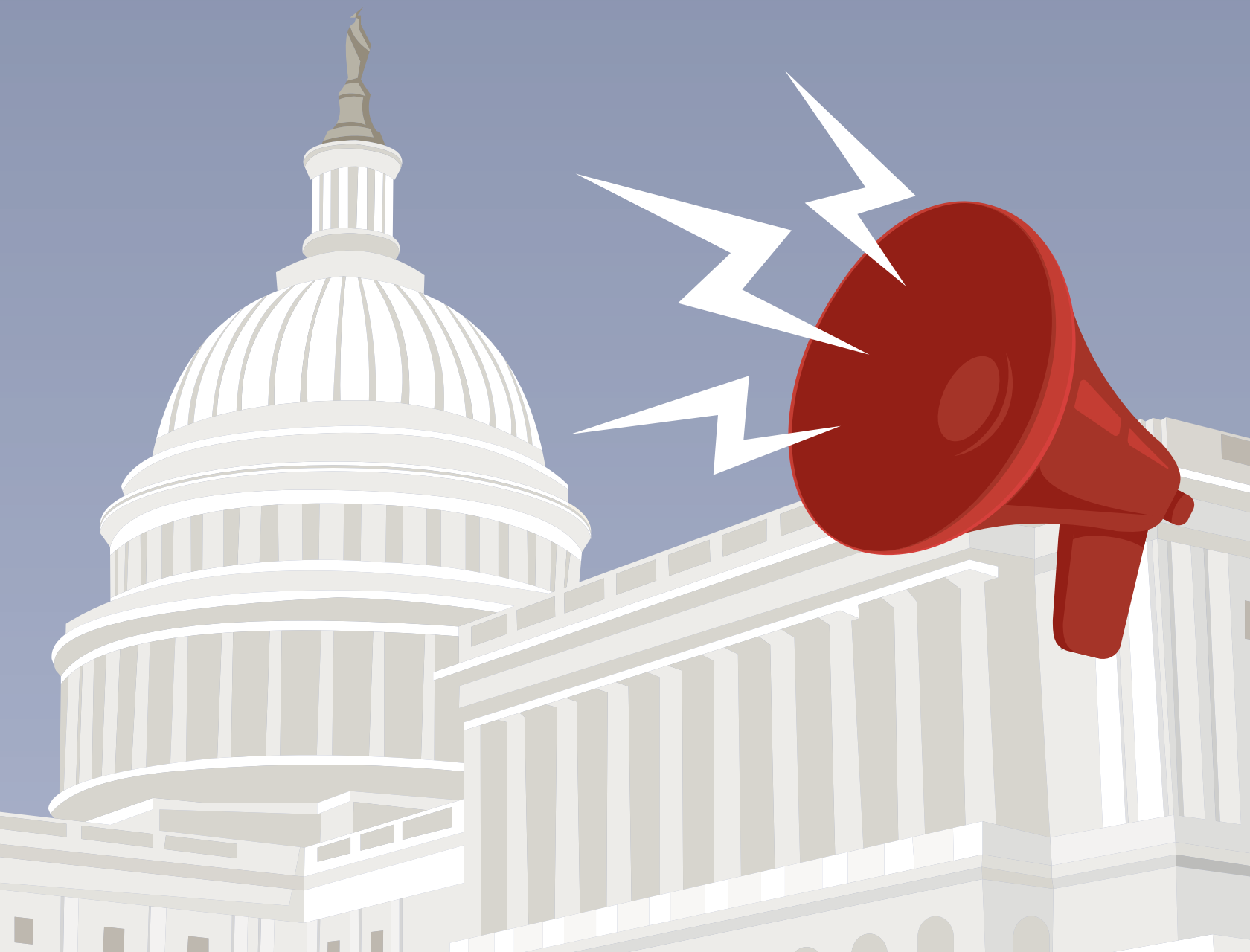




CASE STUDY

BREAKING THROUGH: HOW TO REACH THE EYES AND EARS OF CONGRESS



THE ISSUE

When DaVita, a Fortune 200 company, needed help getting the attention of Congress, they turned to Go BIG to get the job done. Faced with a complex healthcare legislative issue that was fighting for attention in a sea of cable news and frontpage favorites, we employed a two-front media strategy inside the Beltway and in legislators' home states, in order to break through. Here's how we did it.

OUR STRATEGY

Working along with DaVita's government affairs team, Go Big developed a comprehensive media strategy that tied together traditional and digital channels to maximize reach and effectiveness, while keeping costs low. Focused on brand awareness and ad recall above all else, our mix of media was formulated based on where we could score the most high-valued views amongst our core audience, at the highest frequency. By raising awareness and recall, we knew the likelihood that these audiences would provide positive feedback to our legislative targets was greatly increased.



YOUTUBE TRUEVIEW + RESERVE

targeting high propensity voters + likely supporters



GEOFENCING THE U.S. CAPITOL

and legislative offices in their home states



TARGETED CABLE BUYS

in cable zones overlapping the in-state residence of our target legislators



SOCIAL MEDIA

Twitter inside the Beltway targeting legislators and influencers, while Facebook targeted supporters, constituents, and staff back home.



PUBLISHER TAKEOVERS

+ Newsletter Sponsorships on Politico and Axios targeting the Beltway's chattering class of influencers, industry experts, press, and legislators

CLICK TO WATCH CREATIVE



THE RESULT

Our client's **brand lift increased by 33%** among core audiences and our **ad recall was 4x more likely** by those who came in contact with our creative! This increase in awareness, and massive social engagement achieved the desired effect our client was looking for – a campaign legislators and their staff could not ignore! In fact, DaVita's government affairs team was told directly by several senators and congressmen just how big an impact the campaign had in their districts!

CLICKS

over 90,000
clicks-to-site

VIEWS

8.5 million
video views

ENGAGEMENT

2.6 million social
engagements

REACH

4 million individuals
across 8 states + DC

2x

A view-thru rate nearly
double the industry avg.
on Youtube TrueView!

3x

A click-thru rate more than 3x
the industry avg. on our
legislative district office geofence!



Publisher takeovers in Axios and Politico led to nearly 4,000 clicks-to-site by influencers inside the Beltway! 6% higher than the benchmark totals for those publishers!



To learn more about how
Go BIG Media can help your
campaign contact us at
info@gobigmediainc.com