



Only one label counts: Voter.

VoteToCount.com

How out of home drove engagement and awareness in a year of political turbulence and traditional media channel disruption

A report by the Outdoor Advertising Association of America



Outdoor Advertising Association of America

With support from:





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Dedicated to those who love democracy, and the art and science of one-to-one engagement.

Hello,

The 2016 election was a contentious one. The Outdoor Advertising Association of America (OAAA) decided to take advantage of the cultural dynamics playing out across America during this historic time to demonstrate the connection between OOH and digital media, and prove OOH's ability to help increase voter registration and participation.

We created a public service campaign based on the premise that — even during a noisy election — one label transcends ideology, geography and class: that is voter. The creative was a rallying cry for Americans on all sides to embrace their right, and democratic duty, to register and vote at the polls. Communicating the right content in the correct context.

In this paper, we showcase the campaign, and prove that in a year of unprecedented disruption throughout traditional media channels, OOH remains more relevant than ever. Thanks to its big and bold creative canvas, and remarkable ability to amplify other media, OOH has a unique ability to cut through cluttered environments to deliver creative impact and cultural relevance in today's increasingly fragmented, mobile-driven media landscape, and to drive results — in this case helping to cross the threshold of 200 million registered voters for the first time.¹

You'll also learn why OOH's ability to connect consumers with the right content in the right context is especially effective when the content is timely and geographically targeted.

We're pleased to share the campaign with you and hope it will inspire new ways of thinking about the role OOH can play in world-class integrated engagement strategies.

This is Vote to Count.

OAAA

2016 Voter Registration reaches all-time high¹

In 2012, there were 184,960,728 registered voters on file. That year, 54.87% of eligible voters voted. In 2016, voter registration reached 197,780,769, and 59.7 percent of eligible voters voted. Shortly after the election voter registration exceeded 200 million for the first time in U.S. history.

¹.Targets mart, 2016

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I. IT DOESN'T MATTER WHO YOU ARE IF YOU DON'T VOTE

A. NO SMALL CHALLENGE

A campaign goal was to reinforce the value of OOH as a dynamic medium, and demonstrate how it can break through and command attention in a real-time, real-world way, earn media buzz, and drive desired behavior. It was clear this public service campaign had to:

- Be bold to get noticed
- Advocate for action and participation in a highly personalized way
- Be the fire-starter, the catalyst, the provocateur that makes it clear no matter what your opinions are, they don't count if you don't vote. In other words, cast your vote or be quiet.

To demonstrate the power OOH has to influence real-world action, the OOH industry cast itself as the neutral instigator in a social experiment designed to drive real-time, place-based voter registration, and elevate the role American citizens play in keeping the wheels of democracy in motion.

B. HOLDING A MIRROR UP TO AMERICAN PEOPLE

Fueled by the insight that deep down, in this election season, many people were driven by identity politics, it was decided the OOH campaign should entice the American populous to have conversations in a deeply personal way.

Which led to the big idea: No matter who you are or how you self-identify, one label counts more than any other: voter.

Ads were copy-driven, featuring a combination of labels representing the diversity of the American electorate, and each ended with the one label that counts: voter.

OAAA media companies supported the campaign by donating inventory for a few weeks, agreeing to make available nearly 2,500 OOH units, both digital and printed, including billboards, transit ads, bus shelters, Times Square spectaculars, bus ads, digital place-based screens, and more. The placements ranged from digital screens in bars and highway billboards to one of the world's largest digital billboards in Las Vegas. The media placements were managed by Project X.

One of the beauties
of OOH is creative
impact.

More than ever, creative (and now content, too) is the secret weapon that can drive consumer action. Fortunately, the OOH medium is rooted in bold and powerful storytelling.

OOH locations were utilized in the following markets (ranked by market size):

New York

Los Angeles

Chicago

Philadelphia

Dallas

San Francisco

Washington, DC

Boston

Atlanta

Houston

Tampa

Phoenix

Detroit

Seattle

Minneapolis

Miami

Denver

Cleveland



C. LAUNCHING LOUD AND PERSONAL

The Vote to Count campaign launch was bold, beginning with experiential placements in Times Square.



Digitally animated spectacles let Times Square visitors celebrate the unique and individual labels they embraced, while proclaiming themselves loudly and proudly as “voters” above all else. The digital billboards were part of a broader OOH campaign that included printed billboards, bus shelter ads, and mobile billboards around New York City.

By taking advantage of the opportunities real-time content can provide, the Vote to Count launch elevated the urgency of the message in a dynamic, technology-focused way.

Additionally, a street team interviewed individuals live and on-location, then updated key Times Square displays in real-time, posting their unique self-imposed labels for thousands of New Yorkers and tourists to see seconds later.



D. NATIONAL ISSUES, LOCAL WINK-WINK

Following the New York launch, thousands of OOH executions were placed in major media markets across America, utilizing more than 125 different headlines.

Mash-ups of self-descriptors (e.g., liberal, conservative, black, white) on OOH ad spaces drove traffic to VoteToCount.com, where those who wanted it had easy access to home-state voter-registration information.

Rather than simply trot out the same stable of provocative labels across 2,500 units, OOH afforded the ability to bring to life a unique sense of culture, paired with demographics and psychographics. Rather than create a one-size-fits-all solution, the campaign tapped into and connected deeply with the local character of each market, creating a messaging architecture that paired content with context in the most personal way possible: near sports arenas, local eateries, and iconic local attractions, to name a few. Sometimes the messages were address specific.

Location-specific:



With a palette as big as OOH, it was unthinkable to pass up the chance to do a takeover on one of the largest billboards in America, located on the Las Vegas Strip.

Landmark-specific:



K Street in Washington, DC (a great target in any election season).



Outside the Holland Tunnel and other congested areas, this nod to place and time was a no-brainer.

Event-specific:

Another attribute of OOH is its ability to speak directly to specific people during events. OOH can simultaneously be a targeted B2B medium and a medium for direct, one-to-one marketing.



During Advertising Week, the campaign targeted attendees in Times Square with labels specific to media professionals.

Individual-specific:



There was also the opportunity to give a shout-out to Trevor Noah and Bill O'Reilly in Denver during the presidential debates. Even if Trevor and Bill did not immediately see their ads, it took no time for their camera-phone and social-media armed fans to bring it to their attention.

II. WHAT LABEL ARE YOU?

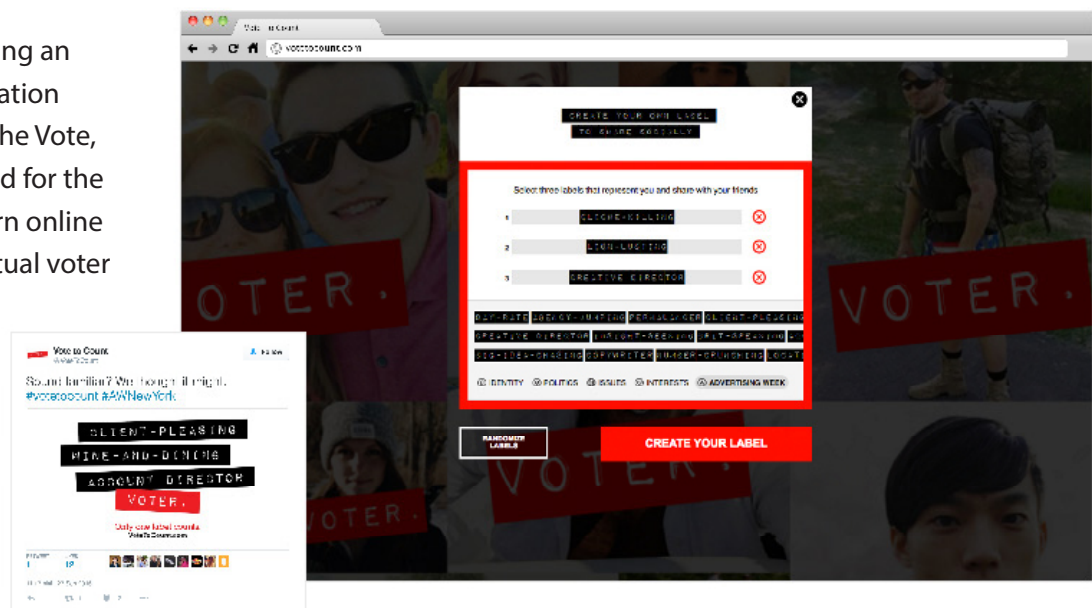
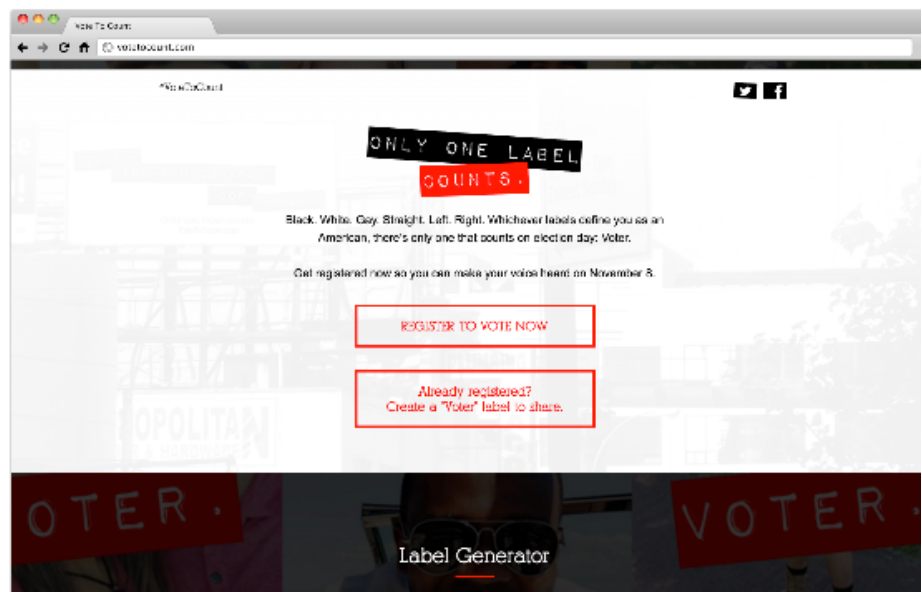
OOH delivered mass reach that drove people to [VoteToCount.com](https://www.votetocount.com), a site developed and designed to both assist visitors in registering to vote online in their states, as well as to create customized and personalized voter labels to share across their social platforms.

A. REMOVING BARRIERS, ENGENDERING PRIDE

When people arrived at VoteToCount.com, they were greeted with a fun and simple way to register to vote, and a label generator that let them proclaim their voter pride by customizing label imagery and voter profile image.

Objective 1: An interactive label generator made it easy for visitors to choose their own labels showcasing what they value and believe, and share them on social media.

Objective 2: Leveraging an existing voter registration platform from Rock the Vote, the site was reskinned for the campaign to help turn online engagement into actual voter registration.

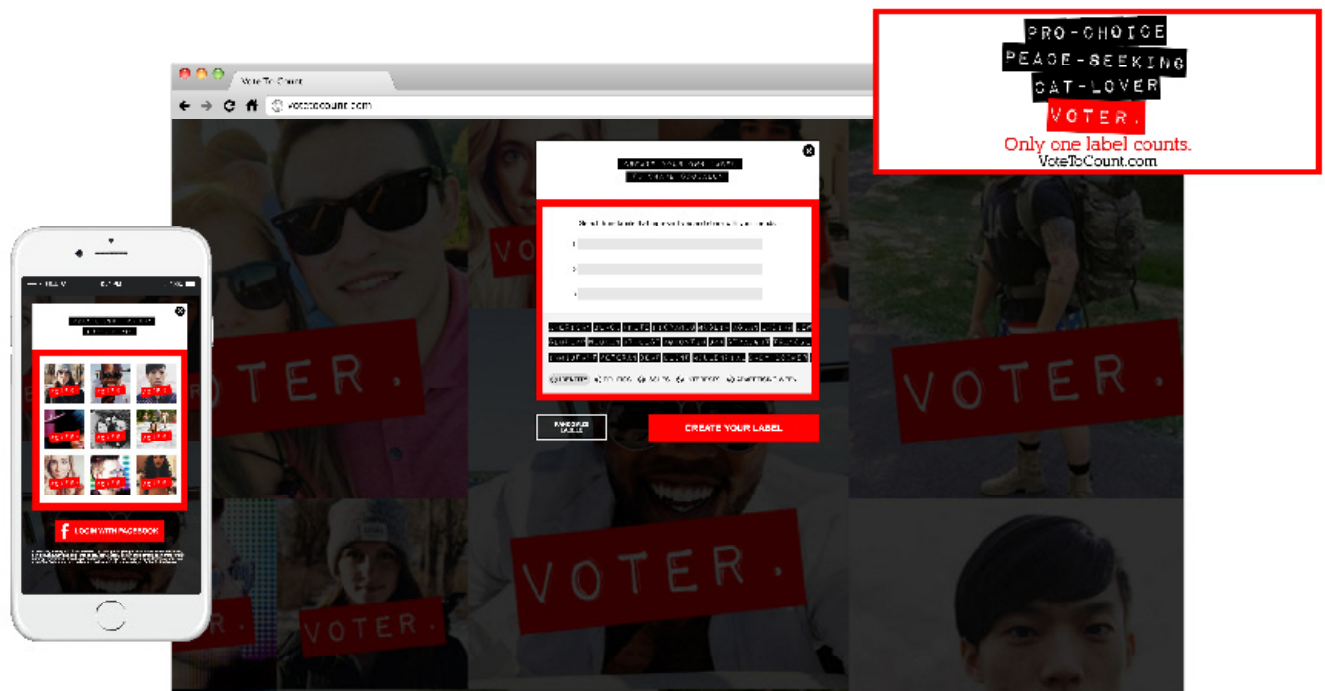


A custom in-browser experience was developed for creating and sharing identity labels. The system was built in a way that enabled the addition of more labels as cultural events unfolded throughout the campaign in real-time.

B. BUILT FOR THE REAL WORLD

Because campaign messaging was viewed in the real world, VoteToCount.com was mobile-first.

By leveraging a single-scroll approach for the site, visitors could access all interactive content without opening multiple tabs or hopping into other apps and channels.



A custom in-browser experience was built for creating and sharing Facebook profile pictures.

III. HEAVY SOCIAL PRINT

A. HARNESSING THE BUZZ

Harnessing the social buzz around election events and cultural tensions was instrumental to the campaign's success.

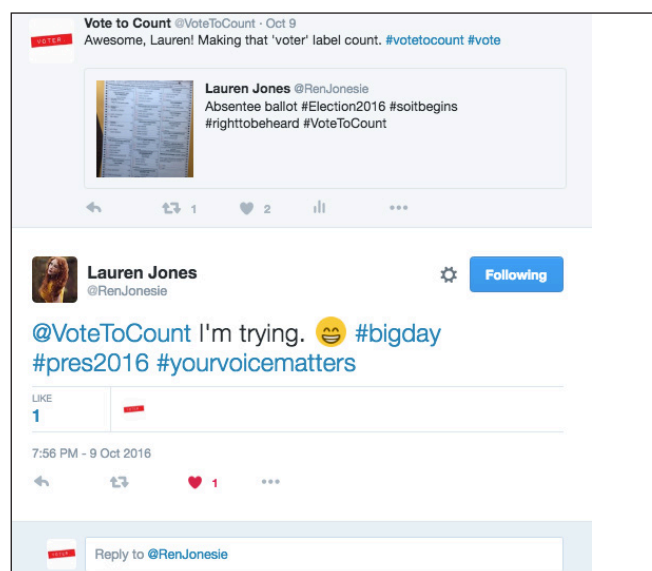
Using social media as an avenue to engage people where conversations about the election were already taking place, Vote to Count Twitter and Facebook handles pushed content specific to the campaign.

The OOH messaging was effectively inserted (neutrally, of course) into conversations related to voting, the election, pop culture, politics, and Advertising Week. All posts directed followers to VoteToCount.com.

B. TIMING IS EVERYTHING

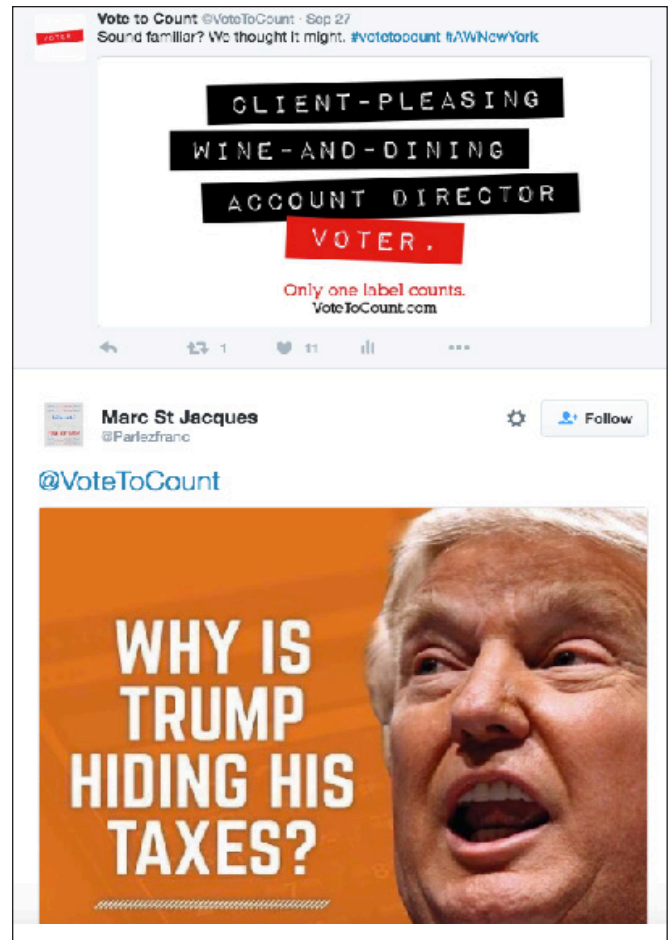


Real-time content was created after the debates and during Advertising Week.





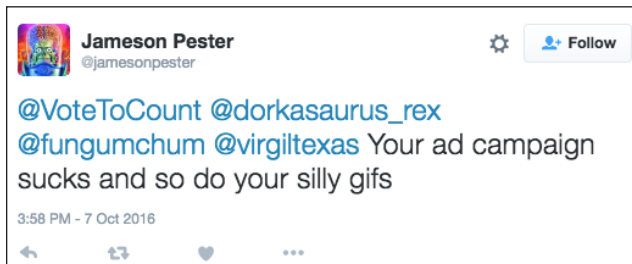
The campaign targeted media professionals at Advertising Week with custom messaging.



Personalized labels for influencers enticed them and gave us the ability to engage them on the fly.

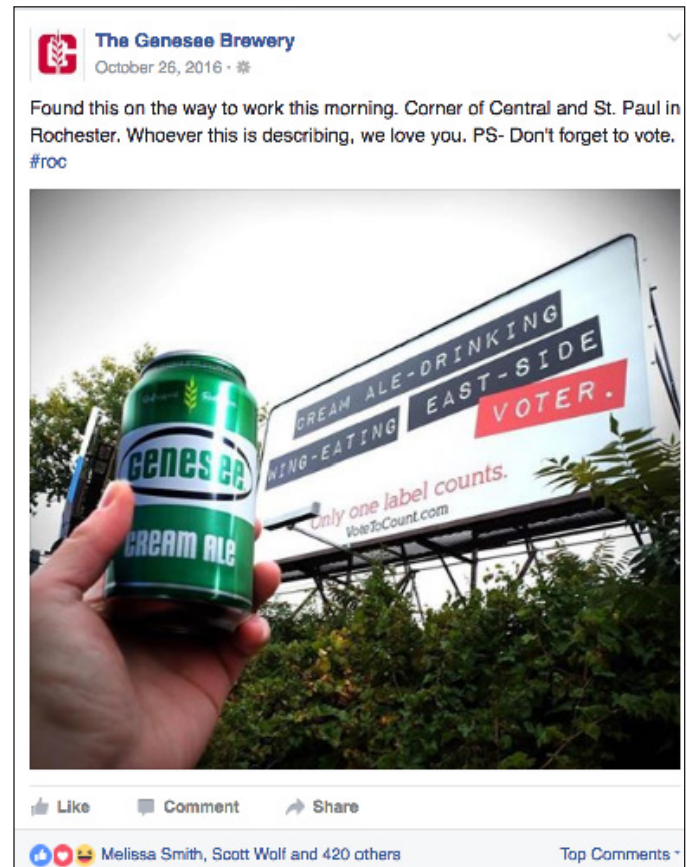
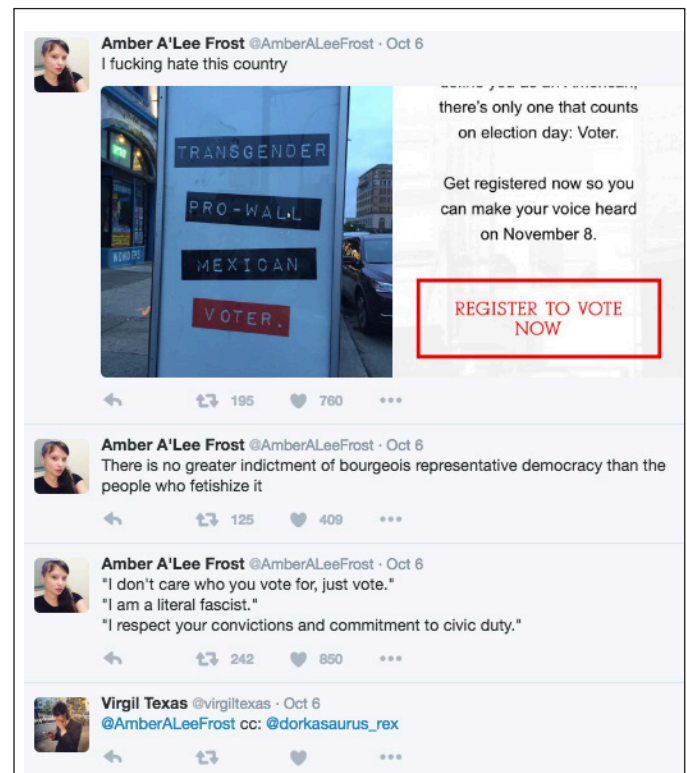


Organic and paid posts were regularly scheduled to keep messaging relevant to daily changes throughout the campaign. Each promoted post had a specific dollar amount budgeted to it based on specific targets. Real-time content was created after live events, such as the debates and Advertising Week.



The provocative tone of the public service campaign created controversy. But this only served to prove the ability of OOH to stir emotion and drive engagement.

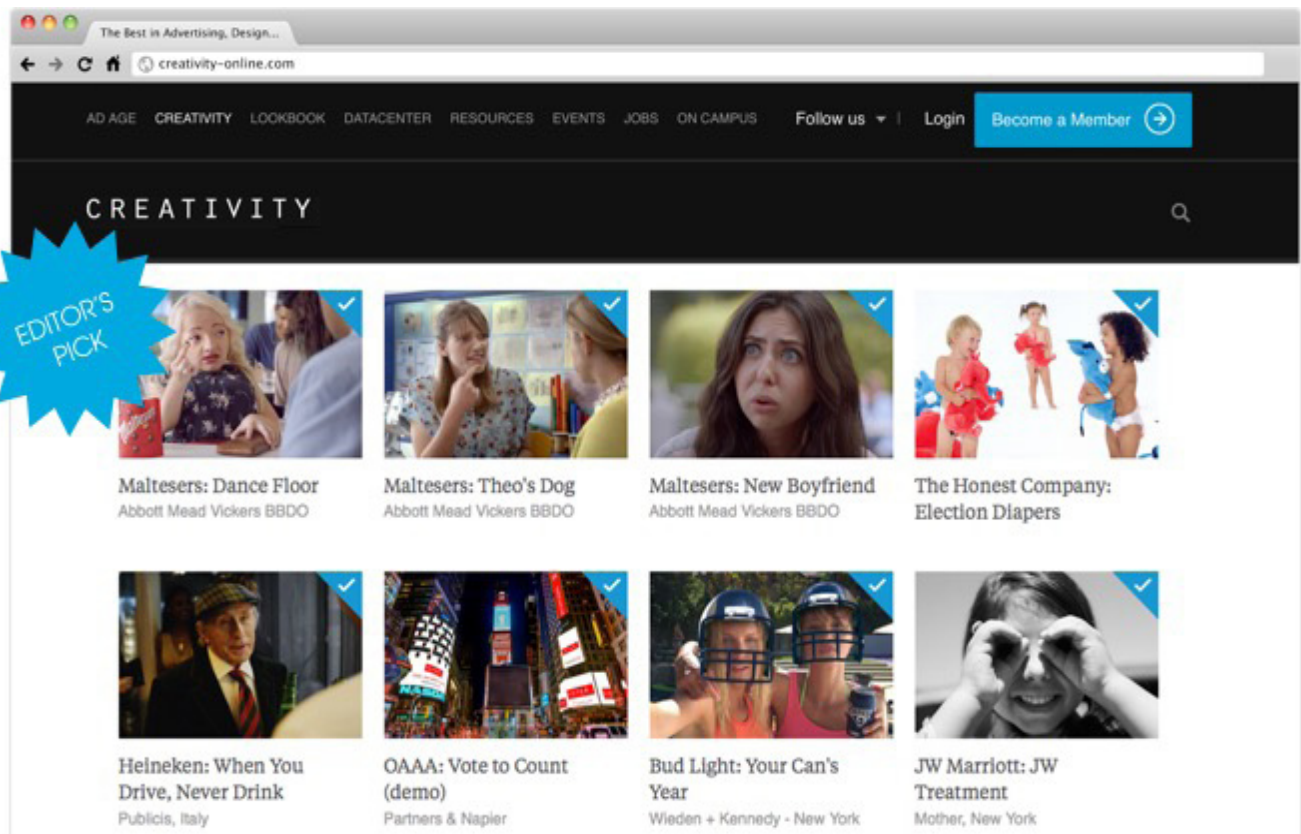
Pairing content with context, we spoke directly to the local character of each market, and proved the ability of OOH to drive engagement in a deeply personal way.



IV. WHAT ABOUT THE PRESS?

The message — a widespread, bipartisan call to action to the American electorate — was extended through mainstream and advertising trade media.

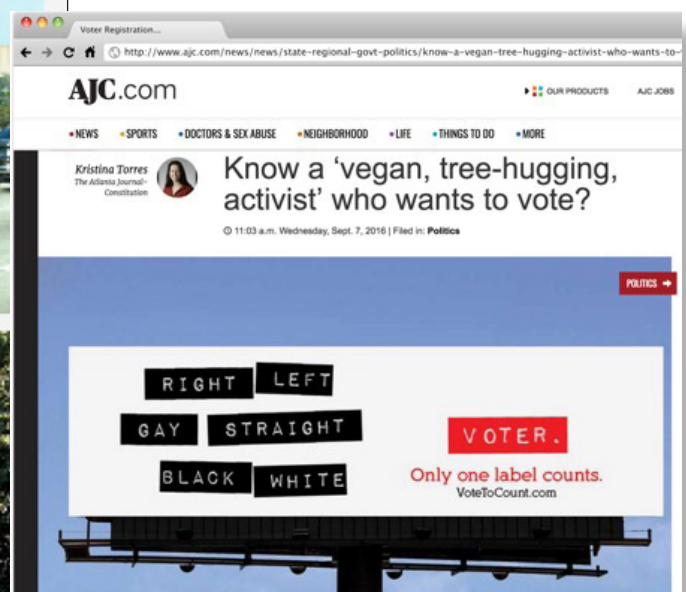
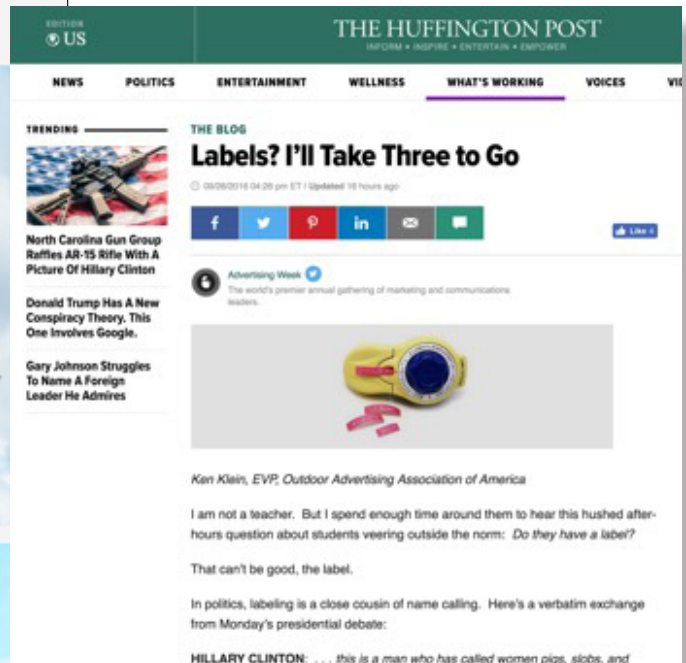
Utilizing a media-exclusive strategy, a “first look” at the campaign was offered to a number of top-tier advertising trade editors and influencers.



Ad Age's Creativity Online premiered the Vote to Count campaign in the press.

PSA: Only One Label Counts on Election Day — VOTER

It's been a tumultuous ride to the local election cycle and for most — November 8 can't come soon enough. To encourage more citizens to show up at the polls, the Outdoor Advertising Association of America (OAAA) launched the "Vote to Count" PSA campaign reminding Americans that while all labels matter, only one label counts on election day: VOTER. Check out the campaign captured across the nation:



V. SHOW ME THE FACTS

A. SO, HOW MANY PEOPLE DID THE CAMPAIGN REACH?

The campaign racked up one billion OOH impressions. And it drove 6,261 unique visits to VoteToCount.com between September 1, 2016, and Election Day, the nine weeks the OOH campaign ran.¹ Of those visiting:

1. One-third of visitors engaged with the label maker or voter profile maker
2. The average amount of time visitors stayed on the site was nearly two minutes

What's most interesting is how they got there. Sixty-five percent of traffic to the site was direct visits — meaning people saw the OOH messages and typed VoteToCount.com into a browser. This is nearly 50 percent higher than the industry average for direct visits to a consumer website,² proving OOH advertising does indeed drive digital engagement.

B. AND DID IT GET PEOPLE TALKING IN THEIR SOCIAL SPACES?

As for the numbers breakdown per social channel, the campaign generated:

- 129,136 total Twitter impressions
- 66,480 total Facebook impressions

Additionally, Facebook cost per click was more than 5 percent lower than the industry average, proving, once again, how OOH creative and social media can work together to drive social engagement.

1. Google Analytics
2. Hubspot.com

VI. WHAT'S NEXT: OOH NOW AND TOMORROW

The advertising world has changed dramatically in the last 10 years — through the introduction of social, mobile, video, programmatic, and more — which has created upheaval for some traditional forms of media. Not so with OOH. It has produced impressive growth and consistency for 7 consecutive years ... and counting.

The alignment of place and message is, and always will be, the powerful and true differentiator of OOH. Knowing where and when to target specific audiences has always been one of the valued strengths of the medium.

As the Vote to Count public service campaign proves, OOH can connect the right message to the right audience, in large and small markets, precisely at the right time. With digital OOH, messaging can be kept up-to-the-minute — a huge advantage for brands.

And while data precision is clearly valuable, it's important to realize there are distinct differences between online and OOH exposures. Most notably, unlike most forms of digital advertising, OOH is a one-to-many media platform that can also be one-to-few or even one-to-one depending on the specific OOH format and placement.

**OOH is, in fact, a key element of any integrated media plan,
and the perfect complement to digital to enhance its
power and increase its boldness.**

Augmented with appropriate technology and overlaid with insights that can inform proper placement of ads, OOH is a remarkably efficient and effective approach to communication planning.

This study illustrates how OOH is more relevant than ever and poised to meet any brand's demand for connecting consumers with the right content in the correct context, especially when the content is geography-specific.

Thanks to its big and bold creative canvas, and remarkable ability to amplify other media, OOH can cut through the most cluttered environments to deliver creative impact, cultural relevance, ubiquity, data-driven connectivity, accountability, and innovation in today's increasingly fragmented, mobile-driven media landscape.

VII. ACKNOWLEDGEMENT

The Vote to Count campaign was made possible thanks to a generous contribution from the Foundation for Outdoor Advertising Research and Education (FOARE).

