



## Donny Hathaway Holiday Campaign – Case Study

Primary Wave/Rhino Music Label and Donny Hathaway partner with Volta Charging to promote the 50th anniversary of Donny’s "This Christmas" with the launch of his first ever (animated) music video. The partnership, over key holiday timing - as people were completing their essential shopping, delivered messaging on Volta screens to watch the video via a call to action driving traffic directly to the video.

There was also an extensive social media campaign with 1+ million targeted impressions encouraging fans to snap a photo in front of the Hathaway ad on one of the many stations for a chance to win Donny’s music collection on vinyl while using the hashtag #ThisVoltaChristmas. This collaboration sparked a definitive increase in views of the video over the Christmas holiday/promotional period. The [www.DonnyHathaway.com](http://www.DonnyHathaway.com) site also featured details of the partnership/giveaway with one lucky fan ultimately winning the collection.

### Campaign Performance

- Total Impressions Delivered: 6,000,000
- Targeted Across Key Markets:
  - Atlanta
  - Chicago
  - Los Angeles
  - New York
  - San Francisco
  - Washington D.C.

“*The Volta campaign increased awareness for the 50th anniversary of what many consider to be the first Black Christmas anthem - This Christmas, by Donny Hathaway. Not only is this a timely and significant moment to recognize, it is even more important to celebrate this milestone when so many needed some holiday cheer.*

- Primary Wave



1,326 likes

lalahhathaway While we hope everyone is staying safe at home this holiday season, if you are driving somewhere where the fireside will be burning bright, catch the 50th anniversary celebration ad of Donny Hathaway’s “This Christmas” on Volta EV charging stations. If you catch it, snap a photo and post with #ThisVoltaChristmas for your chance to win a Donny Hathaway Collection on vinyl!!!!!! 🎄 ⚡ 🎧