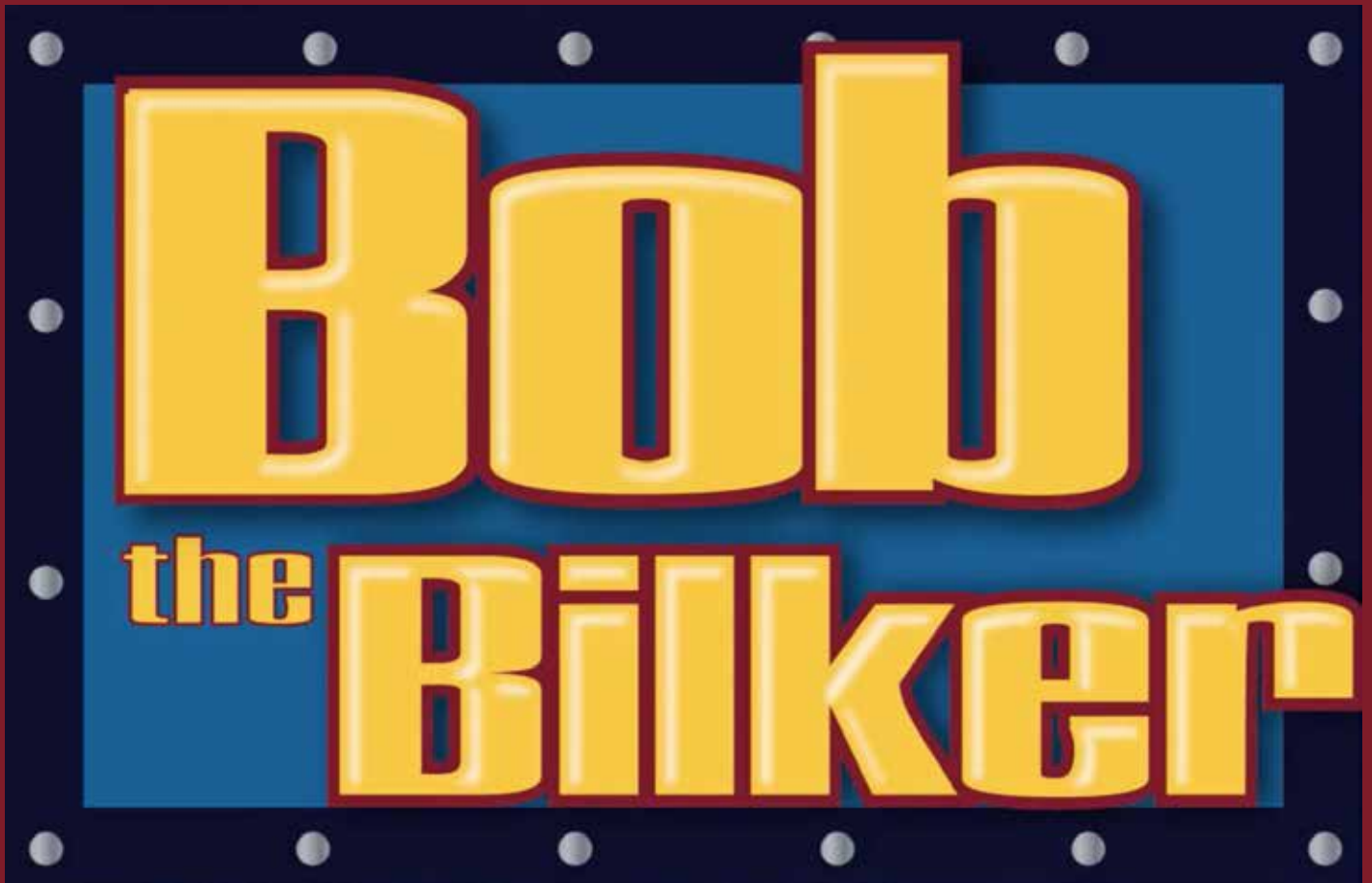




CASE STUDY

HOW GO BIG MEDIA “BUILT” A WINNING AD



THE ISSUE

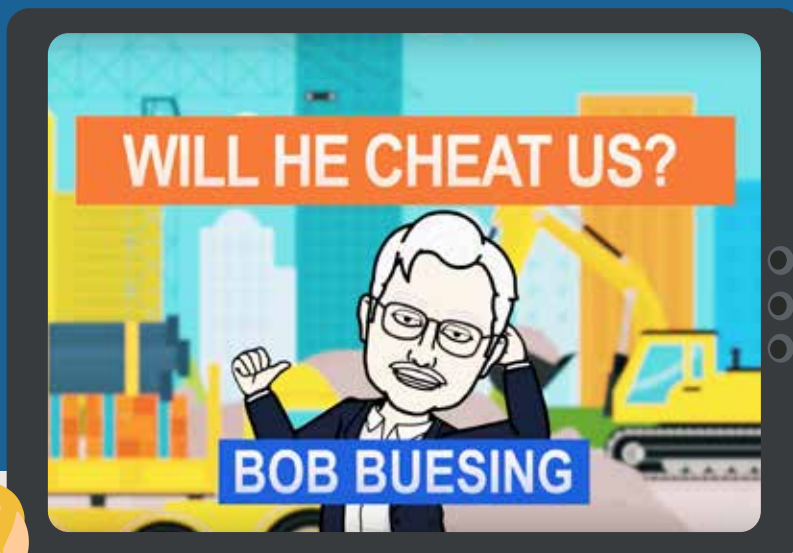
The Florida Republican Senatorial Campaign Committee relied on Go BIG Media's digital strategies to swing it's most pivotal races the last two cycles. Together we have teamed up to win some of the most competitive Senate races and keep Florida's upper chamber red. Why have we been so successful? Go BIG Media utilizes proprietary Audience Insights data to shape both message and audience. Here is one example of how we do it.

OUR STRATEGY



KNOW WHAT YOUR AUDIENCE IS WATCHING

When internal polling showed an opportunity to make up ground with young mothers, Go BIG Media relied on Audience Insights to guide our creative thinking process. Tasked with producing an ad targeted at young women with children in the household, our team used the insights platform to identify the media consumption habits and psychological drivers that would immediately garner and keep our target audience's attention. This led to the creation of a parody of their children's most watched television show, "Bob the Builder."



CLICK TV
TO WATCH
OUR AD



OUR STRATEGY



CATCHING LIGHTNING IN A BOTTLE

Our ad concept, titled “Bob the Bilker,” was created for TV, but when our team was informed our opponent was hosting a fundraiser at the Tampa Bay Lightning home opener, we couldn’t resist the opportunity to unsettle our opponent and his closest allies. Geofencing the arena, Go BIG Media ran a mobile only campaign that delivered an 80% completion rate, nearly double the industry average for a 30 second mobile ad.



FIND OPPORTUNITIES TO CREATE A BUZZ

Thanks to the massive success of our geofencing campaign, we decided to keep the fun going and mount a guerrilla digital campaign and geofenced our opponents’ offices. Lastly, the ad made it to its’ originally intended medium, running on TV for the final 3 weeks of the campaign.



THE RESULT

Our opponent never recovered from the label Go BIG Media stuck to him and ultimately led to our opponents' defeat in the most expensive State Senate race in Florida history. Due to the ad's effectiveness, our Bob the Bilker spot won several national awards, including "Best Ad For An Independent Expenditure Campaign."



BOB BUESING

41%

✓ **DANA YOUNG**

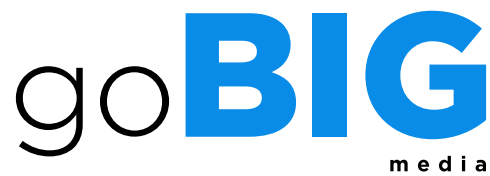
48%



**CHEATED
TAXPAYERS
\$375,000**

I AM ALWAYS HAPPY IN
TAMPA





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