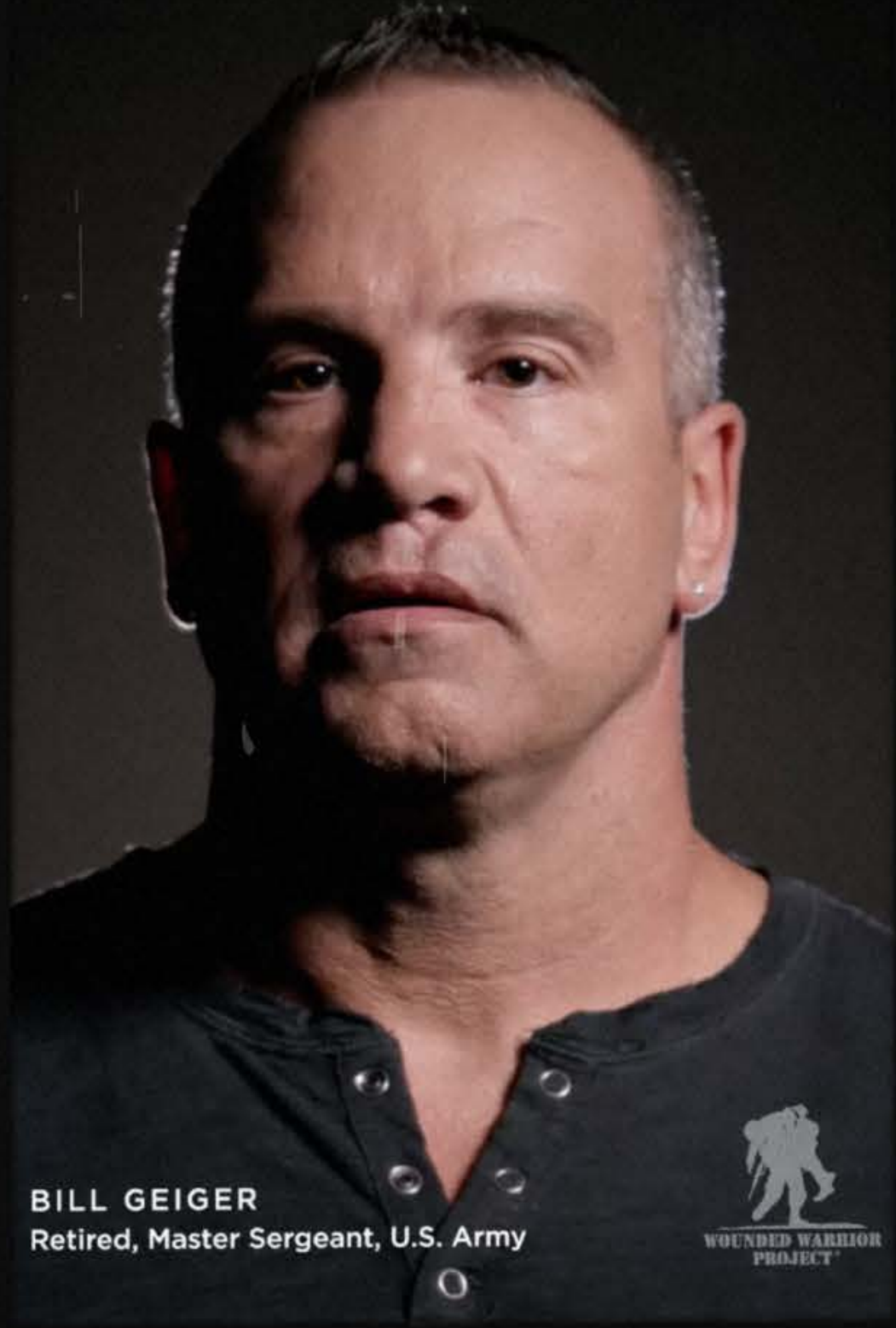
★ ★ ★ Serving post-9/11 veterans ★ ★ ★  
and their families.

“  
**WOUNDED WARRIOR  
PROJECT HELPED ME  
COPE WITH SURVIVOR'S  
GUILT AND PTSD.**”


— RICHARD DORR  
VETERAN, SERGEANT, U.S. ARMY



[WoundedWarriorProject.org/MentalWellness](http://WoundedWarriorProject.org/MentalWellness)



**BILL GEIGER**  
Retired, Master Sergeant, U.S. Army



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**WOUNDED WARRIOR  
PROJECT**

# NOT ALL WOUNDS ARE VISIBLE.



## Our programs have helped thousands of veterans begin the healing process.

Wounded Warrior Project® (WWP) supports veterans like you who are living with the invisible wounds of service. WWP offers lifesaving programs that help manage post-traumatic stress disorder (PTSD), traumatic brain injury (TBI), military sexual trauma (MST), and other conditions to help you and your family thrive in the next mission in life.

We serve veterans and service members who have sustained a physical or mental injury, illness, or a wound while serving in the military on or after September 11, 2001. Family members of these

## Start your journey. See how we can help.

Complete this form, and we'll connect you with someone who understands what you're going through and can help you start your journey to healing.

**First Name**

*First name cannot be empty.*

**Last Name**