

VS/US CAMPAIGN

Opportunity

To use digital billboards to convey a message of unity during a troubled time.

Background

The 2008 Presidential race between Senators Barack Obama and John McCain was a particularly contentious campaign. In the midst of two uncertain wars and facing an economic crisis, Americans found themselves extremely divided over what kind of change was needed to move the country forward.

Objective

OAAA wanted to use out of home to remind all Americans of those values and virtues they have in common after the rancor and vitriol of the Presidential campaign. To that end, OAAA worked closely with the creative agency TAXI Inc to develop a public service campaign with a unifying message.

Strategy

Taking advantage of the flexibility and timely impact of digital technology, OAAA and TAXI Inc created a campaign that reflected the sentiments immediately following the election. Called VS/US, the advertisements highlighted the post-election attitude shift needed to bring people together. The phrase "VS: Last night, US: This morning" used a simple yet striking message to emphasize the need for Americans to put aside partisan differences and come together as a united nation under a new leader.

Plan Details

The campaign went from concept to street in three days with the first of the creative images posted on the morning of November 5. The second design, with the words "November 4" and "November 5," was posted on November 6 and ran on digital billboards across the country for a full week following the election. OAAA members across the country participated in this initiative, donating time on their digital networks to showcase the creative and broadcast this message to the nation.

Results

The VS/US campaign immediately grabbed the public's attention. The work received a significant amount of press coverage, including stories in The New York Times, Ad Age, Mediaweek, and several media blogs.

