

Nielsen Results Confirm C360 is a Leader in PSA Placement

Each year Nielsen releases a 12-month ranking report of the top performing television public service announcements. We're proud to report that of the 1,800 studied campaigns, Connect360 distributed seven of the top 50 PSAs (14%) ranked by airings!

Additional Rankings from the Nielsen Report



- 19 Connect360 PSA campaigns were among the 5% most successful PSAs on TV
- 51 Connect360 PSA campaigns were among the 10% most successful PSAs on TV
- 59 Connect360 PSA campaigns were on the top 200 list
- 77 Connect360 PSA campaigns were on the top 300 list

Connect360 is a leading provider of cause-related public awareness and multimedia campaigns that drive audience engagement for some of Charity Navigator's highest ranked nonprofits, top government agencies, Fortune 500 supported foundations and well-known associations. As a full-service content creation and strategic media placement company, Connect360 provides clients with award-winning public service campaign results that have a significant awareness impact and benefits the organization's bottom line.

If you are thinking about creating a PSA or looking to develop an effective PSA marketing campaign that delivers strong ROI for your organization, please connect with us!