Campaign Case Study
Friedman Foundation
“Why Not? Indiana” Campaign

CLIENT: Friedman Foundation

CHALLENGE:
As Indiana’s public education system was falling behind country averages, education reform discussions
were taking place across the state. The Foundation for Educational Choice needed a platform to educate
Indiana residents about the different types of school choice. Their goal was to make sure Indiana
residents were well-informed, had a way to share information about education reform with their friends
and family and had access to become more involved in school choice events and discussions.

SOLUTION:
Incite launched a statewide public education campaign and created a new
umbrella brand to raise awareness about education reform and school choice.
The statewide campaign branded as “Why Not? Indiana” with the tagline
“Options. The next chapter in education,” targeted parents, mothers and
community and opinion leaders. Running for seven weeks from December
2010 to February 2011 in five primary markets and two secondary markets
throughout Indiana, the campaign educated Indiana residents about options in
education using a custom-built website and a statewide media campaign. Incite
strategically branded the campaign to present the types of school choice in an informative manner that
would leave an individual thinking, there is a way to achieve effective education and parts or all of the
school choice plan should be the solution to the current educational environment in Indiana.

Incite created WhyNotIndiana.com to serve as an online portal for Indiana
residents to learn more about different options in education and to provide a
platform for information sharing and database gathering. Campaign messaging
reached target audiences via radio, print, outdoor, online and social media
advertising. Radio advertising reached residents in all 92 Indiana counties, and
print advertising was placed in each of the campaign’s primary and secondary
markets’ local newspapers. Online advertising was placed on Google, Facebook
and local newspaper websites as well. The outdoor strategy included an
extensive billboard campaign surrounding central Indiana and the primary target
markets, and newsstand ads in downtown Indianapolis that reached public
education, business and government leaders. Mobile billboard advertising also circled downtown
Indianapolis on dates when school choice events were occurring such as National School Choice Day.

RESULTS:
The campaign made a significant statewide footprint in Indiana. A strong media mix of radio, print, online
and outdoor advertising made millions of impressions on Indiana residents. In seven weeks, 11,348
unique viewers visited WhyNotIndiana.com, outperforming standard monthly unique visitor metrics for
similar issue-oriented websites, and 2,365 people signed up to pledge their support for more options in
education. In April 2011, the State of Indiana took the next step in education reform when six education
reform bills were passed into law.