

NEAR WEST SIDE PARTNERS

FACEBOOK CAMPAIGN - BE SAFE DRIVE SAFE



Mueller Communications

PUBLIC AFFAIRS • PUBLIC RELATIONS
CORPORATE & CRISIS COMMUNICATIONS

GOAL:

Increase awareness in the Milwaukee community by spreading a compelling message about safe driving through videos featuring Department of Public Works employees and local law enforcement officials.

STRATEGY:

Promote two videos over the course of three months, from April 19 - July 19, targeting the entire city of Milwaukee.

TAKEAWAYS TO DATE (7/1):

- **35,784 people** in our target audience have viewed the ad an average of **2.56 times**
- **461 Link Clicks**
- **24,895 10-Second Video Views**
- **17,788 Users Viewed to Completion**
- **Average Video Percentage Watched: 35%**
- **Strong amount of video views from the 18 - 34 year old demographic.**
- **Males ages 18 - 44 account for the majority of post/video reach, as well as the most 10-second video views.**
- To date, the **DPW Video** was viewed the most with **19,167 10-second views**, and was **watched an average of 21 seconds**.
- The **LEO video** wasn't viewed nearly as much, but drove the most engagement with **85% of all link clicks**.

FACEBOOK

BE SAFE DRIVE SAFE VIDEOS




NEAR WEST SIDE

A Neighborhood of Neighborhoods

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Our city workers need your attention.




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2 Shares

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Milwaukee law enforcement needs your help.



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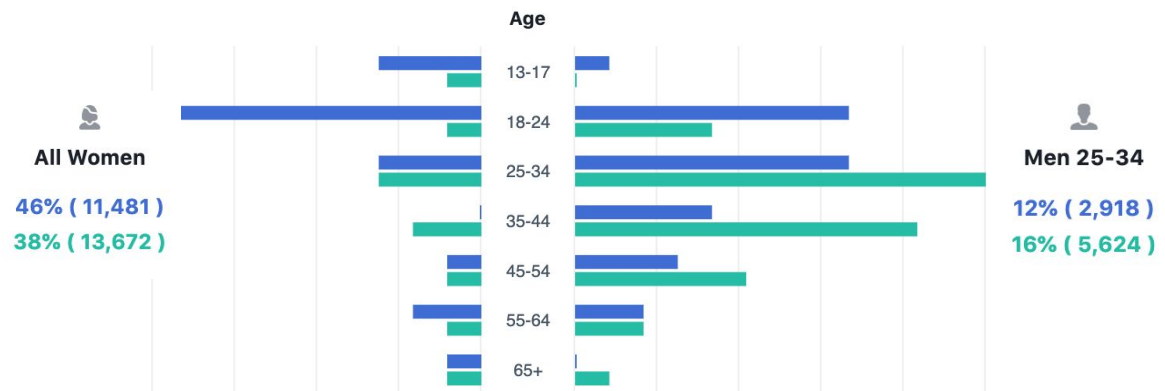
👍 🤔 27 💬 2 Comments ➦ 13 Shares

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DEMOGRAPHICS

24,895 Results: 10-Second Video View ▾

35,784 Reach ▾



Watching 10 seconds of a video lifts ad recall by 74% and brand awareness by 65%