Connected TV and Performance Display combine to help deliver record-breaking donations for Doctors Without Borders

Company Overview

Doctors Without Borders, or Médecins Sans Frontières, provides medical assistance to people affected by conflict, epidemics, disasters, or exclusion from healthcare.

> "Quantcast helped us to shatter our fundraising records, highlighting the power of prospecting through the Quantcast Platform. As our main programmatic partner, we look forward to working together to break even more fundraising targets in the future."

MATTHEW HAMILTON-DALE
PRINCIPAL ADVERTISING STRATEGIST, CRAFTED

CHALLENGE

In its mission to provide emergency aid and critical healthcare services to communities in need, Médecins Sans Frontières, also known as Doctors Without Borders, plays a vital role on the frontline of humanitarian crises around the world. For their Holiday 2021 campaign, after international aid had been withdrawn, they sought to raise awareness of the crisis in Afghanistan.

SOLUTION

Building on a long-term performance advertising partnership, Quantcast and Crafted expanded the strategy to an omnichannel integrated brand & performance approach. Quantcast's unique real-time data paired with simple multi-channel activation, allowed them to introduce connected TV (CTV) to help them reach an untapped audience of younger prospects that no longer consume traditional TV, driving their message home with the next generation of donors.

RESULTS

The Holiday 2021 campaign shattered fundraising records to become Doctors without Borders' most successful fundraising effort to date. The campaign hit their original fundraising goal within two weeks and ultimately exceeded their target donations more than threefold.

Their work never stops and neither does the need to reach new audiences to fund it, and with Quantcast, Doctors without Borders' marketing budget can unlock more donations for its work around the world.

HIGHLIGHTS

Shattered previous donation records

3x 📈

the donation target