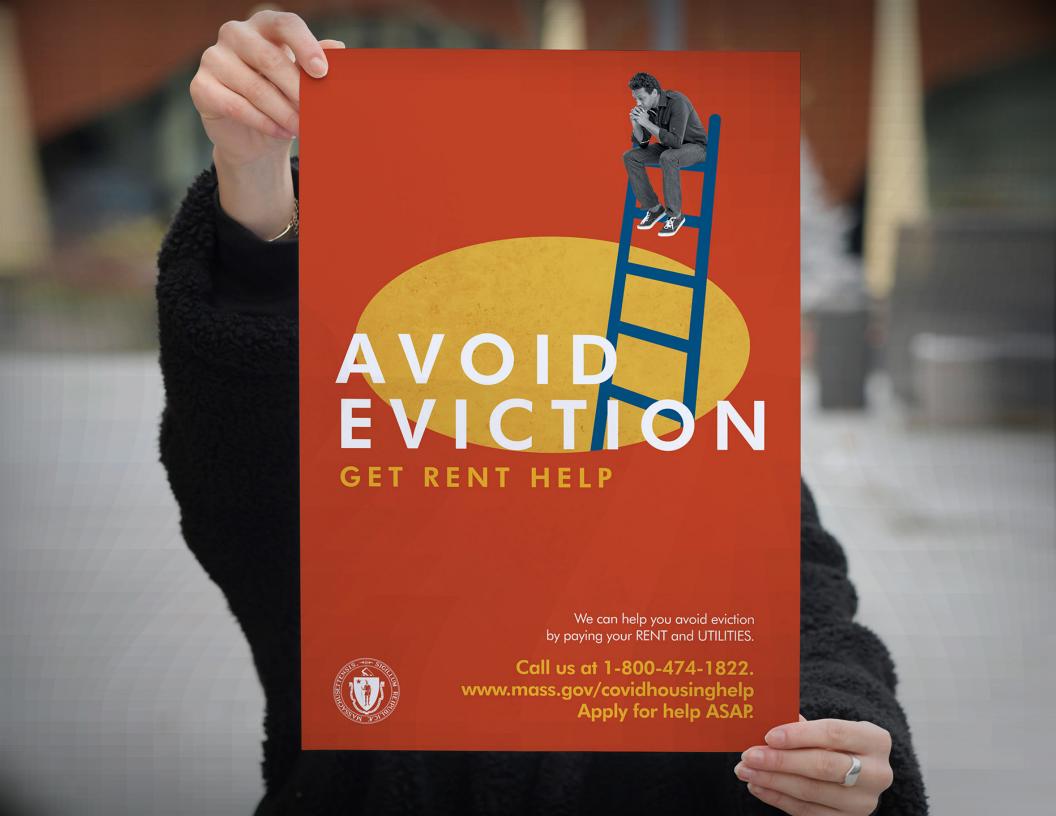


Massachusetts Executive Office of Housing and Livable Communities

Avoid eviction, Get rent help.

2021-2022

In 2021, ASG was engaged to help one of the nation's largest rental and mortage assistance programs reach low income renters accross the Commonwealth. To help distribute nearly \$500 million in emergency rental assistance, ASG designed an extensive multi-touch, multilingual, statewide marketing and community engagement initiative targeting low-income renters. Our team placed engaging creative assets in targeted earned and paid media. Canvassing ambassadors and contact center agents offered one-on-one multilingual, culturally-resonant conversations - giving community members the opportunity to speak with people in their native languages. Our campaign helped remove hesitancy and barriers to participation while helping nearly 3,000 individuals to directly submit funding applications.





AVOID EVICTION GET RENT HELP

Apply



Nộp đơn xin trợ giúp càng sớm càng tốt



EVITE DEGEPISMAN

JWENN ED POU LWAYE AK
SEVIS LETA BAY YO

Aplike
TOUSWIT





请尽快申请



English, Spanish, Cape Verdean Kriolu, Haitian Creole, Simplified Chinese, Vietnamese, Khmer, and Portuguese.

Aplika asin k ousive



OBTÉN AYUDA PARA EL ALQUILER
OBTÉN AYUDA PARA EL ALQUILER
ALQUILER
ALQUILER
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Aplica



CONTACT CENTER 5 in-house languages 240

additional languages through the Language Line

1.1k

applications fielded

14k

toll-free inbound and outbound phone calls





COMUNITY OUTREACH 157k

doors knocked

35k

conversations in **8 languages**

60k

STYERS ON THE TIME

households that received literature



INTEGRATED MARKETING CAMPAIGN

2M advertising views

400k

reactions

16k

visits to the application website









asg