

## CASE STUDY

# Local Political State Senate Candidate promoting platform in 2022 primary race.

## OBJECTIVES

Local political candidate ran a streaming TV, video, and display campaign to target all potential voters in a specific 2022 State Senate district primary race.

## SOLUTIONS

Tactics included run of network (RON) across top apps on streaming TV (OTT/CTV) on all screens maximizing reach and awareness to potential voters.

Campaign included additional display ad sizes that ran RON for 14 days leading up to the primary election date.

## CAMPAIGN HIGHLIGHTS

**.11%**

CTR exceeding run of network industry standards by 40%.

**98%**

Video completion rate (VCR) on OTT-streaming big screen TV.

**2.5M+**

Million Impressions delivered to potential voters over 14 days.

## AT A GLANCE

### Tactics

- Budget: \$70,000
- Run Dates: 14 days leading up to primary election
- Impressions:
  - Display: 979,714
  - OTT Video: 1,591,036
- Creatives: Multiple display sizes & :30 Video streaming TV spots

## Budget Allocation



Display **15%**



Video **85%**