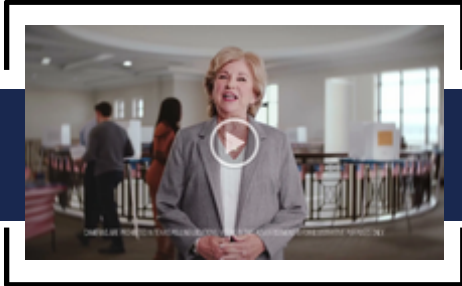


TEXAS VOTER EDUCATION



WATCH CAMPAIGN VIDEO

[30 Second Spot](#)

NEWSPAPER



TRANSIT



BILLBOARD



MULTI-CHANNEL CAMPAIGN APPROACH

PROJECT:

The Texas Secretary of State (SOS) Primary Election Period

STRATEGY: Multi-channel marketing campaign for coordination of local outreach across 254 counties. Coordinated with 47 Vendors

- Defined brand direction & key message strategy
- Created a crisis comms plan, 12 PR events and event partnership
- Creation and management of content calendar
- Translation Support
- Buses, Billboards, Transit, Newspapers, Radio

CAMPAIGN STATS

Video

3.21 Million Impressions



Radio

9.22 Million Impressions



KNOW BEFORE YOU VOTE

[:30 SEC RADIO SPOT](#)

EARNED MEDIA

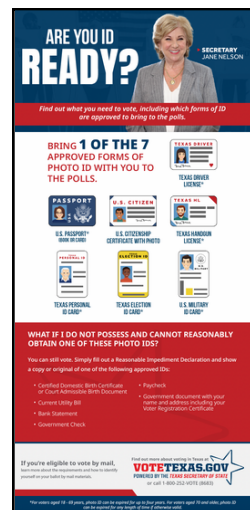
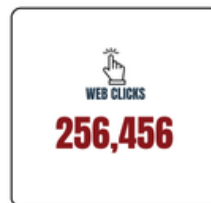
\$4,655,215 VALUE
201,159,058 IMPRESSIONS
527 MEDIA HITS
12 PR EVENTS

254 COUNTIES REACHED

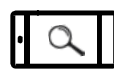
SOCIAL MEDIA

TWITTER IMPRESSIONS 201,159,058
FACEBOOK (SPANISH & ENGLISH) 20.57 MILLION
INSTAGRAM 42.8 MILLION
SNAPCHAT 10.29 MILLION

January 10th - March 5th
1,402 TOTAL ASSETS CREATED & PLACED
47 TRANSCRIBED ASSETS CREATED



Campaign Creatives Included:



Pre-roll

Google Search

Display Ads

Social Media

Radio

Billboards

PR & Events

Transit

