Bullhorn Communications

Empowers The Woodlands to Stand Their Ground

StackAdapt Success Story

The Proposal

Bullhorn Communications, whose task was to raise awareness and encourage action for local residents to stand their ground against their threatened township. With a programmatic strategy that was both impactful and scalable, Bullhorn was able to deliver the right message to over 98,000 residents.

Summary

Background

Bullhorn Communications is a full-service advertising and media production agency. They understand technology, targeting, data, and they understand people, too. And 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

Strategy

Strategy

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Entering Bullhorn Communications, whose task was to raise awareness and encourage action for local residents to stand their ground against their threatened 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.

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Using a frequency cap of 4 impressions every 10 days per channel in their StackAdapt campaigns, Bullhorn ensured that their message would be driven to their intended users and maximize reach without overbearing the user.

"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 led 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."

The Proposal

The Woodlands, located in Texas just north of Houston, was quickly becoming at risk of incorporation as a city. A single proposal and voting period was to dictate the future of the township, and it was in the hands of the local residents to vote.

Challenge

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Overview

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The favour was in the opposition's party before Bullhorn Communications launched their campaign, so finding the right channel to drive a strong impact while also considering user reach was a priority for the agency.

Results

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Reaching 65% of their target audience with Bull Video, Bullhorn’s Communications successfully removed the threat of the ballot initiatives on an outstanding 2-to-1 margin via CTV/OTT and 60-second videos, with 81% Video Completion Rate and 98% CTV. 84% of respondents indicated they had been aware of the initiative before the campaign, up from 78% pre-campaign.

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Contact your StackAdapt Representative to get started.