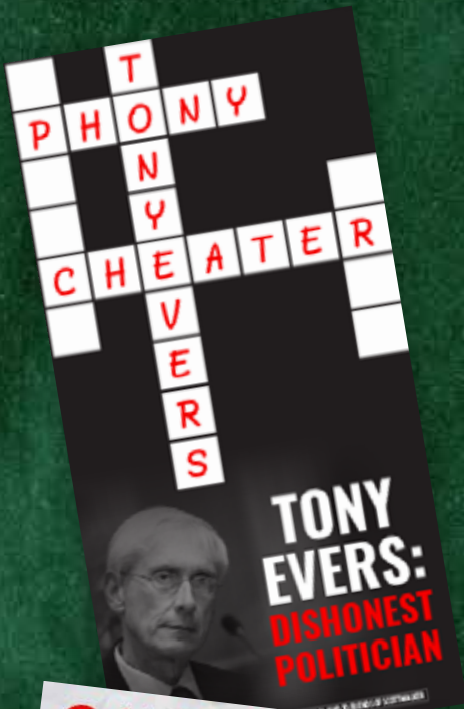
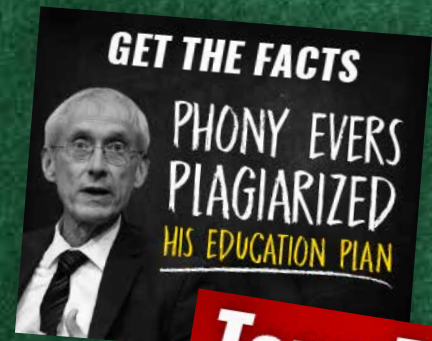


CASE STUDY

USING THE SPEED OF DIGITAL TO BUILD A NARRATIVE



THE ISSUE

On the eve of a statewide televised debate, the Wisconsin Republican Party wanted to draw attention to Democrat Gubernatorial candidate Tony Evers' late breaking scandal. Go BIG Media saw an opportunity to leverage the speed and effectiveness of digital to ensure newsrooms and influentials across the state were made aware of the story.

OUR STRATEGY



ATTENTION GRABBING HEADLINES

The night before the first debate between Governor Scott Walker and Tony Evers, a story revealing Evers plagiarized several of his education plans broke. In order to direct the narrative of how the scandal would play out in the media, Go BIG Media quickly turned around creative assets for various digital channels the morning of the debate. We poked fun at our opponent, calling him Phony Tony, and linked to a microsite with more facts regarding the scandal.

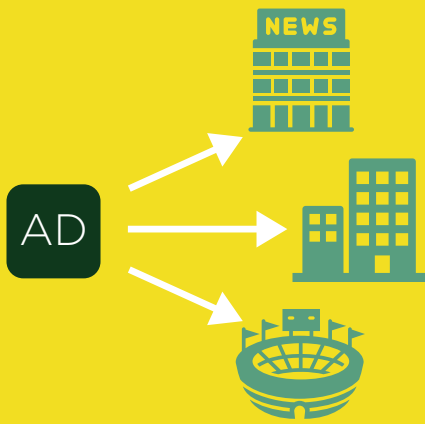


THOUGHTFUL GEOGRAPHIC TARGETING AND TIMING

To ensure our opponent, reporters, and the debate moderators were made aware of the story, we needed to be creative with the targeting and timing of our campaign. Go BIG Media “geofenced” the 10 largest newsrooms in Wisconsin, a three-mile radius around the debate hall, Evers campaign offices, the Milwaukee Bucks home opener, and the Milwaukee Brewers playoff game. We delivered digital ads in these concentrated areas before, during, and after the debate; additionally we dominated our opponent's name on Google Search.

THE RESULT

Thanks to the speed and effectiveness of our digital campaign, the very first question in the highly anticipated statewide televised debate was about our opponent's plagiarism scandal. This immediately put our opponent on the defensive, allowing our candidate to take control of the debate.



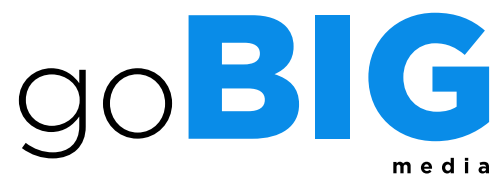
750,000 IMPRESSIONS
DELIVERED TO HIGH
VALUE TARGETS IN LESS
THAN 12 HOURS

2,000 CLICKS TO SITE
IN 24 HOURS



30+ DEBATE STORIES
MENTIONING THE
SCANDAL

MASSIVE ROI ON \$5,000 SPENT



To learn more about how
Go BIG Media can help your
campaign contact us at

info@gobigmediainc.com