

# GLOBAL PEACE FOUNDATION (GPF)

## CASE STUDY : GLOBAL PEACE FOUNDATION (GPF)

### CLIENT OVERVIEW

Global Peace Foundation (GPF) is an international nonprofit organization focused on fostering global peace, leadership, & shared prosperity. They aim to unite people across cultures to promote peace and development globally.

### CHALLENGES/GOALS

GPF wanted to

- Expand their digital reach and engagement, particularly on social media.
- Drive more traffic and engagement with their video content.
- Increase overall campaign effectiveness while optimizing costs.

### SOLUTION IMPLEMENTED

Avenue180 deployed an AI-driven digital marketing strategy that included

#### Influencer Marketing Campaign

We curated and reached out to a list of influencers with 10K-100K followers to promote GPF's mission.



#### AI-Enhanced Video Campaigns

Multiple high-impact video ads were created using stock footage, event footage, and AI-powered targeting, focusing on themes like Korean unification, youth leadership, and global peacebuilding.



#### Data-Driven Optimization

Using AI tools, we analyzed audience behaviors to refine targeting and improve engagement across platforms, including YouTube, Facebook, & Instagram.



### EXECUTION/PROCESS

#### Influencer Outreach

Reached out to 50 influencers and successfully onboarded 25 to promote GPF's campaigns.



#### Video Campaigns

Created and optimized video ads for key events like the Global Peace Leadership Conference and the Journey Towards 15 Billion Trees, achieving significant engagement.



#### Analytics Integration

Leveraged GA4 and campaign insights to track performance and adjust strategies in real-time.



### RESULTS/IMPACT

With Avenue180's AI-powered strategies, GPF achieved

#### Video Engagement

- **1,506,435** impressions for the Global Peace Convention 2023 video
- **808,386** impressions for local projects .

#### Social Media Growth

- **40%** increase in Facebook engagement.
- **35%** increase in YouTube views within 30 days .

#### Campaign Success

- For the National Tree Growing Event 2024, GPF garnered **127,738** impressions, starting from zero
- Recap on Indo-Pacific Leadership Conference saw a **1885.76%** increase in impressions .

#### Cost Optimization

- Campaigns saw over **50%** reduction in cost-per-click (CPC), with significant increases in engagement .

#### Testimonial

"Avenue180's innovative use of AI has been crucial to GPF's growth. Their ability to optimize our video campaigns and engage influencers effectively has expanded our reach globally, all while keeping costs under control."

— [Client Representative], Global Peace Foundation

