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Democratic Commissioner Wins In Republican Community With A True Cross-Media Campaign

CASE STUDY

CLIENT

Hatfield for Commissioner (Jeff Hatfield)

CHALLENGE

Connecting Jeff Hatfield with voters in the Vanderburgh County, IN area with engaging content. Challenge was to position Jeff as a Democratic candidate the district and get him elected in a Republican dominated community.

SOLUTION

Viamedia recommended a 5 month campaign integrating Cable Television, Cross Connect (Authenticated Audience Targeting) Display and Video, Cross Response Email, Social Media Display and Mobile Ad Messenger.

- We were able to target Vanderburgh County, IN area with little to no waste.
- With access to voter registration data, the campaign targeted registered Democrats, Independents and those with a general election voting frequency of 1+.
- Two email campaigns were sent to registered Democrats and Independent voters and women 18+ in Vanderburgh County, IN.
- With our Cross Response Email Retargeting tactic, the email openers were served ads on Facebook and Instagram.

RESULTS AT A GLANCE

Elected to Office

Democrat Jeff Hatfield was elected in a primarily Republican dominated community.

5300+
website visits

Potential voters visited Hatfield for Commissioner website to learn more about his platform.

186 visitors
**Took a secondary
action on his website**

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