

Statewide Governors Race 2024

OBJECTIVES

Reach millions of likely Republican primary voters in a statewide Governor's race to encourage votes and deliver effective reach and frequency month over month.

SOLUTIONS

Created a multi-channel campaign across display, social (Facebook/Instagram), preroll video (OLV), streaming audio and streaming television (OTT/CTV) including custom private marketplace networks to drive awareness and engagement.

CAMPAIGN HIGHLIGHTS

.23%

Delivered click through rate (CTR) on preroll video more than 2x the national average.

1.3M+

Reached an average 1.3M - 1.7M likely primary voters monthly.

40M

Impressions served with high frequency of 10 to 15x per month.

AT A GLANCE

Challenges

- Reach known likely primary voters
- Focus messaging to key demographics
- Target specific geographic areas

Tactics

- Budget: \$1.4M+
- Run Dates: 6 months
- Creatives: Multiple display sizes, :15 & :30 streaming video (preroll and streaming tv) and :15 & :30 streaming audio

Budget Allocation



Streaming Television 40%



Preroll Video 35%



Display 15%



Social 5%



Streaming Audio 5%