In the midst of a global pandemic, Civilian delivered an impactful native campaign, targeting Metro Los Angeles commuters, to promote awareness around COVID-19 as it evolved daily.

StackAdapt was incredibly agile and able to accelerate their campaign setup process to less than 4 business days in order to deploy this important campaign. Their team’s responsiveness and ability to quickly iterate and create creative was paramount to making sure the public received vital information expediently. StackAdapt was proactive and understood from the beginning how critical this campaign was for Metro Los Angeles to ensure public safety and confidence, and offered competitive rates along with generous added value. We are grateful for their partnership and the expertise they bring to this field.

— Syed Hussain
Director of Media Services, Civilian

Civilian is a full-service marketing communications agency dedicated to building stronger communities through strategy, creative, media, and digital. At Civilian, their team tackles complex social issues and creates change for the common good. Civilian believes that positive changes in attitudes and behaviors are only possible when we all work together.

Metro Los Angeles is unique among the nation’s transportation agencies, and serves as a transportation planner, coordinator, designer, builder, and operator for one of the country’s largest, most populous counties. More than 9.6 million people—nearly one-third of California’s residents—live, work and play within the 1,433-square-mile service area.

Civilian targeted zip codes throughout the Los Angeles County, to maximize reach and capture people who were most likely to use, or consider using, Metro Los Angeles. A viewability goal of 70% was set to ensure creative served on a screen was displayed in highly visible environments, and the campaign was frequently updated with messaging and creative as information developed on COVID-19. This messaging included public awareness that Metro Los Angeles would continue running for essential workers who rely on the system, public etiquette and safety measures being implemented, such as rear-door boarding, and promoting public confidence in increased cleaning and sanitation efforts for the fleet.

Civilian was able to achieve exceptional results over a short flight of 10 days. They exceeded the viewability goal, ending the campaign with 76% viewability, yielding 10,162,093 impressions, 20,791 clicks, a 0.21% CTR, and an average of 1m 33s on site.