


# #StandUpToJewishHate CAMPAIGN RESULTS

| ▶ OBJECTIVES   | 🎯 TARGET AUDIENCE   | 👁️ VISION FOR IMPACT   |
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| Raise awareness of antisemitism among non-Jews and increase engagement and readiness to take action. | The campaign was designed to reach a broad U.S. population, many of whom are unaware of the rise of antisemitism and the threat it poses. | Inspire more Americans to stand with the Jewish community and take action against antisemitism and all hate. |

## THE CAMPAIGN

The **#StandUpToJewishHate** campaign has been among the largest US campaigns to combat antisemitism, with television, social media, billboards, digital, and partner organizations. It launched the Blue Square  as the universal symbol for fighting antisemitism and all hate, and the hopeful, empowering message inspired people to stand up on behalf of the Jewish community.



THE VOICE INTEGRATION



TONY TV AD



TIMES SQUARE TAKEOVER



SOCIAL MEDIA POSTS

## THE IMPACT

In just nine weeks, the campaign delivered dramatic increases in antisemitism awareness, empathy, and behavioral changes - especially among those who indicated previous apathy on the issue.

### REACH

**124 MILLION**  
REACHED WITH OVER  
**5.6 BILLION IMPRESSIONS**

### AWARENESS

**104% INCREASE**  
in people who strongly agree that  
antisemitism is an issue in today's world  
*(from 28% to 57%)*

**67% INCREASE**  
in people who are familiar with recent  
antisemitic events *(from 39% to 65%)*

### ENGAGEMENT

**91% INCREASE**  
in people who are very likely to stand up  
on behalf of a Jewish person experiencing  
antisemitism *(from 21% to 40%)*

The unprecedented success of this campaign to drive awareness and engagement demonstrates its power to combat antisemitism and hatred, as well as the importance of expanding programming, partnerships, and reach to maximize impact.