**The Youth Enfranchisement Act campaign**

**Giving 16 and 17 year old Mountainville citizens the right to vote[[1]](#footnote-1)**

**Case Competition – Curve Ball**

**New Data and Media Options**

A few weeks had passed since Ricardo completed his initial media recommendations for the “Yes on YEA” campaign. He was scheduled to meet with the client in mid-June and was continuing to give thoughtful consideration to every targeted media strategy that might help the campaign. During this time, Ricardo was approached by several media vendors selling a variety of products that he had not originally considered. One in particular stood out as a potential partner worth including in the existing media budget.

i360, a leading data and technology resource for the free-market political and advocacy community, provides a database of over 190 million active voters and over 250 million US consumers. i360 offered Ricardo a couple of targeting options that would also help minimize wasted impressions.

i360 partners with DirecTV and Dish Network to allow participating campaigns to target their TV advertisements at the household level using their proprietary data. This targeting capability is known as addressable advertising. Simply, addressable advertising adds a layer of precision to TV targeting – allowing advertisers to identify and deliver television ads only to their target audience households, thus decreasing waste. Perhaps the biggest advantage of addressable TV is that it is network and program agnostic – allowing advertisers to target households, regardless of when or what they watch.

Ricardo was excited to see this technological advancement, but he was also weary that addressable advertising does have its limitations. After asking several questions, Ricardo learned that addressable only works for targeting DirecTV and Dish subscribers who also have a DVR box. Addressable also faces the same challenge of broadcast and cable television in that there is no guarantee that the spot will actually be watched by the intended audience.

Ricardo made some notes that addressable advertising is sold on a CPM basis. The CPM for each segment is $125. There are limited segments available in Mountainville, but Ricardo does have a few to consider that are listed in the chart on the following page.

|  |  |
| --- | --- |
| **Segment** | Addressable HH |
| All Registered Voters | 178,272 |
| Republican Voters | 92,404 |
| Swing Voters | 69,084 |
| Republican Primary Voters | 32,285 |
| 2016 Likely General Voters | 124,391 |
| Likely Voting Republicans | 71,773 |
| Likely Voting Swing Voters | 40,662 |
| Likely Voting Democrats | 12,255 |

Also, i360 enables advertisers to run seamless, multi-media campaigns to reach their audience by onboarding all of their models into cookie segments for online display and video advertising. The below chart contains the counts for unique cookies[[2]](#footnote-2) with impressions seen over a 30 day period within Mountainville. Ricardo can choose to add another level of sophistication to his media plan by selecting from the cookie segments listed in the chart below at a $1.50 CPM per segment. Ricardo again noted that the $1.50 CPM is added to the digital media CPM only if he decides to use these additional targeting options.

|  |  |
| --- | --- |
| Segment | Unique Cookies With Impressions |
| Likely 2016 Voters Ages 18-29 | 59,807 |
| Likely 2016 Voters Ages 30-44 | 97,916 |
| Likely 2016 Voters Ages 45-54 | 132,032 |
| Likely 2016 Voters Ages 55-64 | 138,455 |
| Likely 2016 Voters Ages 64+ | 113,580 |
| All Likely 2016 Voters | 1,186,451 |
| Republican Voters | 1,090,375 |
| All Registered Voters | 1,972,841 |
| Swing GOP Voters | 331,364 |

Equipped with this new tool, Ricardo has to decide if it will help the “Yes on YEA” campaign and decide how to modify the media plan before his June meeting to include these new options. The client does not have extra money to add, so decisions to include addressable television or targeted digital campaigns will have to come at the expense of another media option. Ricardo was also aware that vendors sometimes reach out directly to advertisers, so was preparing to answer questions about these tools regardless of whether he added them to his media plan or not.

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1. The Youth Enfranchisement Act campaign is fictitious and not based on any actual industry organization or marketing initiative. Research data is drawn from consumer studies and may have been edited for the purposes of this case study exercise. Students are encouraged to augment the provided data with their own research. © 2016 by the authors and the Washington Media Scholars Foundation. May be reproduced only by permission. [↑](#footnote-ref-1)
2. Combining segments does not accrue additional cost. It should also be noted that cookies are not equivalent to individuals and it is likely that one individual has several cookies – at least one per device. [↑](#footnote-ref-2)