

Managing Uncertainty With Native Advertising

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.

 **10,162,093**
Impressions

 **0.21%**
CTR

 **1m 33secs**
Time on Site

 **20,791**
Clicks

 **76%**
Viewability



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 rotate alternating 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

The Agency



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 behaviours are only possible when we all work together.

The Client



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.

Goal

Civilian was looking for an agile and impactful digital solution for their client during uncertain times for global health. The goal of their native campaign was to build awareness around the rapidly evolving COVID-19 pandemic. For Metro Los Angeles, one of the country's largest transit authorities with a continued responsibility to serve Los Angeles County, the primary objective was to limit usage to only those who were classified as essential workers, in order to curb the spread of the virus and communicate effects on the system as quickly as possible.

Execution

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 assets served to users were displayed in highly viewable 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.

Result

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.