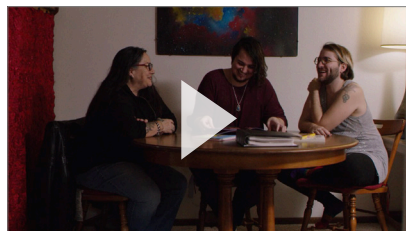


this is my family



CLIENT: FAMILY JUSTICE NETWORK

The Family Justice Network, a coalition of over 30 advocacy organizations from across the country, is led by A Better Balance and Family Values @ Work, two national organizations dedicated to expanding paid family- and medical-leave policies for workers across the United States.

A Better Balance

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Family Justice Network Campaign

Paid leave provides stability and peace of mind to families during the most challenging of times. But when these programs are based on an extremely limited definition of “family,” they leave out millions of people and their real-world experiences. More than 80% of US families today are a blend of generations, extended relatives, and other loved ones not related by blood or marriage—particularly for people of color, immigrants, refugees and asylees, people with disabilities, people in rural and low-income households, and members of the LGBTQIA+ community. Narrow, outdated definitions of family mean these communities are disproportionately excluded from paid family- and medical-leave policies that promote healthier families, reduce workforce turnover, and strengthen the overall economy.

Brink was engaged to create a campaign that connected abstract details of paid-leave policy to the emotional experiences of real families. In December 2021, “This Is My Family” launched at ThisIsMyFamilyUSA.org and in paid-media placements across social media. Profiling the real-life experiences of Nicole, Yee Won, and Kieran and Riley in candid video interviews, the campaign invites others who have or could benefit from paid family- and medical-leave to add their voices to this growing movement. Brink also produced a comprehensive digital media and communications toolkit for network partners, along with training and guidance for implementing messaging and assets within their channels.

One month into the campaign, social ads are performing very well, with a click-through rate of 7.1% (industry average: 0.90%). Video ad impressions exceed 24,000, with over 15,000 views so far and a 63% view rate (Facebook’s average: 30%). We look forward to further collaboration with the Family Justice Network in 2022.

Services:

- Branding
- Communications/campaign strategy
- Copywriting
- Design: digital, out of home, print, web
- Logo design
- Media training
- Meeting facilitation
- Messaging and narrative development
- Paid media: strategy, planning, buying, placing, tracking
- Photography
- Research
- Social media support: content creation, design, implementation, metrics
- Video
- Website: UX, design, copy, development