

WE DELIVERED 1.3M MOBILE IMPRESSIONS FOR THE ALAMEDA COUNTY REGISTRAR OF VOTERS

The Alameda County Registrar of Voters is a California-based voting agency that provides voting services, resources, and election news to Alameda County residents and registered voters. The Alameda County Registrar of Voters wanted to reach potential voters in Alameda County, so they partnered with OUTFRONT to launch an OOH and mobile campaign.

STRATEGY & TACTICS

- **Strategic Placement:** This campaign was centered in Alameda County and utilized 30 Posters, 36 Two-Sheet Rail Posters at BART, 3 Digital Bulletins, and included mobile targeting at voting stations. The chosen unit locations are known for heavy traffic and high volumes of Alameda County residents.
- **Targeting:** This campaign utilized proximity targeting within a 5 mile radius of voting stations in Alameda County to reach potential voters, eligible participants, and additional Alameda County residents.
- **Captivating Creative:** Campaign creatives featured vibrant banner ads, which included dynamic language settings for five ethnicities, bold typography and an eye-catching brand message for viewers.
- **Web Linked Banner Ad:** Linked to the Alameda County Registrar of Voters website to boost brand visibility, which also promoted the



DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY, (CLICK THROUGH OR SECONDARY ACTION RATES), OR REVENUE.

OUTFRONT

RESULTS

1.3M

MOBILE IMPRESSIONS

5,672

CLICKS

.5%

CLICK THROUGH RATE

67%

LIFT OVER CTR
MOBILE BENCHMARK

