

Local Election Campaign

Audience Delivered was tasked with driving voters to vote yes on the Change 4 Kids initiative benefitting 94 local schools. The obstacle was to not only drive awareness for the initiative but to also sway voter sentiment and deliver a win. AD had to identify who the 722,000 registered voters were in Orange County, Florida and target those who could be encouraged to vote yes on the initiative.

AD identified 360,000 voters who fit the behavioral profile of someone who could potentially vote yes on the initiative. We drove dozens of ad variations to multiple targeted sub-segments of the 360,000 voters in order to optimize for reach and response. We looked to establish what messaging triggered the highest response that in turn aided in delivering a positive result in the election.

Audience Delivered results in success of campaign:

- Reached 224,246 of 360,000 targeted voters (62%).
- Delivered 573,410 impressions to those 224,246 voters
- Drove an additional 2,300 engagements with voters post-click
- The initiative won with 64% in favor

