

Economic Justice Alliance of Michigan

Background

Grassroots organization Economic Justice Alliance of Michigan aimed to build low income and working class communities' power through leadership development and advocacy initiatives. Serving communities throughout Michigan, the organization focuses on various issues including but not limited to the income gap, welfare reform, livable wages, paid sick leave, job discrimination, and more.

Objective

Increase Website Visitation.

Economic Justice Alliance of Michigan sought to increase voter participation in marginalized communities, especially in regions with historically low voter turnout.

Strategy

In the four weeks leading up to the general election, the organization launched a mobile campaign, posters, bulletins, and bus interior cards throughout Detroit, Pontiac, Flint, Saginaw, and Lansing, specifically in areas with a higher population of low-income families and mothers. The creative showed young people of color with empowering messages that encouraged people to vote.

Plan Details

Market: Detroit, Pontiac, Flint, Saginaw, and Lansing, Michigan

Target Audience: Low income people of color, mothers, and young people who tend to not vote

Flight Date: 07/2022

OOH Formats: Mobile Ads, Bulletins, Posters, and Bus Interior Cards

Target Campaign Impressions: 10,015,209

Target Campaign Reach: 45.72%

Target Campaign Frequency: 4.55

Budget: \$10,000 or larger

Results

The OOH campaign garnered 855 clicks for the organization's website, which aligned with the campaign's goal to generate more website traffic. Further, the state of Michigan saw a higher-than-expected voter turnout in the 2022-midterm elections.

