

3 Million Australians Inspired to Help End Youth Homelessness

Melbourne, Australia — August 2025 — Hundreds of young Australians at risk of homelessness will have a safer future thanks to the success of Kids Under Cover's *Donate Your Car* program, powered by a multi-year campaign with digital marketing agency BizWisdom.

Over three years, the campaign inspired more than 2,400 Australians to donate their vehicles, reaching an audience of over 3 million people nationwide. Proceeds from these donations have gone directly into housing and education programs that prevent youth homelessness.

After the pandemic, car donation numbers had plateaued – even though Kids Under Cover was already the best-known name in the space. That's when BizWisdom stepped in to help rethink the story.

"There's an old adage in marketing that if you're the number two brand, the job to be done is to win market share away from the number one brand. In this case, Kids Under Cover were the leading brand, so the job to be done was to grow the category. If we could make the category bigger, then there would be more demand for the product that they sell," said Sam McEwin, director and founder at BizWisdom.

BizWisdom collaborated with branding agency DiMarca to reposition the campaign around the human problem behind the financial one. Rather than focusing on the act of giving away a car, the campaign elevated the cause with a new slogan: *"Gone to a Better Home"*.

By connecting the story of each donated car to the life of a young person in need, the message created an emotional bridge that went beyond transactional giving. It became the campaign's creative anchor – resonating with values-driven donors and delivered consistently across all touchpoints.

The message spread across TV, podcasts, social media, petrol station screens, and even the Formula 1 calendar – reaching Australians wherever they were. Each placement reminded people that an unused car could be transformed into real change for someone in need.

Across three years, the campaign:

- Reached 3M+ Australians
- Delivered 2,400+ car donations
- Funded critical housing and education support for young Australians at risk of homelessness

"This campaign shows the incredible impact that happens when generosity meets creativity," said a BizWisdom spokesperson. "Every car donated isn't just a vehicle – it's a chance for a young person to build a brighter future."