EQUATIV

A Successful Digital Advertising Approach for Securing Victory in Memphis

In partnership with VOTE SHIFT

Campaign Background & Objective

In the highly anticipated **2023 Memphis mayoral election,** seventeen candidates vied to succeed the term-limited incumbent. Despite tough competition, political newcomer Paul Young, the youngest candidate, entered the race. Aware of challenges like a voting desert affecting 6% of Memphis citizens and a 15.7-year age gap, Young's campaign enlisted VoteShift to address these issues.

As the digital counterpart of VoteShift, our role was to strategically place Young's campaign messages, emphasizing his platform and personality to Memphis voters. **The primary objective was to establish name recognition, guide voters through awareness and consideration stages, and ultimately motivate them to choose Young as their preferred candidate.** The strategy aimed to highlight Paul's experience for a diverse audience, emphasizing that his election would signify a significant generational shift in leadership.

Campaign Strategy

As the digital arm of VoteShift, our task was to strategically place Young's campaign messages, boosting his platform and persona among Memphis voters. To enhance name recognition and visibility on key issues, we devised a four-month media plan across platforms like **Display, CTV, YouTube, OLV, and Off-Social Story Ads**.

Using semantic targeting technology, we focused on engaging content for prospective voters, ensuring ads appeared in relevant and brand-safe spaces. Our innovative approach, combining unique targeting options with cutting-edge formats, increased Young's name recognition by 12 points. Gradually targeting key demographics on YouTube and placing ads on local news outlets like Fox 13 Memphis and Blue Path Memphis, we incrementally increased spending throughout the campaign, ensuring visibility until Election Day.

Results

0.09%	**99%**	**72%**	**65%**	**1.07%**
Digital Display	**CTV VTR**	**YouTube VTR**	**OLV VTR**	**Story Ad CTR**
(Benchmark **0.05%***)*	*(Benchmark* **89%***)*	*(Benchmark* **25%***)*	*(Benchmark* **60%***)*	*(Benchmark* **.21%***)*

*Equativ Benchmark