

Governor Leverages Mobile Digital Advertising to Engage Millennial and Hispanic Voters to Win Landslide Re-Election

CASE STUDY: DIGITAL ADVERTISING CAMPAIGN

The Challenge

A governor wanted to use mobile digital advertising to engage millennial and Hispanic voters in order to help win an election.

The Approach

An interactive mobile banner ad was served across iOS applications when the target voters were on their iPads and iPhones. When tapped/touched, the banner ad expanded into a full screen interactive ad unit that included a 30-second video from the candidate, an add-to-calendar vote reminder, and an email feature that allowed users to share the candidate's message with friends.

The Results

Over **10MM** ads were delivered to the iPads and iPhones of the target voter segments. The candidate's 30-second video was viewed over **35,000** times, with nearly 200 voters adding a vote reminder to their calendars, and 400 voters sharing the email with friends. The governor was re-elected by 20 points at the polls and achieved double digit improvements in the Hispanic vote.

