

CASE STUDY: POLITICAL

Local Political Candidate wanted to create awareness in local district and encourage voting in upcoming election.

Included :15 & :30 Pre-roll and streaming video ads.

Political Candidate ran a video campaign to target conservative voters in a specific district.

Tactics included audience targeting conservative voters across all devices (desktop, mobile, tablet) and contextually targeting conservative content on streaming TV (OTT/CTV) to maximize awareness and reach.

Creatives: :15 & :30 Video pre-roll and streaming TV spots

Standard
Video Pre-
Roll

79%

Video
Completion
Rate

OTT/CTV
Streaming
Video