



CITY OF MILWAUKEE ELECTION COMMISSION
WRAP-UP REPORT
SEPTEMBER - NOVEMBER 2020



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BACKGROUND

SITUATION OVERVIEW

Since 2016, the issue of election security, including the targeting of systems used by candidates and election administrators and attempts to influence elections through misinformation and disinformation, has become much more prominent. It was particularly evident in the lead-up to the April 2020 election when misinformation and disinformation about the election and voting process, disruptions at polling places, and health concerns related to the COVID-19 pandemic led to widespread voter confusion.

All these factors represented a significant threat to voter participation in the November 2020 election. To ensure that all City of Milwaukee residents, including those from historically underrepresented communities, had the ability and felt motivated to participate in the democratic process, the City of Milwaukee Election Commission (MEC) partnered with Creative Marketing Resources (CMR) to create and implement a comprehensive voter education campaign for the November 2020 presidential election. The campaign's ultimate purpose was to improve voter confidence in the election process in order to increase participation. The table below summarizes the three (3) main goals the MEC was looking to address, along with suggested measures of success for each.

Campaign Goals	Measure of Success
1. Voters feel confident on the three available options for voting (mail, in-person absentee (early), and at their polling place).	Voters are aware and knowledgeable of all three voting options.
2. Voters feel confident in the integrity, security, and accuracy of any of the available voting options.	Voters perceive the voting and election process to be safe, secure, and accurate.
3. Voters feel like voting is simple and easy.	Voter participation increases relative to 2016.

TARGET AUDIENCES

Historically, underrepresented communities are more susceptible to voter confusion due to election misinformation and disinformation; thus, they were the target audience for the campaign. These communities who already experience a number of systemic barriers to voting—transportation, lack of childcare, an insufficient number of voting locations, and restrictive voting laws—do not necessarily trust the voting process. The aggregation of systemic barriers and more recent barriers have the potential to create an environment where widespread lack of confidence in the security and integrity of the election process leads to depressed voter participation within historically underrepresented communities, including the following:

- Voters of color
- Low-income voters without reliable access to the Internet
- Voters with disabilities
- Voters whose primary language is not English

STRATEGIC COMMUNICATIONS PLAN

The Strategic Communications Plan served as a road map for the campaign and ultimately led to the success of the campaign goals. Initial research provided an overview of the cultural beliefs, norms, values, and motivators, as well as misperceptions, fears, and barriers of different target audience segments as they relate to that specific behavior (in this case, participation in the election). The strategic planning phase identified campaign messaging, calls-to-action (CTAs), and the strategies and tactics that would positively change perceptions of voting safety and security and drive voter registration and voting. Over the seven-week period leading up to the November 2020 election, campaign messaging was strategically implemented in various touchpoints around the city of Milwaukee. Throughout the campaign, messaging was closely monitored and tweaked to provide timely information that increased awareness and motivated target audiences. Following election day, a thorough evaluation of all initiatives took place to determine the success of the campaign.

RESEARCH AND DISCOVERY

Primary and secondary research was conducted to examine key target audiences' awareness, perceptions, and behaviors. Research goals were aimed at better understanding awareness and perceptions surrounding the upcoming presidential election and determining the most effective creative strategy to motivate our target audiences.

PRIMARY RESEARCH

Because the campaign's target audiences were diverse in their thoughts, beliefs, and values, it was essential to capture perceptions and test campaign messaging before launch. Research objectives were to:

- Assess audiences' reactions to creative materials and messaging before campaign launch.
- Identify audience beliefs, values and motivators, challenges, and barriers surrounding voter participation.
- Uncover preferred and trusted methods and channels of communication.

The sessions were audio recorded and each focus group had a maximum of ten (10) participants.

Focus Group Demographics:

- Gender
 - » 25% of participants identified as male.
 - » 75% of participants identified as female.
- Age
 - » 62% of participants were ages 18–29.
 - » 25% of participants were ages 30–49.
 - » 12.5% of participants were 65 years old and older.
- Ethnicity
 - » 75% of participants identified as African American.
 - » 25% of participants identified as Caucasian.
- Frequency of voting
 - » 25% of participants stated they have never voted before.
 - » 37% of participants stated they sometimes vote in elections.
 - » 37% of participants stated they always vote in elections.

PRE-CAMPAIGN SURVEY

To corroborate focus group findings and gain a better understanding of awareness and perceptions surrounding the upcoming presidential election, CMR surveyed more than 100 people in the Greater Milwaukee area. The goal was to gain a more complete understanding of Milwaukee residents' thoughts about the upcoming presidential election. The survey was administered October 9–16, 2020, via Survey Monkey.

Survey Demographics:

- The survey geo-targeted respondents in the Milwaukee/Waukesha/West Allis metro areas.
- Age distribution was evenly split, so there was a wide range of age groups represented in the survey responses.
- Around 60% of the respondents were female.
- Nearly one-fourth of the respondents who were comfortable answering said they make \$50,000–\$75,000 annually.
- One-fifth made \$25,000–\$50,000. Nearly 20% preferred not to answer this question.

OVERALL KEY FINDINGS

Voting Awareness and Behaviors

Survey respondents and focus group participants viewed in-person voting at a polling location as more reliable than absentee or early voting and mail-in voting. Most focus group participants planned to vote absentee but hand-deliver their ballots.

Survey respondents shared that a lack of awareness of voting laws or candidates, the inability to take off work, long lines at polling stations, and a distaste for the candidates were reasons they wouldn't vote. All participants were unaware of what happens to their ballot once it is submitted.

Beliefs, Motivators, and Barriers

Results from focus group and survey respondents showed that there is uncertainty surrounding the safety of the upcoming election. Survey respondents were split on whether or not they trust the voting process in Wisconsin, with one-fifth saying they are unsure. Half of the respondents were either unsure or did not feel like their vote was safe. A focus group participant expressed

a lack of confidence in the voting system and related it to the “dangling of the carrot” since it has always been a challenge for BIPOC (black, indigenous, and people of color) to vote. *“As soon as we try to get to a point, then the needle has been moved, look at it from a gerrymandering standpoint, voter suppression standpoint, we are constantly being marginalized to vote.”* While it is important that most respondents plan to vote, there is a clear sense of uncertainty about the safety of their votes.

Overall, campaign messaging needed to focus on educating the public about the voting process in Wisconsin. Specifically, the campaign needed to accomplish the following:

- Build a website that:
 - » Educates the target audience on the correct manner of filling out ballots.
 - » Educates the audience on the various methods of voting.
 - » Provides education on the safety and security of the Milwaukee election process.
- Develop creative material that:
 - » Depicts a mix of races and genders.
 - » Provides assurance in the equality of Milwaukee’s voting processes.
 - » Educates the target audience on absentee voting and in-person drop-off sites for ballots.
 - » Showcases the power that BIPOC voters have at the polls.
 - » Informs the public about their voting options and voting laws.
 - » Debunks misinformation about the safety of their vote.
 - » Reinforces the measures taking place to ensure that all voters have the opportunity to vote safely.
 - » Provides education and “pulls back the curtain” on the ballot-counting process.

STRATEGIC PLANNING

MESSAGING

Messaging ultimately narrowed down to providing audiences with information that spoke to shared audience values and motivators and reinforced the ultimate desired goal of the campaign—that voters can have confidence that the election process is safe and secure and can be trusted.

Umbrella Campaign Theme – VOTES COUNT IN THE 414

Everyone in the City of Milwaukee, regardless of their background, knows that “the 414” is Milwaukee. This theme incorporated an edgy, urban feel that told our target audience we were specifically talking to them. “Votes Count” is a dual-edged play on words, conveying not only that your vote will physically be *counted* but that Milwaukee acknowledges the importance of that vote and that every vote *matters*.



Phases of Voting

Under the umbrella theme, our framework included micro-targeted campaigns to drive participation in the election process. We knew that different audiences would have different values and motivators depending on the area of residence and phase of voting. The use of geo-targeting tactics and different messaging for each phase of voting helped elevate the values and motivators and reduce the barriers for each specific target audience segment. The three (3) phases of voting are depicted below.

1 Absentee Vote By-Mail

2 Absentee - Drop Box & In-Person

3 Election Day Voting

CREATIVE ASSETS

Creative assets included a logo, a website design, printed materials, promotional materials, campaign videos, social media graphics, and paid media assets.

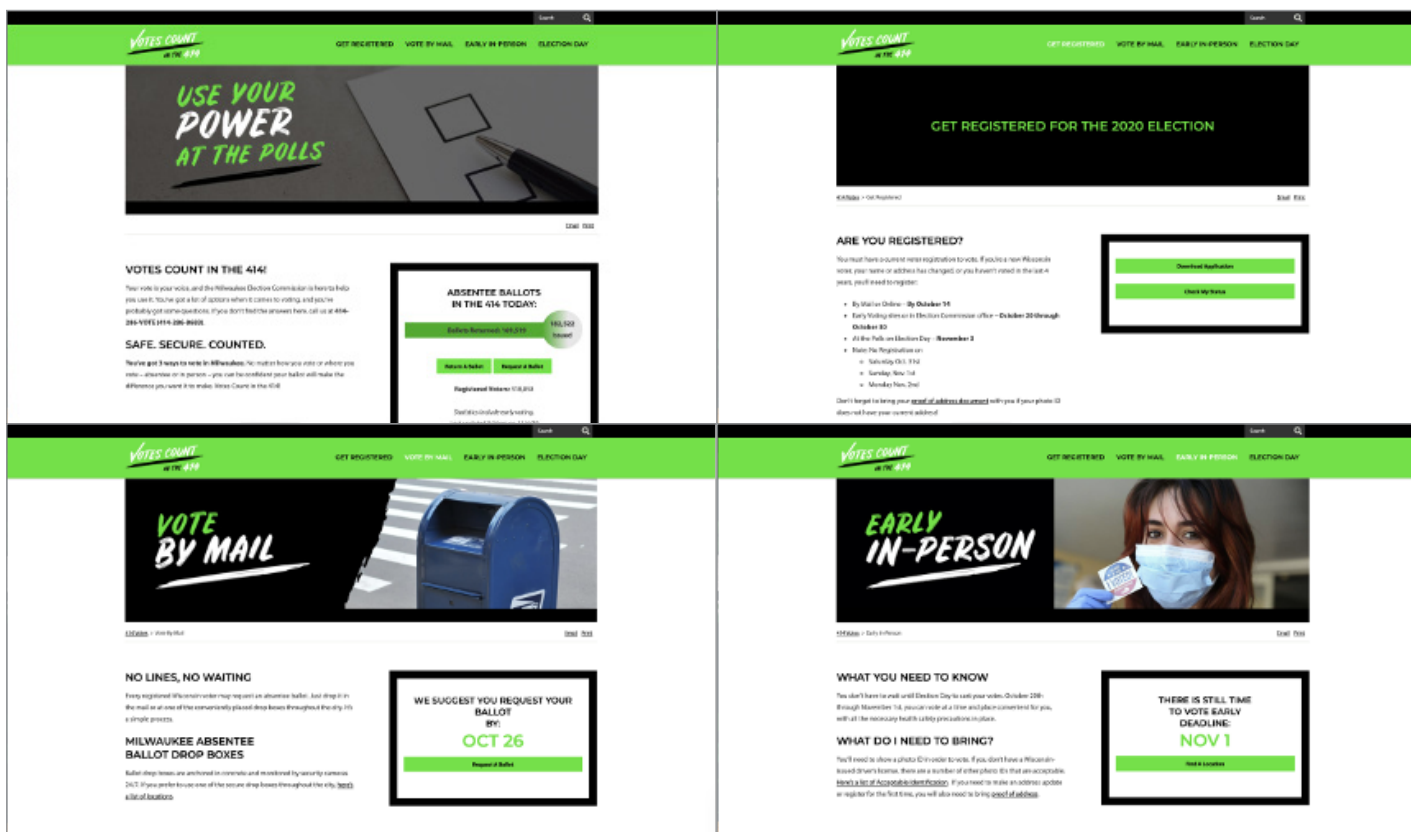
Logo

The logo highlighted the overall umbrella campaign theme “Votes Count in the 414.” The colors were selected because they grabbed the attention of Milwaukee voters, and the theme inspired voting participation. This logo was also translated into Spanish.



Website

The main goal of the campaign website was to encourage visitors to “Make a Plan” to vote. This provided the campaign with an effective means of simplifying the confusing voting process and allowed us to connect users with partner resources that can help them overcome the number of barriers to voter participation they might face. The homepage featured a ballot counter that was updated daily with the total amount of absentee ballots sent out and received. Additionally, the website provided information on the safety and security of the Milwaukee election process. Various sections highlighted the security of drop boxes, and COVID-19 safety precautions and measures that were put in place at voting sites.



city.milwaukee.gov/414Votes

Printed Materials (Push cards & Posters)

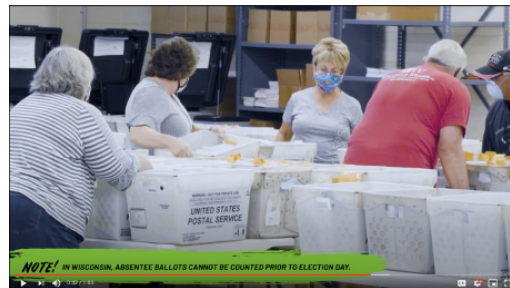


Promotional Material



Photo taken by Lee Matz for the Milwaukee Independent

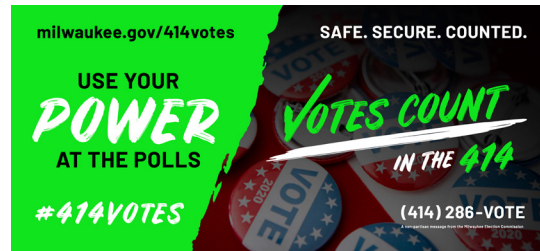
Videos



Social Media Graphics



Paid Media Assets



IMPLEMENTATION

COMMUNITY PARTNERSHIPS AND ENGAGEMENT

Community engagement was a vital component in educating the target audiences about voter safety. To accomplish this, CMR partnered with several non-partisan agencies including:

- The Milwaukee Bucks
- The League of Women Voters
- Supermarket Legends
- Black Leaders Organizing Communities (BLOC)
- Local grocery store chains

Influencer Activation

To capture the members of the target audiences who are recipients of traditional media information, CMR prepared an influencer outreach strategy to specifically target those potential voters. CMR prepared and contacted Milwaukee community influencers representing a broad spectrum of Milwaukeean and organizations. Influencers were encouraged to share digital collateral materials with their distribution lists and post campaign material on their social media platforms.

Partnerships

CMR developed a partnership with the Milwaukee Bucks to educate Milwaukee residents on the three ways to vote and other important voter information. The MEC-Bucks partnership included social media and public relations efforts.



MEDIA

CMR implemented a multifaceted media campaign focused on increasing voter turnout on election day through engaging, educating, and driving behavior change among the audience(s) within Milwaukee County.

Tactics used to execute the campaign were based on the individual media's ability to effectively create high message frequency among the target audience(s) within Milwaukee County.

Media Campaign Timing: October 2 – November 3

Media Formats Utilized:

- Community newspapers, digital platforms
- Digital-mobile
- Broadcast radio
- Digital radio and podcasts
- Transit
- Outdoor

KPIs (Key Performance Indicators):

- Impressions
- Click-through rate (CTR)
- View-through rate (VTR)
- Audience reach
- Message frequency

Device Targets:

- Desktop / mobile / tablet / connect TV devices

Ads Utilized:

- 30-second and 15-second audio and video ads
- Live on-air radio interview
- Live on-air radio reads
- Mobile banner ads
- Native digital ads
- Digital radio ads
- Interior bus ads
- Exterior Ultra Super King bus ads
- Community newspapers digital ads
 - » Homepage leaderboards
 - » Homepage wide skyscrapers
- Outdoor digital and static billboards

Campaign URL:

- <https://city.milwaukee.gov/414Votes>

MEDIA MIX

Campaign Calendar

	SEPTEMBER				OCTOBER				NOVEMBER				
MEDIA	31	7	14	21	28	5	12	19	26	2	9	16	23
SOCIAL MEDIA													
COMMUNITY NEWSPAPER DIGITAL													
DIGITAL													
RADIO													
DIGITAL RADIO													
TRANSIT													
OUTDOOR													

Community Newspaper – Digital

The top three AA and the top Hispanic community newspapers’ digital platforms were utilized in order to reach underserved community members who trust and value those platforms. High-impact homepage ad placements were used to inform, educate, and build voter confidence, with the ultimate goal of increasing voter turnout in underserved communities.

Digital Radio

A highly targeted digital radio campaign was implemented on Radio.com in order to educate, increase awareness, and build the target audiences’ confidence in the voting process. Throughout the campaign, users were programmatically identified and then served a 30-second or 15-second audio or video spot accompanied by a clickable banner ad across all connected devices.

Broadcast Radio

Broadcast radio ran the first two weeks of the campaign to support the campaign launch and the last two weeks of the campaign to support the approaching election day in order to reinforce voter confidence.

Online Digital

A programmatically targeted, data-driven digital campaign was implemented and targeted to mobile devices. The campaign focused on building voter confidence by educating and creating awareness of the voting options available to the target audiences in efforts to increase overall voter turnout. The campaign consisted of banner ads, native ads, and 15-second pre-roll video ads served to adults 18 and older within Milwaukee County.



Transit

Ultra Super King ads, a highly visible, high impact transit ad, were placed on buses across Milwaukee County. Interior bus cards were used to maintain a long-term presence among underserved community members and keep the campaign messages top of mind among them.



Outdoor Billboards

Both static and digital billboards were strategically placed in underserved communities in Milwaukee County. Board selection was based on traffic count/impressions, viewability, geography, and the ability to engage the target audience(s).



SOCIAL MEDIA (PAID AND ORGANIC)

Paid Social Media

The paid social media campaign began the week of September 21, 2020, and ran through November 3, 2020, on Facebook and Instagram. The campaign was split into three categories: (1) Campaign Umbrella Message, (2) Micro-Targeted Messages, and (3) Facebook Messenger Initiative.

Organic Social Media

Organic social media efforts on Facebook, Instagram, and Twitter launched the week of September 21, 2020, to correspond with the paid social media campaign. CMR updated the existing MEC Facebook and Twitter pages with 414 votes branding to create consistency. CMR also created a new Instagram profile that can now be used for future MEC efforts.



PUBLIC RELATIONS

Media Relations

Team CMR created a comprehensive public relations (PR) plan for this project that included traditional media outreach and influencer activation tactics. A multitude of services were provided, including drafting talking points for the Mayor of the City of Milwaukee and The City of Milwaukee Election Commissioner in preparation for the October 27, 2020, news conference that focused on the presidential election, drafting an opinion piece for Woodall-Vogg that was published by the *Milwaukee Courier*, and placing a public service announcement (PSA). Two media events were held.

Campaign Kick-Off Press Conference

To officially kick off the “Votes Count in the 414” campaign, a very unique press event was planned. By combining a traditional news conference with the Mayor of the City of Milwaukee and The City of Milwaukee Election Commissioner with a behind-the-scenes tour of the MEC warehouse, the event provided an interactive experience on the safety and security of absentee ballots and the election. Members of the media obtained prepared remarks with the ability to ask questions and a walking tour through every step of the upcoming presidential election. The press conference took place on October 7, 2020, at the MEC warehouse. CMR developed and planned a variety of aspects for the event, including the following:

- Creating a comprehensive media list
- Drafting and distributing a media advisory and making follow-up calls to the media
- Tracking media RSVPs
- Conducting a walk-through of the warehouse
- Drafting the run-of-show
- Drafting talking points for Mayor Barrett and Claire Woodall-Vogg
- Drafting a press release
- Drafting two fact sheets to provide information on the multiple ways to vote and the life cycle of an absentee ballot
- Compiling press kits
- Providing onsite support
- Following up with the media outlets that did not attend the event

Election Day Support and Press Conference

Recognizing the client's demanding schedule on election day, CMR managed media inquiries by providing three news conferences throughout the day to convey MEC's messaging and still keep the media as informed as possible. Election day news conference deliverables included the following:

- Drafting and distributing a media advisory and making follow-up calls to the media
- Tracking media RSVPs
- Conducting a walk-through of Central Count
- Drafting the run-of-show
- Drafting talking points for the client
- Drafting a press release
- Providing on-site support
- Compiling a media coverage recap



MONITORING AND EVALUATION

The campaign’s ultimate purpose was to improve voter confidence in the election process in order to increase participation. The table below summarizes the three (3) main goals the MEC was looking to address, along with suggested measures of success for each.

Campaign Goals	Measure of Success
1. Voters feel confident on the three available options for voting (mail, in-person absentee (early), and at their polling place).	Voters are aware and knowledgeable of all three voting options.
2. Voters feel confident in the integrity, security, and accuracy of any of the available voting options.	Voters perceive the voting and election process to be safe, secure, and accurate.
3. Voters feel like voting is simple and easy.	Voter participation increases relative to 2016.

Throughout the campaign, messaging on social media paid media platforms were closely monitored and tweaked based on user engagements and voting phases to provide timely information that increased awareness and motivated target audiences. Following election day, a thorough evaluation of all initiatives took place to determine the success of the campaign.

VOTER PARTICIPATION

Ultimately, 247,695 Milwaukeeans voted in the 2020 election. While the number of registered voters decreased, the participation of registered voters increased through the awareness efforts of this campaign. In 2016 only 75% of registered voters participated compared to 2020 where 79% of registered voters participated in the presidential election. The data overwhelmingly revealed that the registered voters who reside in Milwaukee saw voting in the 2020 presidential election process as simple and easy, which allowed them to easily participate despite fears associated with the pandemic.

Additionally, during the 2020 election, a total of 182,522 absentee ballots were requested, and 168,519 absentee ballots were completed and returned to the Milwaukee Election Commission. Early voting sites saw a total of 61,323 voters throughout the 12-day early voting period. More than half of the votes received were absentee ballots. The campaign succeeded in encouraging Milwaukee voters to submit absentee ballots or to vote on election day, in part due to the election process being safe, secure and accurate even during the COVID-19 pandemic.

Lastly, Milwaukee registered voters participated in all three voting forms – absentee vote by mail, early voting, and in-person on election day. The majority of votes were submitted by mail, which historically has never been seen albeit mostly due to COVID 19 concerns. The shift towards mail-in voting is a testament to the campaign’s power – voters knew of their voting options; they trusted the election process and its’ security, and they voted.

PARTNERSHIPS & PUBLIC RELATIONS ENGAGEMENT

CMR partnered with over 40 organizations, community partners, and local businesses who helped to distribute over 14,000 voter information push cards and 2,000 face masks that advertised the “Votes Count in the 414” and “Votos Cuentan en el 414” tagline.

Additionally, the campaign’s public relations efforts proved to be successful. Ultimately, the campaign kick-off press conference saw 12 media members in attendance. The election day press conference exceeded expectations with a total of 28 media outlets in attendance. A full list of the members of the media who were in attendance and the links to any coverage for both press conferences can be found below.



Campaign Kick-Off Press Conference

Publications	Names
Shepherd Express	Jean-Gabriel Rodriguez
CBS58 •(10/21) •(10/21)	Emily Thornton
Courthouse News	Joe Kelly
Spectrum	Dan Mulloy
TMJ4	Rebecca Klopf
Fox 6	Jeff from Digital Team
Milwaukee Journal Sentinel	Mike Disisti and Alison Dirr
WISN	Hannah Hilyard
Urban Milwaukee	Jeremy Jannene
KITV	Reporter not present
Telemundo	Reporter not present
Newsbreak	Reporter not present

Election Day Press Conference

Publications	Names
Milwaukee Journal Sentinel	Bruce Valmeti, Mark Hoffman, Alison Dirr & Michael Spears
Milwaukee Independent	Lee Matz
CNBC	Phil Labeau & Robert Pollock
WTMJ	Shannon Sims, Dan Selan, Katie & Mark
Washington Post	Sarah Stafhaus & Dan Simmons
WISN	Hannah Hilyard, Glenn Robinson, Matt Smith & Bob
Fox 6 (local)	Amelia Jones & Anna Hull
Wisconsin Watch	Nora Eckhart & Anya Van Wagtendonk
Fox National	Mike Cuomo
New York Times	Chang Lee, Erik Ljung and Katie
American Public Media	Geoff Hing
Wisconsin Public Radio	Madelyn Fox & Angela Major
CBS 58 / Telemundo	Andy Devine and Cody
Wisconsin Law Journal	Kevin Harnack
NBC National	John Boxley & Jedd Henry
Associated Press	Rich Robedo, Maury & Steven
Urban Milwaukee	Jeramey Jannene
WGN National	George Underhaier & Felicia Bolton
Bloomberg	Monte Reel
Spectrum 1 News	Marti Glaser & Savannah Tomei
CNN	Casey Tolan
Wis Politics	Adam Velmhoffer
UWM Post	Adam Velmhoffer
New York Post	Adam Ferguson
CBS National	Adrianna Diaz
National Geographic	David Guttenfelder & Bradley Allen
Fox Business	Joe Hoffman & Jeff Flock
NPR	David Schaper
Newsbreak	Reporter not present

PAID MEDIA METRICS

Votes Counts in the 414 Media Campaign Highlights

The Milwaukee County Elections Commission's "Votes Count in the 414" digital and pre-roll/video campaigns consistently performed well above the industry standard benchmarks used to determine a campaign's success. The mobile banner ad campaign concluded with a click-through rate (CTR) of 0.34%, which is four times (4x) higher than the industry standard CTR of 0.07%. The digital radio campaign came in 4x higher with a 0.32% CTR. The community newspaper digital platforms also over-performed with a 0.28% CTR.

The video and pre-roll campaigns performed well above the industry standard view-through rate (VTR) of 30.0%. Digital radio produced an overall VTR of 98.6%, and the mobile targeted digital video campaign wrapped up with a 94.5% VTR.

The transit, outdoor billboard, and broadcast radio campaigns all over-delivered on guaranteed impressions. Transit promised to deliver 4,088,000 impressions and ended up serving 5,108,000, an over-delivery of 1,020,000. The outdoor billboard campaign delivered 711,630 impressions over the guaranteed delivery. The broadcast radio campaign was set to deliver 300.0 gross rating points against the AA market and 150.0 gross rating points against the Hispanic audience. The AA buy posted with a delivery of 437.0 gross rating points, and the Hispanic buy posted with a delivery of 170.4 gross rating points.

The "Votes Count in the 414" media campaign concluded with metrics representative of an overall strong campaign. Media formats selected were successful in increasing awareness, and selected creative successfully captured users' interest and attention.

Newspaper Campaign Metrics

Campaign Details	Newspaper Digital Campaign Metrics
<ul style="list-style-type: none"> • Timing: 10/2/2020 – 11/2/2020 • Newspaper websites utilized: <ul style="list-style-type: none"> » <i>Milwaukee Community Journal</i> » <i>Milwaukee Times</i> » <i>Milwaukee Courier</i> » <i>Spanish Journal</i> • Ad sizes: <ul style="list-style-type: none"> » Homepage leaderboards » Homepage wide skyscrapers 	<ul style="list-style-type: none"> • Impressions delivered: 349,540 • Clicks: 987 • CTR: 0.28%

Digital Radio Metrics

Campaign Details	Digital Radio Campaign Metrics
<ul style="list-style-type: none"> • Timing: 10/2/2020 – 11/2/2020 • Digital radio platform utilized: <ul style="list-style-type: none"> » Radio.com • Ad sizes: <ul style="list-style-type: none"> » Pre-roll/video: 15-second » Audio: 30-second » Companion banner ads » Mobile and desktop banner ads 	<ul style="list-style-type: none"> • Impressions delivered: 2,635,504 • Clicks: 8,487 • CTR: 0.32% • VTR: 96.8% • HTR: 98.9%

Billboard Campaign Metrics

Campaign Details	Billboard Campaign Metrics
<ul style="list-style-type: none"> • Timing: 10/6/2020 – 11/1/2020 • Ad sizes: <ul style="list-style-type: none"> » Static » Digital • Number of Boards: 6 	<ul style="list-style-type: none"> • Impressions delivered: 6,583,453

Broadcast Radio Metrics

Campaign Details	Broadcast Radio Campaign Metrics
<ul style="list-style-type: none"> • Timing: Two two-week flights <ul style="list-style-type: none"> » 10/2/2020 – 10/11/2020 » 10/19/2020 – 11/3/2020 (3:00 p.m. stop) • Ads utilized: <ul style="list-style-type: none"> » 30-second and 15-second audio » Live on-air radio reads » Live on-air interview • Stations utilized: <ul style="list-style-type: none"> » WKKV, WJMR, WNOV, WDDW, and 88NINE 	<ul style="list-style-type: none"> • Impressions delivered: <ul style="list-style-type: none"> » AA: 4,370,840 » Hispanic: 1,704,010 • Total spots aired: 459 spots <ul style="list-style-type: none"> » AA: 314 spots » Hispanic: 145 spots • Audience reach: <ul style="list-style-type: none"> » AA: 84.5% » Hispanic: 53.5% • Message frequency: <ul style="list-style-type: none"> » AA: 5.2 » Hispanic: 3.5 • GRPs delivered: <ul style="list-style-type: none"> » AA: 437.0 » Hispanic: 170.4

Online Digital Metrics

Campaign Details	Online Digital Campaign Metrics
<ul style="list-style-type: none"> • Timing: 10/2/2020 – 11/2/2020 • Ad sizes: Mobile banner ads: <ul style="list-style-type: none"> » 300 x 50 / 320 x 50 / 300 x 250 » Pre-roll/video: 15-second video 	<ul style="list-style-type: none"> • Impressions delivered: 3,053,188 • Clicks: 10,431 • CTR: 0.34% • VTR: 94.5%

Transit Metrics

Campaign Details	Transit Campaign Metrics
<ul style="list-style-type: none"> • Timing: 10/2/2020 – 11/2/2020 • Ad sizes: <ul style="list-style-type: none"> » Interior transit cards » Ultra Super King ads 	<ul style="list-style-type: none"> • Impressions delivered: 5,108,000 • Audience reach: 58.0% • Message frequency: 3.8

Social Media Metrics

The organic and social media efforts generated significant increases in impressions, engagements, post clicks, and video views.

Facebook	Instagram	Twitter
(view detailed report here) <ul style="list-style-type: none"> • Impressions: 1,220,996 • Engagements: 50,848 • Link clicks: 5,676 • New page likes: 949 • Video views: 2,390,300 	(view detailed report here) <ul style="list-style-type: none"> • Impressions: 169,803 • Engagements: 183 • New followers: 147 • Mentions: 31 	(view detailed report here) <ul style="list-style-type: none"> • Impressions: 163,445 • Engagements: 1,648 • Link clicks: 66 • New followers: 38

POST-CAMPAIGN SURVEY

After election day, CMR administered a post-campaign survey to 100 people in the Greater Milwaukee area. The goal was to find out if voter awareness and perceptions had changed through campaign messaging. The survey was administered November 5-7, 2020, via Survey Monkey.

Survey Demographics:

- The survey geo-targeted respondents in the Milwaukee, Waukesha, and West Allis metro areas.
- Age distribution was evenly split so there was a wide range of age groups represented in the survey responses.
- Gender distribution was evenly split so around half of the respondents were female and half were male.
- The majority of respondents make less than \$100,000 per year. Roughly one-fourth make \$25,000-\$50,000 per year.

POST CAMPAIGN SURVEY KEY FINDINGS

This sample of residents in the Milwaukee Metro area shows that voter turnout was high in the 2020 presidential election. About one-third of the respondents recall the “Votes Count in the 414” campaign. Respondents indicated that they felt compelled to vote; 94% of the respondents indicated that they voted in the presidential election.

Roughly three-fourths of respondents noted that there weren’t any barriers that kept them from voting in the presidential election, and 90% of the respondents had talked to family or friends about the election. Respondents listed these three major factors that led them to vote: personal conviction, conversations with friends or family, and news and social media. Although respondents were split about the safety and security prior to the election, the majority felt their vote made a difference in the outcome of the election.

RECOMMENDATIONS AND NEXT STEPS

The feedback from the post-election survey provided CMR with a better understanding of public awareness and perceptions of the election. Based on this feedback and our experience with other campaigns, the following recommendations should be considered for future campaigns:

- Launch voter education campaigns three months in advance to better educate voters early in the lead-up to the election. By starting voter education campaigns earlier, messaging will be more effective by creating a stronger recall that can influence the focus population's actions. With a longer running campaign, key messages will reach a wider audience base, particularly when there's already a wealth of information about voting on the news, TV ads, and social media from nonprofits and other organizations focused on educating voters. Survey results indicated that even if respondents didn't see the "Votes Count in the 414" campaign, they were still compelled to vote in large part due to what they saw on the news and social media.
- Focus future campaign messaging on the concept of voting being an important topic to discuss within families. A major factor that led respondents to vote was having conversations with friends or family members. Previous research has shown that people generally trust their friends or family when making decisions. Thus, having a voter education campaign that reinforces family members in deep discussion can garner more attention.
- Continue to utilize earned media and social media opportunities for future voter education campaigns. The majority of respondents were influenced by news and social media prior to the election. Future campaigns can gain exposure through the news media to increase its visibility, particularly among older voters, and a heavy social media presence will attract younger voters.
- Continue to educate voters on the voting process prior to Get Out The Vote efforts.