

CASE STUDY

**HOW THE POWER OF
AUDIENCE INSIGHTS CAN HELP
YOUR MESSAGE RESONATE**



THE ISSUE

Three months from Election Day, Governor Chris Sununu did not want to be locked in a tight race, in what appeared to be a blue-wave cycle, in the lean blue state of New Hampshire. Because some polls showed modest tightening in the race, the Sununu campaign looked for ways to seal the deal and lock up the race early.

With a comfortable overall lead but lagging among a key voting bloc that skews left, the Sununu team sought to siphon support away from their female Democrat opponent with independent women. Go BIG Media acted quickly to improve the Governor's favorability with this audience by using our direct access to the nation's largest inventory of online survey and consumer behavioral data to identify how we might be able to move this demographic into our camp.

THE STRATEGY

The Sununu campaign wanted to do more to improve their standing with women, particularly independent women, that could help lock up the election. Despite TV and digital ads boasting of New Hampshire's economic successes, it became clear to us that our efforts were not addressing these women directly. We needed a message that was not only targeted directly at this voting bloc, but also spoke about the issues it specifically cared about. Using Audience Insights, we were able to identify the top issues, motivators, and personal values of these voters, while simultaneously optimizing the delivery of our ad inventory. Combined, these resources allowed us to develop a message that resonated with this particular audience, and identify the ad placements that would be most effective to deliver it.



IDENTIFY WHAT'S NOT WORKING

Our Audience Insight Report revealed the economy was still a top issue worth talking about, but simply celebrating the low unemployment rate was not enough to convince independent women to vote for Sununu. Our analytics showed independent women were half as likely to watch the ad to completion or engage with it on social media. It was clear we needed to bring the message home and focus more on the impact to families. This demographic viewed the economy differently than GOP men and women.



SEGMENT YOUR AUDIENCE TO DELIVER A MORE MEANINGFUL TAILORED MESSAGE

Go BIG Media created a new target segment of independent women who frequently vote and view the economy as their top issue in the election so we could deliver a tailored ad straight to them. Our new ad focused more on how the Governor's policies were benefiting New Hampshire families, and not just topline metrics. The impact of a strong economy needed a more personal touch, showcasing the Governor's progress on social programs.

THE RESULTS

THE FIRST RUN OF THE POSITIVE ECONOMY AD HAD A **53.24% COMPLETION RATE.**



[WATCH VIDEO](#)



[WATCH VIDEO](#)

THE NEW TAILORED AD TO INDEPENDENT WOMEN DELIVERED A **70% COMPLETION RATE, WHICH WAS A FULL 17-POINT INCREASE FROM THE PREVIOUS AD**



Our campaign to take the fight to our opponent and fight for a key block of voters to guarantee victory worked. Because we chipped into our opponent's base, the Sununu team didn't have to sweat out Election Night.

GOVERNOR SUNUNU CLOSED OUT THE RACE STRONG AND WON RE-ELECTION BY A COMFORTABLE MARGIN OF 8%.



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

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