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The Car Donation Campaign that Rewrote the Playbook

Melbourne, Australia — August 2025 — Strategic digital marketing agency BizWisdom has announced the results of a three-year campaign for Kids Under Cover's *Donate Your Car* program, delivering over 2,400 vehicle donations and reaching more than 3 million Australians through a full-funnel, insight-driven approach.

Despite already dominating the “car donation” organic search terms, Kids Under Cover faced stagnating donation volumes following the COVID-19 pandemic. Rather than chasing marginal gains through search engine optimisation alone, BizWisdom recognised the deeper challenge: the category itself was underdeveloped.

“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.

The campaign line, “*Gone to a Better Home*”, connected both the car and the cause, creating a brand platform that could scale across channels with emotional consistency.

BizWisdom developed a full-funnel strategy designed to build awareness and drive sustained conversions. The campaign integrated:

- **CTV, Podcasts & Social Media:** storytelling at scale to reach audiences where attention is highest.
- **Petrol Station Digital Screens:** hyper-contextual placements aligned with the donor mindset.
- **F1 Calendar Integration:** tapping into motoring audiences through sustained event-based alignment.
- **Paid Search, Social & Remarketing:** driving performance with precision and continuity.

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 was not just a campaign, it was a business growth initiative with measurable social outcomes.

“We translated digital investment into real-world change. That’s the kind of work we aim to do at BizWisdom: data-led, human-focused, and outcome-driven,” a representative of the BizWisdom team stated.