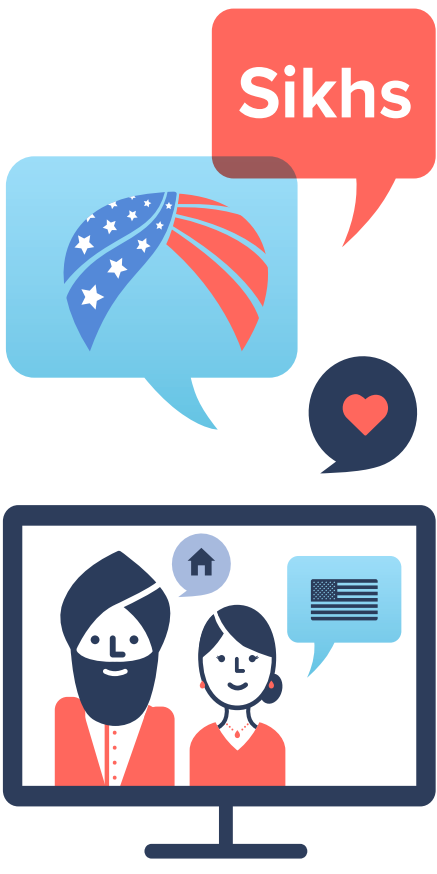


OUR MISSION

In the face of growing division and intolerance across the nation, the We Are Sikhs campaign formed to push back on the stereotypes and misunderstanding plaguing their community – and proved that a positive message can overcome differences and unite communities.



BUILDING NATIONAL SUPPORT

From April to July 2017, PLUS Communications managed a prominent earned media, grassroots and advertising campaign, first introducing Sikhs to key audiences nationally, then focusing efforts in Fresno, California. Our mission was to educate community members on the Sikh population in the city – from understanding Sikh values to recognizing the symbolism of the Sikh turban. Our campaign reframed opinions on Sikhs – and proved that a positive education effort can make a real difference.



Fresno residents who saw the campaign’s ads were **twice as likely** to be knowledgeable about Sikhism.

CHANGING MINDS, UNITING AMERICANS

Sharing our Common Values
Fresno residents are now more aware of Sikhism and view it more positively



HOW WE MOVED THE NEEDLE

Through television and online advertising, we shared our stories with more than **92 million Americans** to introduce them to Sikh culture.

Earned Media Successes

Secured 511 media placements

AP

“US Sikhs launch ad campaign that looks to push back on hate”

USA TODAY

“Sikhs nationwide are opening their temples to dispel myths about turbans”

The Fresno Bee

“Sikh community begins campaign: ‘Sikh values are American values’”

HUFFPOST

“Powerful ‘We Are Sikh’ Ads Counter Hate And Spread Awareness”

Digital Engagement

Served over **11 million online impressions**, generating nearly 2.3 million video views and more than 19,000 engagements

Reached a combined total of over **5.6 million social media users** with nearly 270,000 organic engagements

Grew Facebook audience to **more than 10,000 page likes** from supporters who amplified our message by sharing materials and earned media

Third-Party Support

Secured high-level meetings with leaders of 16 influential beltway think tanks and advocacy groups, including:

Americans for Tax Reform

Heritage Foundation

American Civil Liberties Union

Hispanic Chamber of Commerce

Center for American Progress