

CASE STUDY

XL PR Amplifies M.E.C.A. Project's Impact on Teen/Adult Mental Health by 25%

XL PR

EARNED MEDIA XL'ENCE

OBJECTIVES

XL PR's objective: Maximize outreach and visibility for The M.E.C.A. Project, ensuring awareness of their valuable services among teens and young adults in need. Amplify impact and accessibility of resources provided by founders Kristi and Ryan Holt to support individuals struggling with mental health issues.

STRATEGY

The M.E.C.A. Project sought the expertise of XL PR to enhance their visibility and boost event attendance. Recognizing the importance of strategic media outreach, XL PR devised a comprehensive campaign to achieve these objectives successfully.

EXECUTION

XL PR enhanced The M.E.C.A. Project's visibility and event attendance through strategic media placements: Fox13Now feature on "Safe 2 Feel" event, KSL.com story on unique AI technology for emotional assessment, and StGeorgeUtah.com piece showcasing community impact.

RESULTS

The strategic media placements orchestrated by XL PR produced notable outcomes for The M.E.C.A. Project. Within a week, the organization observed a substantial 25% upswing in event attendance, directly attributable to the heightened media visibility achieved through the campaign.

CLIENT BACKGROUND

Southern Utah's The M.E.C.A. Project: Empowering youth mental health through emotional intelligence. Providing resources, expert advice, and a safe space for self-exploration. Key initiative: "Safe 2 Feel" conference, guiding attendees on emotional recognition and regulation.

CONCLUSION

The case of The M.E.C.A. Project demonstrates how a carefully orchestrated PR campaign can enhance the impact of nonprofit organizations. XL PR's successful media placements not only heightened visibility for the organization but also resulted in a tangible increase in event attendance. This success story underscores the power of strategic PR in driving engagement and extending the reach of organizations dedicated to social causes.