

Local Mayoral Race Candidate 2024

OBJECTIVES

To target registered voters to create awareness about a candidate in the upcoming mayoral race.

SOLUTIONS

Tactics included run of network (RON) across top networks (including display and video) and on social media on all screens maximizing reach and awareness to potential voters.

CAMPAIGN HIGHLIGHTS

600K

Impressions over 3 months for local mayoral race.

.38%

CTR delivering over 3x the national average.

2.2K

Clicks increasing web traffic significantly in short time span.

AT A GLANCE

Challenges

- Diluted market
- Targeting registered voters only

Tactics

- Budget: \$11k
- Run Dates: 3 months early 2024
- Creatives: Multiple display sizes & :30 Video streaming TV spots

Budget Allocation



Display **60%**



Video **25%**



Social **15%**