



A F E M F O R W A R D

Press Release

For Immediate Release

FEM, HABITAT FOR HUMANITY AND FURNITURE BANK TELL DONORS TO STUFF IT



25 August 2014, Toronto, Ontario – Female Engineered Marketing (FEM), an agency specializing in marketing with women, told donors to stuff it on behalf of Habitat for Humanity and Furniture Bank. The two charities launched a unique one-day event on June 18, which involved sofas appearing across the GTA in unexpected places, such as in Bay Street office towers and the fashion district. Street teams invited prospective donors to ‘stuff the sofa’ with whatever they could contribute, and start a larger conversation around the ongoing need for creating safe, stable environments to live in.



To help draw even more attention to these forward-thinking and worthy charities, FEM created provocative promotional materials for the event. Posters and elevator digital advertising encouraged donors to tell their boss, lawyer and even their barista to go “Stuff It!” Visually captivating postcards, T-shirts and donation dollars rounded out the promotional offering.

“Charities have to work extraordinarily hard to capture donor attention, and Habitat for Humanity and Furniture Bank did just that with their unique event,” said Emily Spensieri, President of FEM. “We felt the concept warranted equally unique messaging to help raise awareness and funds. And, while the approach was cheeky, it was not offensive, which is an effective approach when marketing with women.”



Event organizers were pleased with the Stuff The Sofa inaugural event, but according to Lisa Bogart, Marketing Manager at Habitat for Humanity, there is opportunity for growth. “We’re very pleased with the effective and bold approach FEM took with promotional messaging – we believe the tongue in cheek creative not only broke through the clutter, it created a few chuckles and lifted spirits from Bay Street to Queen Street. We thank FEM for its generosity and we look forward to partnering again in the near future,” said Bogart.



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