

1433 Northside Blvd. / South Bend, IN 46615

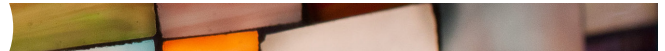
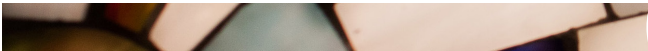
574.234.2060 / [info@discoverforce5.com](mailto:info@discoverforce5.com)

CASE STUDY:

Building Awareness with Voters  
Where They Are with YouTube,  
Social, and CTV Video Ads

Jason Critchlow for Trustee  
Campaign





## >> Summary

When it comes to political campaigns, awareness is key. The only way to ensure voters choose your name in the ballot box is if they know who you are. This is doubly true for primary elections, since all candidates on the ballot are from the same party, eliminating the potential for straight-ticket votes. But where are voters, really? Traditional political advertising has focused on direct mail, radio, and tv; however, year after year, these media receive less of the total audience than digital alternatives. That's why the Jason Critchlow for Trustee campaign focused its efforts on social, YouTube, and CTV advertising. Taking advantage of the unprecedented ability of these media to control who sees what and when, Force 5 adjusted the makeup of the audience and the frequency of ads they saw over time. **This effort culminated in nearly one million total impressions and a resounding primary election victory for Jason Critchlow.**



OUR ROLE

|   |   |
|---|---|
| <input checked="" type="checkbox"/> Digital Strategy    | <input checked="" type="checkbox"/> CTV Campaign                    |
| <input checked="" type="checkbox"/> Campaign Management | <input checked="" type="checkbox"/> Facebook and Instagram Ads      |
| <input checked="" type="checkbox"/> Web Development     | <input checked="" type="checkbox"/> Local News Web Content Pre-Roll |
| <input checked="" type="checkbox"/> YouTube Ads         |   |



## Challenge

Jason Critchlow wanted to serve as Trustee to ensure our community is one that “promotes healthy families, is a safe place to live, and provides a strong future for everyone.” **In the noisy political landscape and crowded digital marketplaces, how can he ensure the right people hear his message?**



## Insights

Force 5 knew it had to reduce the number of impressions seen by ineligible voters. Using powerful targeting tools, they could, for example, restrict showing an ad to only people within the township. **The use of connected tv (CTV) services was also a key opportunity Force 5’s digital advisors saw for Jason Critchlow to reach a large, high-value audience often overlooked by political campaigns.**



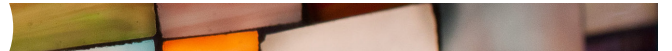
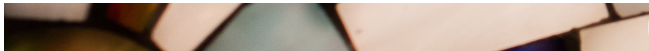
## SOLUTION

To ensure as many voters as possible saw Jason Critchlow's message enough times to remember him when voting, Force 5 launched a multi-channel campaign centered around short video ads. Follow-up traffic was directed toward a website outlining Critchlow's key campaign issues.

# 1. YouTube Campaign

Force 5 developed four 5-second bumper ads. With this structure, the ads qualified for being unskippable ads on YouTube, which ensured that every viewer saw the entire duration before viewing content. In addition, with four ad assets, a viewer would see several different ads with messages reflecting Critchlow's four main objectives as Trustee over time. Force 5 restricted the viewership to those within Portage Township and further refined to exclude traffic that had a high likelihood of being a student, who would likely be ineligible to vote in the area. Force 5 monitored and managed this campaign performance throughout the leadup to the Primary election to make tweaks and optimizations based on real data. Using demographic and geographic bid adjustments, Force 5 ensured the campaign competed for the right audiences.





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## 2. CTV (Connected TV)

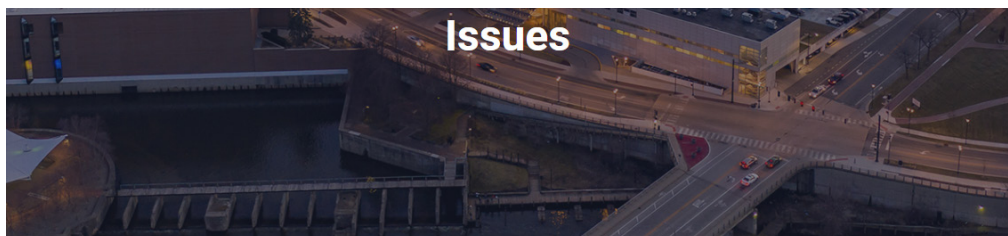
Just as for YouTube, the key to Force 5's CTV strategy for the Critchlow campaign was getting the right message to the right people. On this platform, the team opted for 15-second ads which would play as part of the pre-roll and ad break sponsored messages on services like Pluto TV, Discover Networks, Sling TV, Xumo, and AMC Networks. Force 5 monitored the campaign performance to ensure ads were showing on the right channels and altered the bid adjustments to meet demographic and geographic targets.

## 3. Campaign Website



Voters want to know the person behind the name on the ballot and what they stand for. That's why Force 5 developed a campaign website for the Jason Critchlow for Trustee campaign. Core parts of the content included Jason's story, both professional and personal, and his stance on the issues that matter to the township. The website focused on Jason's place in the community and let voters know he was serious about making South Bend an incredible place to raise a family.

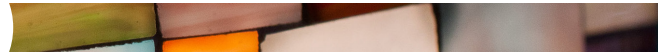
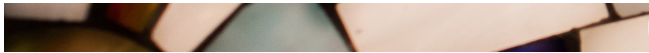
The website helped voters quickly get to the information that matters most so they can decide if Critchlow is the right candidate for them. All advertising efforts led viewers and listeners to this website as the core communication tool for Jason's message.



**Every family deserves to be healthy, safe, and economically secure.**

- **Support working families** to ensure equal opportunities and access to the assistance they need when it counts the most.
  - The household poverty rate in Portage Township is approximately three times higher than the state of Indiana, with a much lower median income





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## 4. Facebook and Instagram

On the Facebook and Instagram channels, Force 5 deployed two ad campaigns with distinct goals.

1. **REACH** - the first campaign was optimized to reach the broadest possible audience. This approach made sense early in the campaign season to ensure the most people possible heard that Critchlow was running.
2. **AWARENESS** - the second campaign, rather than focused on maximum audience size, was optimized to get the right frequency of ads to voters so that they remembered Critchlow at the ballot box.



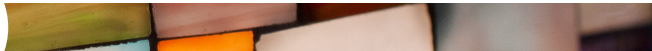
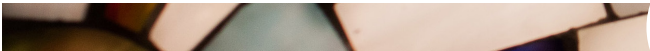
## 5. Local News Content Pre-Roll



Critchlow campaign messages were displayed as pre-content commercials on WSBT and WNDU's websites. We chose these stations because their viewership within Portage township is strong.



These campaigns ran for five days each and utilized 15-second video ads.



# Measurement

It all comes down to the votes in politics. If you've got the hearts and minds of the people and inspired them to get to the polls, you have what you need to succeed. But how do you predict whether you will get a vote? Force 5 optimized its campaigns to maximize these key leading measures that made it more likely for a voter to recognize and vote for Jason Critchlow:

- **Impressions** - How many people saw the ads
- **Frequency** - How often the average person saw a campaign ad (the general rule is someone must see something six times to remember it)
- **Social Engagement** - How often viewers on social platforms reacted, shared, commented, or clicked an ad

The timing of ad placement was also carefully considered. With early budget allocation, the team created awareness early in the campaign cycle before pausing for a period. Then in the middle of the campaign onward, ad placement ramped back up and kept increasing through to Election Day. This strategy ensured the budget was spent as effectively as possible.

# YouTube Results

Based on the metrics, YouTube was considered the best performing platform for the Jason Critchlow campaign. With nearly seven hundred thousand impressions in the target township, residents heard the message, on average, greater than seven times. Behind the scenes, Force 5 managed bidding strategy, keeping demographics properly aligned and excluding potentially low-impact viewership.



**680,765**

Total Impressions

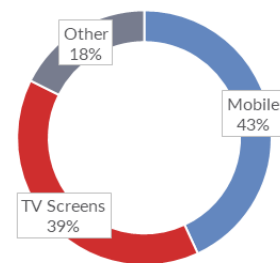
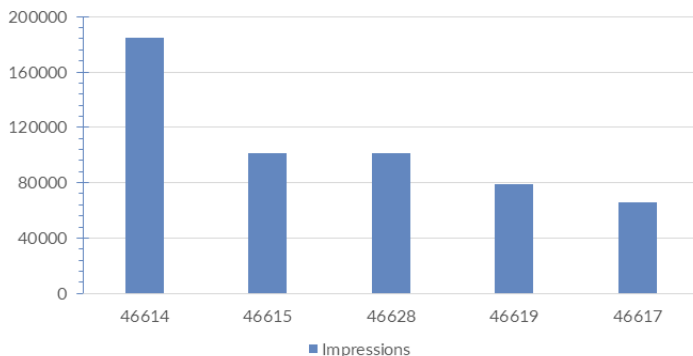
**7.39**

Frequency (Based on Population)



Top Channels

Top 5 Zip Codes

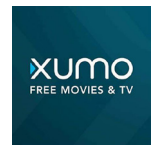
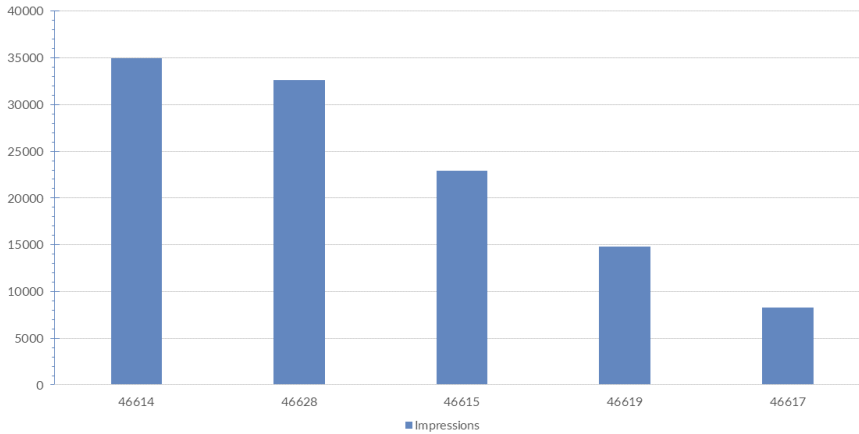


Impressions by Device

The top age demographic for this campaign was **35-44**, representing **27%** of impressions. This audience was the most sought after by the campaign, so Force 5 optimized the bidding strategy to reach them.

# CTV Results

While not reaching the overall impression count of YouTube, the Critchlow campaign's CTV results were still impressive. On these channels, the ads were viewed **115,561** times with a **95.89%** video completion rate.



# Facebook and Instagram Results




REACH

- 53,877 impressions
- 44,720 people reached
- 1.20 frequency
- 192 social engagements

49%

Population Reached

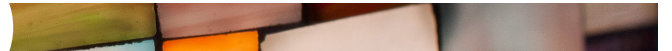
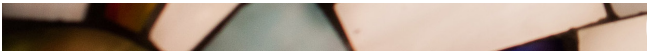


AWARENESS

- 49,952 impressions
- 25,576 people reached
- 1.94 frequency
- 168 social engagements

2,920

People Recalled an Ad



# Primary Election Victory

As the results came in, the outcome was obvious. Taking more than 80% of the vote, Jason Critchlow scored a decisive victory in the Democratic Primaries. Speaking to the Force 5 team, Critchlow commented that he had “never seen a race so lopsided in a primary.” Force 5 Director of Digital Strategy Jim Ragosta commented on the victory:

*While Force 5 cannot claim the victory--the campaign was from the beginning a team effort--we nonetheless are proud of our part in getting the word out about the Critchlow campaign. We believe that the unique ways we connected with Jason's voters made a significant difference in the final results. Critchlow and his team were a pleasure to work with, and we value their willingness to hear and trust our recommendations to help them reach their goals.*

Asked about his experiences with Force 5, Critchlow shared that he found the team to be hardworking, creative, and caring. His success in the Primary has also garnered interest from other Democratic candidates in the area, who have approached Force 5 to design their own awareness campaigns for the General Election.



**Jason Critchlow for Trustee**  
May 3 at 8:43 PM · 🌐

The results are in and we came away with approximately 80% of the vote! Thank you so much for your support and confidence!! I look forward to continuing the work this year as we head into the November General Election!

| PORTAGE TOWNSHIP TRUSTEE (DEMOCRATIC) |       |        |
|---------------------------------------|-------|--------|
| Number of Precincts                   | 69    |        |
| Precincts Reporting                   | 67    | 97.10% |
| Vote For 1                            |       |        |
| Total Votes                           | 2,861 |        |
| JASON CRITCHLOW                       |       |        |
|                                       | 2,313 | 80.85% |
| ROD GOODCHILD                         |       |        |
|                                       | 548   | 19.15% |

👍❤️ 81 19 Comments 4 Shares

## >> Are you running for political office and looking to find your voters?

At Force 5, we believe in the power of brand. For you, that's your name and your stance on the issues. The thing that drove you to get into politics is what we call the "big why." We would love to help you communicate your "why" and inspire voters to turn out for your campaign. Looking for more than just digital? Great! We've got a deep bench of services, too, including marketing strategy, media planning and placement, web design, content creation/strategy, graphic design, brand development, and video production.

**Start a conversation with us today! >>574.234.2060 >>info@discoverforce5.com**