

2016 Pollie Awards

Entry Title

Engagement Does Not Equal Persuasion – And Other Lessons Learned from Using Our Vantage Platform

Category

A26 Best New and Unusual Tactic

Entries are evaluated in 3 key areas: creativity, professionalism and political effectiveness. Judges will review the context in which your piece(s) was created. Be sure to take time to thoughtfully prepare your responses to the following questions.

Briefly describe the campaign context in which the submitted material was used.

After many years in the digital marketing business, our firm has found that there's a fundamental difference between what is engaging and what is persuasive online. That's why we built Vantage in 2015. A central challenge of any awareness or persuasion focused advocacy campaign is measuring what's actually moving hearts and minds. The digital metrics available to advertisers – clicks, impressions, video views, likes, and shares – show what's *engaging*, but not what's *persuasive*. At best, they let an advertiser know whether their core audience is publicly applauding their content. At worst, they misconstrue impact because people are clicking and sharing for the wrong reasons.

Our proprietary Vantage platform tracks exposure from all digital channels and can measure the persuasive value of content – both paid and owned – on an individual level. This lets us track what's actually moving our audience's opinion instead of relying on proxy metrics such as clicks, shares, and likes.

The result is that brands can develop content that resonates better with their target audience and we can finally put an ROI on reputational advertising.

What was the principal goal of the submitted material?

For one of our clients, the Strong Economy for All Coalition, we used Vantage to help measure a campaign aimed at persuading public school parents, students and teachers to stand against sweeping cuts and untested reforms. To accomplish this goal, we created a 6-month digital advocacy campaign and used Vantage to measure the results along the way.

While opponents spent millions on TV, direct mail and robo-calls, we executed dozens of targeted paid media campaigns to reach the critical intersection of voting parents for whom education is a critical issue.

To maximize impact, our firm used its Vantage platform to measure and optimize this campaign for persuasion. Vantage allows advertisers to track metrics like issue support, message retention, and favorability in the same way they track impressions or click-through rates. It does this with groundbreaking new survey technology that allows

advertisers to:

- Deliver surveys to the *specific people* reached with ads
- Measure how sentiment shifts vary based on ad frequency, format, and creative message

This was used to measure impact among both parents and teachers, optimize the ad buy, and deliver a winning campaign.

What happened as a result of the use of the submission? Provide empirical data (i.e. polling results) wherever applicable.

In the first phase of the campaign, while both teachers and parents clicked on ads at the same rate, Vantage surveys showed that teachers were extremely persuaded by the message (moving as much as 15 pts) but parents showed no significant attitudinal shift.

As a result, we developed a second campaign phase exclusively focused on reaching parents, with new creative specifically tailored to that audience. This ultimately successfully drove a persuasive shift among parents as well.

Finally, now that we have this tool, it is changing how democrats are running campaigns up and down the ballot across America. Vantage has fundamentally changed how we measure success for digital marketing campaigns for our clients. As the largest digital marketer of the Democratic Party, we are excited by the opportunity to bring this new framework and tool to market.

Did your client win or achieve their objective (i.e. advocacy campaigns)? Answers will not weigh the scoring system.

No

Under review

Yes

Please add any other information that would assist in judging your entry.

Team Members / Creative Film Credits

Recognize additional members of your team: