

# Spot-On Case Study: Coming From Behind

The "No on A" campaign in Buena Park, CA in Spring of 2015 was an almost typical California special election: A vote to determine whether voters would vote more frequently on the community's land use decisions.

Since the community is located in the Los Angeles DMA television was prohibitively expensive. So the "No on A" campaign decided on a strategy mimicking the reach and breadth of broadcast television - but with direct mail and online communications.

The very likeliest of Buena Park's 33,000 voters were strongly against in favor of Measure A but polling showed that if "No on A" could turn out less likely voters, the measure would be defeated. So the trick was to turn out as many voters as possible.



## And that's what happened.

Turn out was initially projected to be in the 10-15% range. By election day 23% of voters participated in the election.

The campaign began at 40 points down but finished with a comfortable 55% of the vote.

### How'd they do it?

- ➔ "No on A" purchased more than 1.9mm ads, which garnered an overall click through rate of .64%

### The buy included:

- ➔ A 30-day fixed placement on the Orange County Register's Buena Park page
- ➔ 700,000 video and banner ads targeted at Buena Park residents
- ➔ 250,000 video and banner ads on Facebook expanding the reach of the campaign's "earned social" presence
- ➔ 250,000 audio and banner ads on Pandora