

Xspot Doubles Performance Expectations, Raises Awareness and Builds Support



Michele Bachmann's "Repeal the Bill" Xspot

“Now is the time to act.”
-MICHELE BACHMANN

Challenge

After almost losing re-election in 2008, Michele Bachmann (R-MN) wanted an advertising strategy that would help her hold on to her seat in 2010.

Campaign Goal

Take advantage of conservative opposition to the recently passed health care reform bill to raise awareness of and support for the Bachmann campaign.

Solution

- ▶ **RAPID RESPONSE** Just three days after Obama signed the health care bill, the Bachmann team launched a 4-day online video ad campaign.
- ▶ **TARGETED MESSAGING** The Bachmann team paid for 18,000 above-the-fold views on conservative publications and websites aimed at an adult audience.
- ▶ **AUDIENCE ENGAGEMENT** Interactive elements encouraged viewers to sign a petition, donate, and visit Bachmann's website and Facebook page.

Driving Results

- ▶ **TWICE THE VIEWS** The Xspot received 36,800 views (twice the forecast number) for a view rate of 2.77 percent.
- ▶ **AWARENESS RAISED** On average, viewers watched 73 percent of the Xspot. They received 247 hours of Bachmann's message.
- ▶ **SUPPORT GENERATED** Almost 2,300 viewers (0.17 percent clickthrough rate) clicked through to sign the petition, donate, or learn more about the Bachmann campaign.

METRICS	BACHMANN XSPOTS	XSPOT AVERAGE
Active View Rate (Views/Impressions)	2.77%	1.67%
% of Video Watched	73%	48%
Clickthrough Rate	.17%	.10