

Proprietary Green Score™ Impacts Medical Marijuana Vote in Florida – Digital Campaign Leads to Record Vote

CASE STUDY: UNITED FOR CARE

The Challenge

To create digital ads that impact the Medical Marijuana Vote in Florida.

The Approach

The majority of the online advertising was a combination of cookie-targeted banner and video ads provided by a4, matched to the National Online Voter File® along with a proprietary medical marijuana support model that incorporated data from petition signers. Impact Politics, a campaign media and marketing strategy firm in Weston, FL, managed the digital buy and creative production for United for Care.

a4's medical marijuana probabilistic model, created through extensive surveying and data modeling, provided Impact Politics and the United for Care Campaign the means to target voters "most likely to be persuadable" as well as those "most likely supporters" with a history of voting.

"We were outspent 3 to 1 on media, but the data modeling and analytics provided by Audience Partners allowed us to layer our online efforts across the state with unprecedented efficiency," said Brian Franklin, President of Impact Politics and a senior consultant for the United for Care Campaign. "Access to this data allowed us to triage our resources, tweak our creative with real-time data, and maximize the impact of our online spend."

Online video and banner ads had a significant impact on the Florida medical marijuana race, according to a post-election survey of 800 voters conducted by Anzalone Liszt Grove Research on behalf of United for Care, which was advocating for Amendment 2.

The survey revealed that those who saw Internet advertisements voted for Florida's Amendment 2 at a rate of 65%, while those that did not, voted only at a rate of 53%. The 12% difference was not simply a function of targeting – for example – people who reported seeing Internet ads voted for Democrat Charlie Crist at a rate of 42% while those that said they did not voted for Crist at a rate of 40%.

The Results

Those who saw the Internet ads voted for the Amendment at a rate of 65%, those that did not, voted only at 53%. The Amendment reached 58% support at the polls – the second highest level of support in any state, winning roughly 500,000 more votes than the republican winner of the governor's race.

