CHHA-NL: Ultimate Dream Home Lottery
CASE STUDY

The Canadian Hard of Hearing Association Newfoundland & Labrador (CHHA-NL) faced an unforeseen hurdle in their 2023 Ultimate Dream Home Lottery campaign. With TikTok banning lottery-related ads, they embarked on a search for a fresh and innovative platform to reach their audience.

STRATEGY

In a swift and strategic move to provide CHHA-NL with a fresh approach beyond their previous TikTok campaigns, Postmedia seamlessly transitioned the campaign to Digital Audio Advertising. This innovative shift not only maintained compliance but also ensured the message resonated powerfully with the target audience, all within a tight schedule and under stringent advertising guidelines.
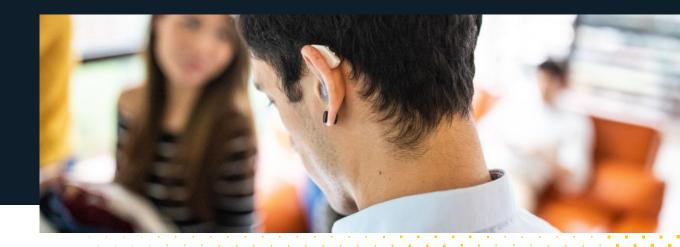
Key Solutions

- **Digital Audio Ads:** Moved the campaign from TikTok to Spotify after regulatory changes.
- **Localized Targeting:** Tailored the campaign to reach Newfoundland's limited but highlight specific audience
- **Quick Adaptation:** Launched the revised campaign promptly to meet time-sensitive objectives.

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> *Due to TikTok's changing regulations regarding online lotteries, we followed the advice of Postmedia and changed a portion of our social media buy to Spotify resulting in an exceptional completion rate -- over 67,000 completed listens! Given the relatively small population of this province, this penetration was an impactful addition to our overall social media campaign.*
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Wayne Wheeler , Private Consultant - Canadian Hard of Hearing Newfoundland

RESULTS

This campaign demonstrates the value of strategic flexibility and creative problem-solving in the face of unforeseen obstacles. By quickly pivoting to Digital Audio Advertising, the CHHA-NL lottery campaign overcame regulatory challenges ensured compliance, and engaged the audience effectively, contributing to a successful promotion.

72.5K	**93%**	**68K**
IMPRESSIONS	COMPLETTION RATE	COMPLETES
426	**0.60%**	
CLICKS	CTR	

POSTMEDIA