The Proposal

Enter Bullhorn Communications, whose task was to raise awareness and encourage action for local residents to stand their ground for their beloved township. With a programmatic strategy that was both impactful and scalable, Bullhorn was able to deliver the right message to over 98,000 residents. The campaign proved to be incredibly successful, as The Woodlands incorporation proposal was rejected by an overwhelming 2-to-1 margin.

Summary

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Background

Bullhorn Communications is a full-service advertising and media production agency. They understand technology, targeting, data, and people. But they understand people, too. That makes them different.

Preserve The Woodlands is a resource for residents of The Woodlands. They believe The Woodlands is unlike any other community in Texas, built on a unique model of governance that has allowed them to thrive while keeping taxes low and government small.

Challenge

Keeping the Woodlands’ voters engaged was no easy task, and Bullhorn took some time to plan their programmatic strategy wisely. To maximize reach, influence and awareness, they had to decide on the right tactics to spread the word.

Strategy

To narrow in on their audience, Bullhorn utilized demographic data segments, as well as StackAdapt’s Third-Party Catalogue to target users who are likely to vote or who have registered to vote.

Channels With Impact

Video and CTV/OTT channels were selected in order to drive a resonating message. For scale purposes, a variety of lengths were used including 6s, 15s, and 30s across smartphone, tablet, over-the-top, set-top TV and desktop devices.

Backgroun

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Ryan Horn
President, Bullhorn Communications

"Going into the vote, we knew we had to drive a strong impact, and fast," says Ryan Horn, President of Bullhorn Communications. "That’s when we looked to StackAdapt to help spread our message to the residents of The Woodlands. Not only did they offer amazing support, but they were able to provide suggestions mid-flight to ensure we reached as many unique users as possible."

"The campaign hit the nerve of the community," says Ryan Horn, President of Bullhorn Communications. "It drove the emotions of risk and expense, which lead to remarkable penetration and message recall, which is exactly what we were aiming to do. We saw these results even before we launched our linear TV campaign, proving to us that video and CTV/OTT were the right channels for our goals. Going forward, we feel empowered from this campaign to continue driving results for impactful votes like this one."