



Case Studies

Bera for Congress: Pre-roll for Persuasion

The Challenge: Dr. Ami Bera ran for Congress in 2010, losing a close race in the Sacramento suburbs to Dan Lungren. In 2012, a more hospitable political climate, as well as statewide redistricting, guaranteed a tighter race. But in an area with many major competitive races and proposition campaigns, the campaign knew traditional media alone would be insufficient to communicate with voters effectively.

Our Solution: We started working with the Bera campaign in early 2012, developing an online paid media strategy that was a key integrated component of the overall media plan. The primary goal of our online ads campaign was to extend the reach and frequency of the campaign's television ads, particularly among young men and older women. To get ahead of the October crush of ads, and proactively define Bera to the new district, we launched a 3+ month pre-roll presence in August, which delivered over 2.5 million completed video views at a cost per of only \$.03. In the final month, we also ran a search engine marketing campaign to capture late-deciding voters.

The Results: The polls were right, and the race finished extremely close - so close that the final result wasn't known until 10 days after Election Day - but Bera came away with the win. There were numerous reports in the final two weeks of voters being "inundated" with Bera web ads and support for Bera amongst our target demographic is considered to be one of the determining factors in his narrow victory.

References:

Josh Wolf, Campaign Manager
410.371.3889 | joshua.adam.wolf@gmail.com

For more information:

Emily Williams | emily@blueprintinteractive.com | 212.759.7576

"The online videos persuaded and turned out young voters that we simply weren't reaching in other mediums."

—Josh Wolf, Ami Bera's Campaign Manager

The screenshot shows the The Weather Channel website interface. At the top, there's a navigation bar with 'Weather', 'Lifestyle', 'Social', 'Maps', 'Video', 'News', and 'TV'. Below this is a search bar and social media sharing options. The main content area features a video player with a 'West Regional Forecast' video. Overlaid on the video is a campaign advertisement for Dr. Ami Bera for Congress. The ad includes the text: 'Dr. Ami Bera's Pledge: Lower the Debt, Balance the Budget', 'PUTTING PEOPLE FIRST', 'JOIN US TODAY!', and 'ELECTION DAY IS NOVEMBER 6!'. At the bottom of the ad, it says 'Paid for by Bera for Congress, FEC #C00461061'. The website also shows a 'Most Viewed' section and a 'Leave a comment' button.

Planned Parenthood: *General Election Persuasion Campaigns*

The Challenge: Planned Parenthood wanted to elect pro-women's health candidates across numerous 2012 races, from president to senate/ congressional and even down to Executive Council. They launched campaigns in Virginia, Ohio, New Hampshire, Iowa, Colorado, Montana, and Wisconsin, layering digital outreach strategies with direct mail, phones, canvassing and, in some states, television.

Our Solution: We worked with Planned Parenthood to design and execute a broad based persuasion campaign using pre-roll, in-banner video and remarketing digital strategies. To ensure we reached the optimal audience, we applied Planned Parenthood's offline models to an online universe using cookie targeting and IP targeting.

The Result: In total, across the roughly 2 month program, we delivered over 60MM impressions, generated over 2.6MM video views, and drove nearly 125,000 clicks to Planned Parenthood's Women are Watching website.

More importantly, ***every single candidate we worked with Planned Parenthood to support won their election.*** This earned Planned Parenthood recognition by the Sunlight Foundation for *having the best return on investment at 98% of all high-spending outside groups during this year's general election campaign.*

References:

Heather Holdridge, Director Digital Strategy, Planned Parenthood
202.973.4813 | heather.holdridge@ppfa.org

For more information:

Amy Gonzalez | amy@blueprintinteractive.com | 202.538.5760

