

Friends of the Forest Preserves

Strategy | Messaging | Digital content | Paid media | Earned media

We ran a 12-month earned and paid media campaign to raise public awareness of the benefits of the Cook County Forest Preserves to the region. We ran a digital ad campaign that had a click-through rate three times higher than the national average and we placed 8 stories in local and national media, including an in-depth feature on Chicago's top broadcast news channel; an interview on [CityCast Chicago](#) (named "Best Podcast of 2022" by the Chicago Reader); and a story that ran 646 times on Chicago's public access television network, CAN TV. **The results:** Increased public awareness of the importance of the Cook County Forest Preserves, which contributed to Cook County voters approving a \$40 million boost in funding in a public referendum.

Project dates: August 2021 to August 2022
Client reference: Benjamin Cox, Executive Director | Friends of the Forest Preserves | (312) 356-9990

