

Dan Laughlin for State Senate

Problem

How does an incumbent state legislator running for re-election discourage competitors from the opposition party?

Solution

By boosting name recognition and familiarity through an OOH campaign.

Background

Dan Laughlin is a Republican Pennsylvania State Senator running for re-election in 2020. His campaign knew Democrats would be conducting polls at the end of 2019 in the Erie County area to see if their potential candidates were strong enough to challenge him in 2020.



Objective

Laughlin's campaign wanted him to perform well in the polls to discourage Democratic competitors, and to increase his name recognition among Erie voters. Key target audiences identified included Republican, Independent and Moderate Democratic voters.

Strategy

Billboards were selected using demographic data to identify those locations that indexed well among the target audience of registered voters, including Republicans, Independents, and moderate Democrats. Further audience segmentation used to select the best locations included those registered voters who always vote in local elections.

Plan Details

Market: Erie, PA

Flight Dates: October 28, 2019 – December 1, 2019

OOH Formats: Digital bulletins and posters

Budget: \$10,000 and under

Results

Prior to the OOH campaign, Senator Laughlin's name recognition was at 40% but after the campaign posted his name recognition jumped to 65% among Erie county voters. He was also seen as a favorable candidate among Independents and moderate Democrats. Laughlin's campaign was so impressed with the selection data used to compile the OOH plan that after reviewing it they doubled their OOH budget.



DAN LAUGHLIN
STATE SENATE
**NO PERKS.
JUST PROGRESS.**

