



Drop & Hook and WAA

2025 TRAILBLAZER AWARD WINNER

ELEVATOR PITCH

Building on last year's award-winning TikTok launch, drop & hook supported Wreaths Across America in elevating its Moving the Mission campaign in 2024 by expanding the nonprofit's TikTok presence and direct outreach to trucking partners via email marketing.

Supported by a \$150,000 ad credit from TikTok's Corporate Social Responsibility Team, we partnered with creators and strategically blended organic and paid content to maximize impact on TikTok. In December alone, Wreaths Across America earned over 25.6 million impressions. Trucking-related videos generated 3 million views throughout the year, including 1.6 million in December. Across 18 trucking videos featuring drivers sharing what moving the mission means to them, tours of the Driver's Lounge, and Honor Fleet features, we earned over 3,000 engagements.

At the same time, we enhanced engagement through the Moving the Mission email campaign, sending nine targeted emails to trucking partners and event attendees, including a dedicated Moving the Mission newsletter. These emails delivered an average open rate of 22% and a 13.4% click-through rate, keeping transportation partners informed and engaged. Supported by in-person events and additional social media efforts on Facebook and LinkedIn, this comprehensive approach deepened industry connections, increased participation in the Honor Fleet, and ultimately ensured millions of veterans' wreaths were delivered to 4,900+ locations nationwide.



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MEASURABLE RESULTS AND OBJECTIVES ACHIEVEMENT

Our goals for the Moving the Mission campaign included:

- Increase awareness of Wreaths Across America's transportation needs.
- Drive recruitment of volunteer trucking companies and drivers to join the Honor Fleet.
- Deepen engagement with trucking partners and maintain year-round communication.

A few examples of success include:

- Expanded the Moving the Mission newsletter audience with 325 net new subscribers, strengthening year-round communication with trucking partners.
- Generated 325 total email clicks, including 119 direct clicks on "Find Your Lane" in the - September 2024 Moving the Mission email, sent during a critical period for filling open lanes.
- Drove 3 million trucking-related impressions on TikTok in 2024, leveraging a mix of organic and paid content to maximize reach and engagement.
- Earned an 18% average open rate on three event attendee emails, strategically targeting trucking professionals at key industry events to connect with new Honor Fleet partners.



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BLAZING A TRAIL

This campaign pushed the boundaries of digital outreach in the trucking industry by experimenting with a \$150K TikTok ad credit, which included a Top Feed campaign and sparked posts, launching a TikTok Creative Challenge to collaborate with creators, and utilizing what we know works - organic driver engagement stories and behind-the-scenes looks at the First Mile Driver Experience.

A key innovation was our participation in the TikTok Creative Challenge, where we created a detailed creator brief outlining key messages and campaign objectives. This resulted in 66 video submissions, with 13 selected for paid campaigns. While not exclusively trucking-focused, these videos helped raise awareness of Wreaths Across America’s mission.

With few trucking industry companies using TikTok, we blazed a trail by combining organic and paid campaigns alongside email marketing to both grow awareness and drive engagement. We also strengthened relationships with trucking partners through our Moving the Mission newsletter and targeted emails to trucking show attendees.

VIDEO LINK



OTHER MATERIAL

