

# BC GREENS CAMPAIGN

A CAMPAIGN CASE STUDY



## THE CLIENT

The Green Party of British Columbia is a political party in British Columbia, Canada. It was founded in 1983 and won its first seat in the provincial legislature in the 2013 provincial election.



## THE CHALLENGE

- INCREASE VOTER AWARENESS
- REDUCE COST
- INCREASE POPULAR VOTE

With Less than 3 weeks before the election. Interest for the green party needs to be increased dramatically.



## THE SOLUTION

The BC Green party needed to increase awareness of their platform and their message to the greater Vancouver area. This was resolved by utilizing engaging and educational videos but with such a short time frame they needed a team that could:

- UTILIZE GOOGLE REMARKETING
- TARGET MORE THAN 1 MILLION VOTERS IN 2 WEEKS
- CREATE AND UTILIZE ENGAGING VIDEO POSTS



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## THE RESULTS

- 3 SEATS HAVE BEEN WON
- OVERALL POPULAR VOTE INCREASED FROM 8.13% TO 16.74%
- INCREASED IMPRESSION TO OVER 3.4 MILLION
- INCREASED INTERACTION RATES TO NEARLY 30 PERCENT
- DECREASED COST TO 1/3 THE BUDGET OF A SINGLE FLYER DROP



## PROJECT HIGHLIGHTS

### **Produced, shot and edited engaging videos in under 2 weeks**

- Videos were designed and shot using a templated solution to speed up the video production and editing process.

### **Utilized Google re-marketing campaign to get nearly 30 percent interaction/ view rate**

- Creating video messages that were specific to target audiences and limiting the targeted geographic areas significantly increased views and interaction rates.

### **Video Campaign garnered over 3.4 million impressions**

- By using precise re-marketing the campaign managed to massively increase the reach of our Client's message.

### **Video and re-marketing campaign costs about as much as a Flyer drop with impressions of just 40 thousand impressions**

- By reducing the scope of the google re marketing into strategic and precise geographic areas the cost per click was bought down to BELOW CAD 0.10 per click but with a 100,000% increase in reach compared to the traditional flyer drop.

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## CONCLUSION

By utilizing personalized video messaging increased campaign effectiveness by 100,000 percent.

Audience targeting using Google's re-marketing tools resulted in reduced cost to a fraction of a traditional campaign flyer drop.

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WAS BROUGHT TO YOU BY**

