

Alliance for American Manufacturing Targeted Influentials Case Study

Summary

Alliance for American Manufacturing, an advocacy group, wanted to reach the President of the United States with a pro-steel message.

We used our relationships with cable vendors and our capabilities to monitor when spots run in near real time to ensure we received placement in highly desired programming and breaks.

Challenge

Alliance for American Manufacturing needed to reach the President of the United States. While the President's general television watching tendencies are well known, the programming he watches is expensive and highly sought after.

Solution

We used relationships with cable vendors to lift inventory restrictions on key cable news networks and narrow program selections to increase targeted frequency. We consistently monitored media schedules to ensure spots ran in most highly desired programming and breaks.

Results

Our advertising triggered ten tweets from the President of the United States mentioning the issue within minutes of the spot airing. We negotiated spot cost down 17%, reinvesting the savings into the campaign to achieve additional spots. Due to our around the clock monitoring of the spot positioning, 100% of spots aired within desired times slots.

Conclusion

By the numbers

10 tweets from the President of the United States within minutes of spots airing

17% savings to reinvest and gain additional spots

100% of spots aired within desired time slot