2020 Voter Education Campaign

objectives

• Educate and inform Connecticut registered voters about absentee ballot eligibility due to COVID-19 for the 2020 Primary.
• Educate voters on their options (in person/by absentee); How to complete an absentee ballot.
• Registering to vote how-tos.

media strategy

Statewide campaign leveraging media consumed by all major audiences inclusive of TV, Cable, Broadcast Radio, Out of Home, Print, Digital Video, Digital Audio, Search, and Social Media
Results

**impressions**

Total campaign impressions

124M

**search**

Search click through rate

3.17% 10%

CT SOTS

INDUSTRY AVERAGE

**social**

Social media engagements

CT SOTS RESULTS

34X

The Industry Average

INDUSTRY AVERAGE

91%

**video**

Video ad completion rate

98.4%

CT SOTS

88%

INDUSTRY AVERAGE

10%

Higher

The Office of Secretary of the State Denise W. Merrill
As a result of the investment in the 2020 Connecticut Voter Education Campaign, CT SOTS has developed the following assets which can be leveraged in future Connecticut Voter Education Campaigns.

- Overall campaign look & feel
- Campaign creative & creative templates that can be updated with evolving messages
  - Register to Vote
  - Polling Place Safety
  - Slammed At Work/Vote Anyway
- Proven paid media strategies that can evolved as needed
- Proven marketing & media strategies to reach traditionally underserved residents
- Increased social media followers

FACEBOOK: 2,530 NEW FOLLOWERS
INSTAGRAM: 433 NEW FOLLOWERS
TWITTER: 817 NEW FOLLOWERS