

Online Video Ad Surge Propels Scott Brown to Massachusetts Senate Victory

Client



- » Polls just ten days out from the January 20 election showed Scott Brown trailing his opponent Martha Coakley by four points. In a stunning turn of events, Brown surged to a resounding victory on Election Day with 52 percent of the votes versus 47 for Coakley, or close to 110,000 more votes.
- » Brown's election results can, in part, be credited to his aggressive online advertising strategy. According to Google, Brown's campaign broke records for spending on online advertising, devoting 10 percent of his ad budget to the Web.
- » In the nine days leading up to the election, Brown intensified his online ad strategy—building upon his campaign's momentum and driving deeper engagement with voters—with innovative online video ads.

Campaign

- » The Brown campaign sought to appeal to voters as a personable family man, and to influence them with his platform of lower taxes.
- » To share his message, Brown chose to run video ads because they provide the powerful emotive element that display ads do not.
- » Working with the Boston Herald and the Mixpo Platform, the Brown campaign was able, in just one day, to convert an existing 30-second TV spot featuring Brown with his two daughters into an interactive, online video ad—an Xspot.
- » Beginning on January 10 and through election day, the Xspot was trafficked across the Boston Herald online edition.
- » In response to audience reaction to the final debate between Brown and Coakley on January 11, the Brown campaign chose to modify its ad campaign by including a second ad in their rotation. Within minutes, using Mixpo's Rapid Response capability, the new Brown "Momentum" ad was up without having to re-traffic ad tags.

Outcome

- » Brown cruised to victory on his late-in-the-campaign online video ad surge, during which his video message engaged tens of thousands of voters.
- » During the 10-day Xspot campaign, the Boston Herald served close to 1.5 million impressions. Voters couldn't help but notice his image as they surfed for news on the Boston Herald.
- » Of those exposed to the ad, more than 46,000 chose to view the video. All told, viewers watched 267 hours of Brown's message.
- » Voters chose to watch Brown's video nearly twice as often as the industry average for video ads, and they engaged with the Xspot twice as often as video ads overall. The Xspot campaign's click through rate exceeded the industry standard for display ads by almost double.
- » The campaign was able to consistently reinforce Brown's video message across two media—TV and web. And it did so without incurring the high cost and complexity associated with rich media ads.
- » The ability to respond rapidly to changes in the political wind are critical. The Brown campaign set-up time and Rapid Response changes mid-way through the campaign were almost immediate.



Driving Results



METRICS

	SCOTT BROWN XSPOTS	OVERALL XSPOT AVERAGE
ACTIVE VIEW RATE (VIEWS/IMPRESSIONS)	3.20%	1.67%
% OF VIDEO WATCHED	78%	48%
ENGAGEMENT RATE	4.41%	2.25%

“Online video is a powerful way to communicate. Mixpo enabled us to effectively persuade many of our targeted voters.”

Rob Willington
Strategist, Scott Brown for U.S. Senate

Active View Rate: A measure of how often viewers exposed to an ad are actively choosing to watch an Xspot by clicking or rolling over the ad. Active View Rate is calculated by dividing the total number of views by the number of impressions

Engagement Rate: An overall measure of how frequently viewers engage with an Xspot through views, interactions and clicks. Engagement Rate is calculated by dividing the total number of views, interactions, and clicks by the number of impressions.

