



CASE STUDY:

NATIONAL MOBILITY EQUIPMENT DEALERS ASSOCIATION

LIFE MOVING FORWARD CAMPAIGN

In today's world of constant communication and information digestion, it's critical that organizations and brands find ways to generate earned media to break through the clutter. Earned through third party endorsement or coverage by media, bloggers, and even social media heavyweights, this type of awareness can be worth millions.

However, the days of simply sending out a press release and waiting to see your story in ink are long gone. It takes a strong, truly integrated, public awareness plan utilizing not only using standard tactics, but also special events, unique promotions, and even sweepstakes to garner additional attention to what is sometimes overlooked by the media. For our client, NMEDA, the message they want to convey was strong and clear, but we still had to break through the clutter and rise to the top of awareness levels. Our team answered this challenge by developing and implementing the now annually running National Mobility Awareness Month, a season-long promotion encompassing a full breadth of strategic communications efforts.



**NATIONAL MOBILITY
EQUIPMENT DEALERS
ASSOCIATION**



INDUSTRY

HEALTHCARE
NONPROFIT
ADVOCACY
BEHAVIOR CHANGE



AUDIENCE

INDIVIDUALS WITH
MOBILITY CHALLENGES
CAREGIVERS
FAMILIES
MOBILITY DEALERS AND
INDUSTRY PARTNERS



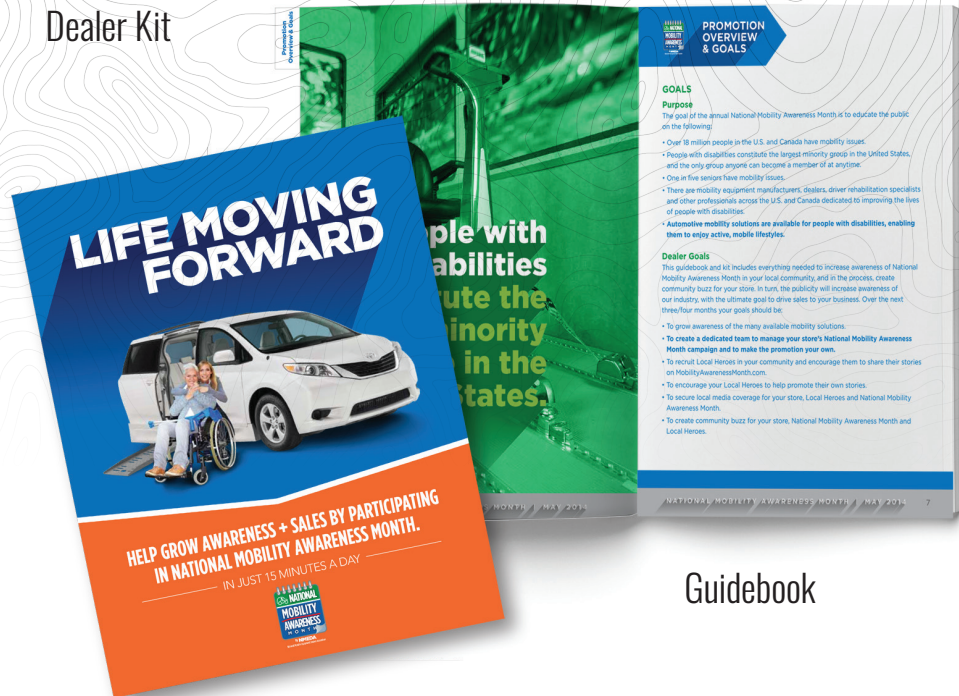
CATEGORY/TACTICS

CAMPAIGN STRATEGY
PUBLIC RELATIONS
PARTNERSHIP ENABLEMENT
TV BROADCASTING
PRINT ASSETS
PAID SOCIAL MEDIA
WEBSITE CAMPAIGN
REPORTING

CASE STUDY: NMEDA LIFE MOVING FORWARD



Dealer Kit



Guidebook



Each May, NMEDA partners with us to celebrate and foster the idea of “Life Moving Forward” during National Mobility Awareness Month (NMAM). An annual promotion developed by our team to showcase the many available accessible solutions, NMAM and its Local Heroes Contest provide individuals, families, and caregivers across the U.S. and Canada with an opportunity to win a free Wheelchair Accessible Vehicle, donated by NMEDA members and sponsors.

Following the campaign’s wildly successful first two runs, which included a congressional declaration of May as National Mobility Awareness Month, NMAM’s third annual installment not only called for a bigger and better engagement, but also promised even more work benefiting the mobility industry, its members, and those who need their products and services most.

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National TV Commercial
<http://ow.ly/gFRHs>



WORK.

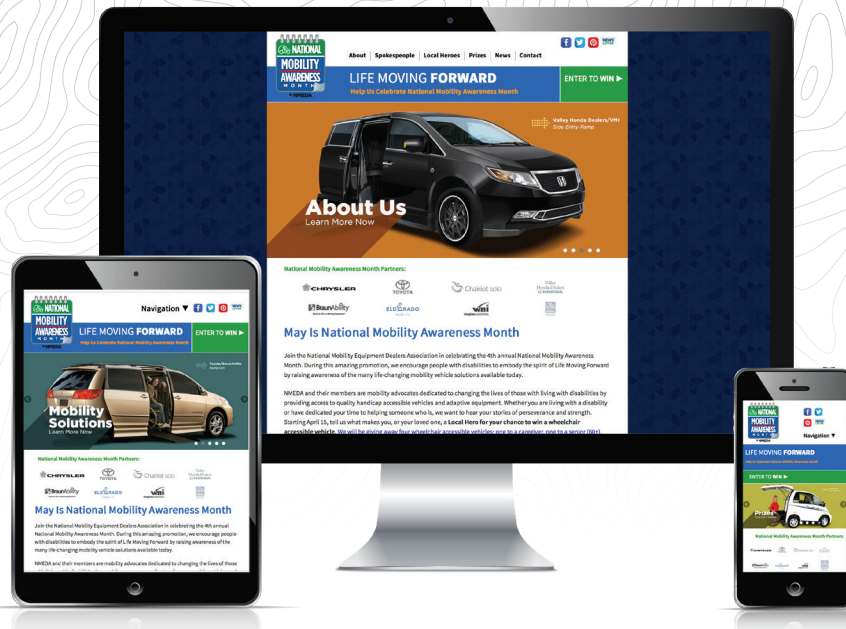
Gearing up for the campaign's launch, we created and sent personalized kits to OEMs and NMEDA members asking for vehicle, conversion, or equipment donations. With an eye-catching design and engaging messaging, our kits were successful in securing four Wheelchair Accessible Vehicles to be given away during the Local Hero Contest.

One of NMAM's distinguishing features is the unmatched support NMEDA members receive throughout the promotion. For the third time, our team created, produced, and distributed Dealer Kits comprised of relevant statistics, marketing collateral (including posters, window clings, and table tents), and a promotion guidebook outlining a step-by-step approach to a successful campaign for each dealership.

CASE STUDY: NMEDA LIFE MOVING FORWARD



Print Ads



Website Design
mobilityawarenessmonth.com

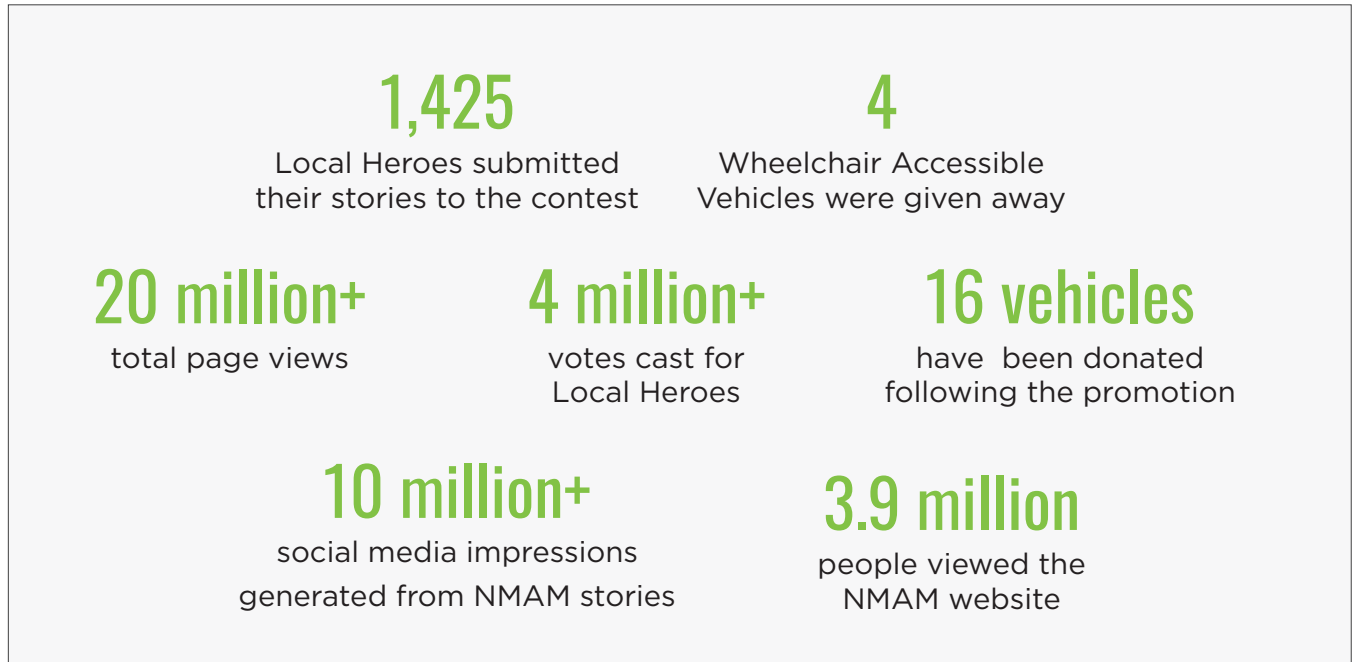
NMEDA members were also provided with unique dealer codes, which granted Local Hero contestants extra votes when submitting their stories, driving leads to local mobility specialists.

To keep up momentum and generate further buzz for the campaign and contest, evok enlisted Mike Savicki and Ashley Lauren Fisher, two prominent figures within the disability community, to be NMAM's spokespeople. Mike and Ashley Lauren participated in a media tour, promoting NMAM and the exciting work NMEDA does for people with disabilities and their caregivers.

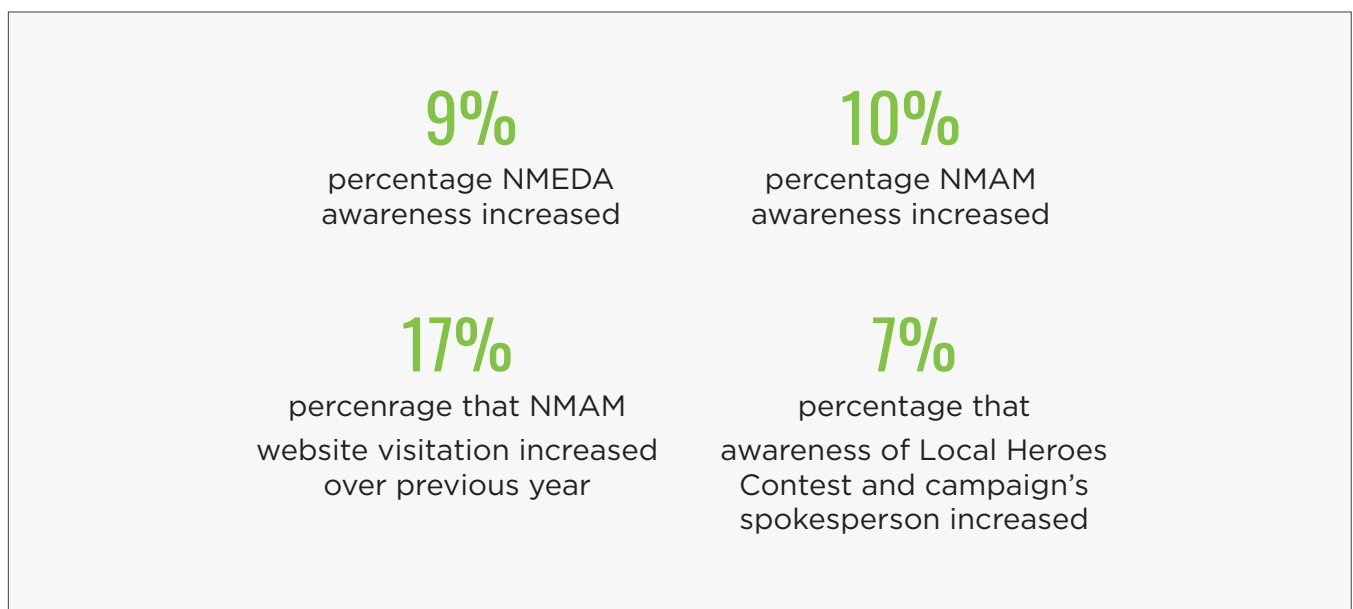


RESULTS.

In its third iteration, NMAM once again generated more meaningful stories and positive results than could have ever been anticipated.



In addition to the engagement created by the promotion, we also succeeded in boosting awareness levels of NMEDA and its campaigns over previous years' numbers:



KEY TAKEAWAYS

- Transforming a complex advocacy message into a season-long national campaign helped NMEDA break through media clutter and elevate awareness of mobility solutions.
- National Mobility Awareness Month evolved into a scalable platform that combined earned media, paid promotion, experiential storytelling, and community participation.
- The Local Heroes Contest created emotional resonance while driving engagement, lead generation, and dealer involvement across the U.S. and Canada.
- Comprehensive dealer support, including customized kits, toolkits, and promotional guidance, strengthened participation and unified execution across member locations.
- evok's fully integrated communications approach delivered measurable impact, increasing awareness, engagement, and advocacy while advancing NMEDA's mission to help people move life forward.