

WASHINGTON STATE “SPREADS THE FACTS” WITH VIDEO ADS FOR COVID-19 AWARENESS



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SPOTX



GOAL

Washington State developed its statewide “Spread the Facts” COVID-19 awareness PSA campaign to reinforce the importance of staying home while also providing resources for staying connected with loved ones and managing stress and anxiety. **The goals included:**



Drive awareness for the “Stay at Home, Stay Healthy” order, advise the public of best practices for personal and public safety, and dispel any myths in order to slow the spread of coronavirus



Effectively reach the most vulnerable citizens with an informative, engaging message in multiple languages

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To learn more about this campaign, or how SpotX can help transform your digital video strategy, contact us at usdf@spotx.tv.

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SOLUTION

SpotX worked with Washington State and its media vendor, C+C, to develop an efficient placement strategy that capitalized on increased video viewership during the pandemic to reach the state's most important target audiences. The data-driven strategy targeted priority geographic areas by county or zip code.

The placement strategy delivered predominantly through desktop and mobile online video (OLV), and was supported by over-the-top (OTT) placements. As more people tuned into video while at home, this offered a strong reach at an effective budget, especially for target audiences that were not reachable through other media.



RESULTS

The "Spread the Facts" initiative was extremely successful as it expertly blended the performance and messaging strategies, leading to high video completion rates (VCR) and click-through rates (CTR). Results included:

- **4.7 million** completed views with an overall **84.26%** VCR
- Strong engagement from audiences reached through Spanish-language content, with VCR of OLV segments reaching **94%**, significantly higher than industry averages
- High user engagement with an average **0.99%** CTR on OLV, with some segments reaching up to **1.9%**, again surpassing industry benchmarks

Washington State has been nationally recognized for taking quick and decisive action to help care for the health and safety of its community during this pandemic. It has prioritized educational initiatives, such as this placement strategy, and allocated budget to the most efficient and effective ways to inform the public and slow the spread of coronavirus.