



CASE STUDY:

NATIONAL MOBILITY EQUIPMENT DEALERS ASSOCIATION

NATIONAL AWARENESS CAMPAIGN FOR ADAPTIVE TRANSPORTATION SOLUTIONS

The National Mobility Equipment Dealers Association (NMEDA) is a nonprofit organization dedicated to expanding mobility options for people with disabilities. As a longtime partner, evok has helped position NMEDA as a trusted industry authority by raising awareness of adaptive transportation solutions and connecting individuals and families to certified mobility professionals.

To amplify this mission, evok created National Mobility Awareness Month (NMAM), a nationwide campaign celebrating accessible transportation and the importance of mobility independence. What began as a single promotion grew into a nationally recognized initiative, supported by digital engagement, media outreach, and on-the-ground dealer participation—all designed to reach and empower those who need mobility solutions most.



**NATIONAL MOBILITY
EQUIPMENT DEALERS
ASSOCIATION**



INDUSTRY

HEALTHCARE
NONPROFIT
ADVOCACY
BEHAVIOR CHANGE



AUDIENCE

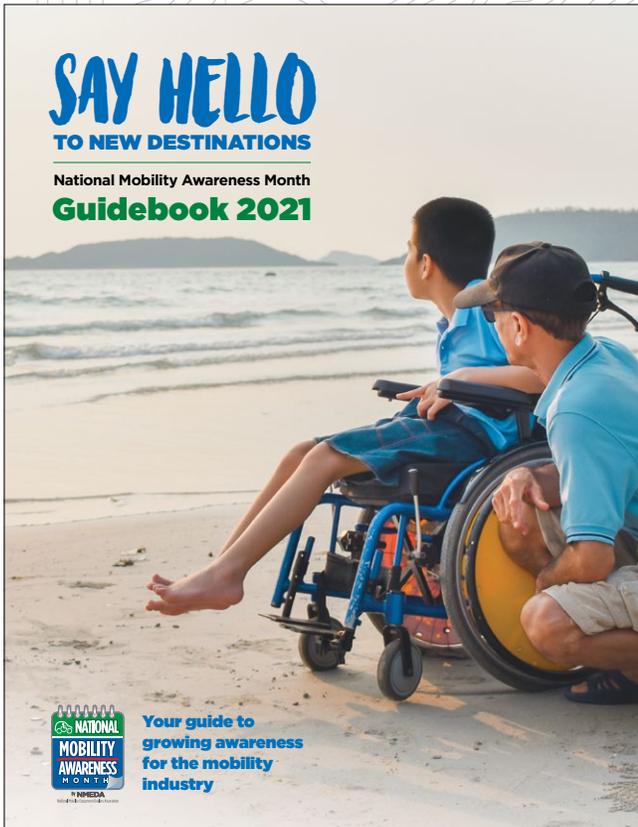
MINORITIES
VETERANS
SENIOR CITIZENS
UNDERSERVED AUDIENCES



CATEGORY/TACTICS

MULTIMEDIA MARKETING
PROGRAMMATIC ADVERTISING
DIGITAL MARKETING
SOCIAL MEDIA MARKETING
OUT-OF-HOME
RADIO
TELEVISION
OTT

CASE STUDY: NMEDA NATIONAL MOBILITY MONTH



NMAM Guidebook



NMAM Fact Sheet



IDEAS.

The National Mobility Equipment Dealers Association (NMEDA) is a nonprofit organization dedicated to expanding mobility options for people with disabilities, working to provide safe and reliable adaptive transportation solutions to help build the road to independence. A longstanding evok client, NMEDA partnered with our agency to help brand the association as the authority in the industry and educate the marketplace on available mobility solutions. Since then, our work together has changed countless lives and supported families across the country by not only raising awareness of the work NMEDA does but also connecting those in need to qualified professionals who can help.



National Mobility Awareness Month Facebook Post



WORK.

With the goals of highlighting mobility solutions and the work done by NMEDA, the evok team created National Mobility Awareness Month (NMAM), an annual awareness campaign that started in 2012. Over the years, the promotion has included contests to award wheelchair accessible vehicles to “Local Heroes,” and countless hours of extensive planning, preparation and production. Each year, NMAM became a bigger and bigger promotion, with more moving parts.

As part of our engagement, our team identified the best ways to connect individuals and families with mobility needs to NMEDA dealers in their areas. We designed and built a consumer-facing website, inclusive of dedicated campaign landing pages, with easy-to-follow navigation and content hierarchy that guided visitors to the information they were after quickly and seamlessly. It features a powerful Dealer Locator, invaluable resources for finding, purchasing and financing vehicles, as well as a blog with hundreds of relevant articles.

From ensuring all NMEDA dealers were ready for the campaign by arming them with Dealer Kits complete with marketing collateral and a promotional guidebook, to garnering widespread coverage to maximize awareness efforts, our agency's dedication to the cause was highly focused and equally recognized. A testament to the amount of work involved in making this campaign a national success, **National Mobility Awareness Month has officially been sworn into congressional record and is now nationally celebrated as an official awareness month.**



RESULTS.

In 2021 alone, National Mobility Awareness Month garnered the following results:

748

link clicks

4,442

engagements

3,204

mentions in the media

28,026

organic impressions

324,216

people reached through
social media



NMAM Landing Page
<https://nmeda.org/nmam/>

KEY TAKEAWAYS

- A national awareness initiative built around clear storytelling helped position NMEDA as a trusted authority in adaptive transportation.
- Creating National Mobility Awareness Month expanded reach and engagement, transforming a single campaign into a nationally recognized movement.
- Integrated digital, social, and media strategies connected individuals and families to certified mobility dealers, strengthening the pathway to independence.
- Evok's long-term partnership elevated visibility for mobility solutions while driving measurable participation and nationwide advocacy.