Program:
Paid Advertising - Agency of Record

Services Used:
Analytics, Strategic Planning, Display, Facebook

Challenge

Further works with Greenpeace USA on all things digital fundraising and lead gen to help them in their fight for our environment. Naturally, influencing legislation—and who creates that legislation—is paramount to their mission. So when Greenpeace came to us with a goal of reaching critical swing and Latino voters in House elections in New Mexico, we were up to the challenge.

With plentiful experience in reaching Spanish-speaking audiences as well as an in-depth understanding of the environmental non-profit landscape, we were able to craft a strategy that delivered.

Strategy

The campaign kicked off right as early voting started using a fast-paced awareness strategy. We developed creative that urged swing voters to vote against candidates like Yvette Herrell (R, NM) for their climate change-denial, corporate-protectionism, and anti-democratic positions.

Our goal with this campaign was to reach as many swing voters as possible in their respective districts, making Facebook and programmatic display our key to success. Both channels provided the geo-specific targeting required as well as the ability to scale frequency and drive the most impact on constituents.
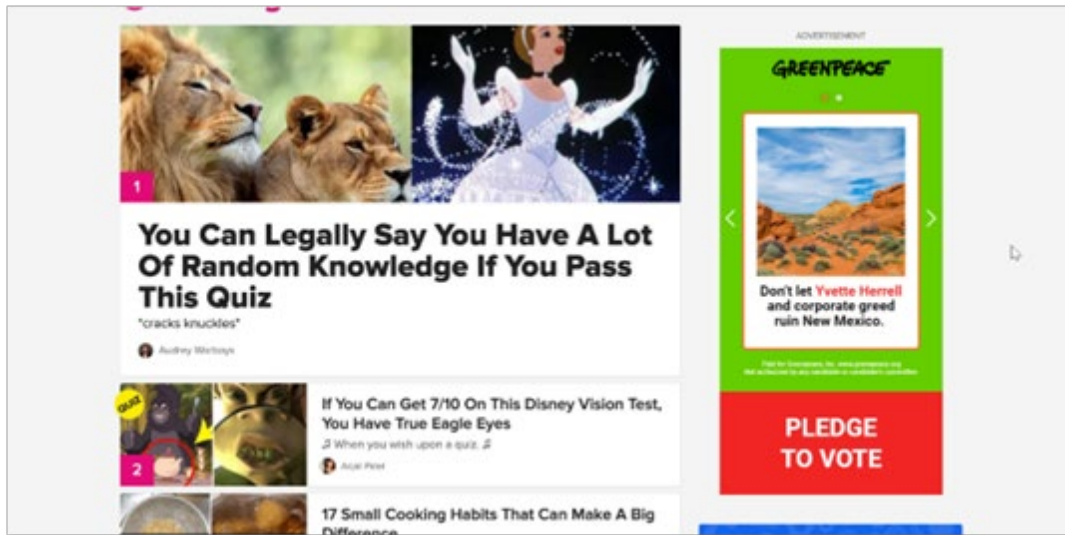
With the knowledge that the Latino voters held the key to the 2022 elections, we used language targetingd as well as public voting records to maximize our reach across this key demographic. Third party data sources were also leveraged to reach the right constituents across both mobile and desktop. Our audience-first approach paid off: according to NBC News, the Latino vote was critical in flipping seats in New Mexico blue.

Results

- Gabe Vasquez (D) unseated incumbent Yvette Herrell (R) in New Mexico District 2

- 2 million ad impressions served on Facebook to voters in the district

- 2.2 million ad impressions served on Display to voters in the district, with a frequency of 12.4

- Over 3,000 clicks on ads to learn how to Pledge to Vote