

TMac4Prez

Problem

How does a media company promote greater awareness of the Wisconsin Presidential Primary elections and its own campaign website?

Solution

Create a fictional presidential campaign to boost recognition of ongoing politics and drive website viewership.

Background

TMac4Prez was a fictional presidential campaign that was run throughout the Madison area. This was created and managed by the Adams Outdoor Advertising staff in Madison and the general manager, Todd McWilliams, was the real life Todd Mac, the fictional presidential candidate. His picture was featured on these billboards, along with several creative and attention grabbing slogans. At the time the media plan was made there was no brand awareness of Todd Mac, which created a lot of opportunity and challenges.

The team was able to feature humorous creative with sayings like “Bringing Our Dairy Air to the White House.” This campaign was designed to illustrate the power of out of home advertising with the intention of having the creative look professional enough with the silly campaign promises to drive the audience to the website because they wanted to learn more about this candidate. With the political climate surrounding the primaries in the country, there was an opportunity to have almost unbelievably silly billboards and have the public actually wonder if this was a real candidate.

Creating and executing this campaign depended on multiple factors that needed consideration in the interest of achieving success. First, Adams Outdoor Advertising had to determine how to measure the response of the billboards. They set up a website that was featured on the boards so they could track web traffic and made a Facebook page and Twitter account to further engage the audience and give them a place to find TMac online, giving the campaign further legitimacy. Additionally, the campaign conducted a phone survey at 30 day and 60 days in the Madison area to see if residents had seen the billboards.

Adams Outdoor Advertising wanted to maximize reach and frequency but were challenged on locations. Since the billboards only took spots that were available, each were up for a different amount of time that ultimately resulted in an effort to constantly take them down and move them.

Objective

The main objective of this campaign was to attract an audience to the website and Todd Mac, knowing that billboards were the only medium the team was running the campaign on, outside of the social media pages. To do this Adams Outdoor Advertising needed to persuade the people of Madison that Todd Mac was a real candidate for president. With a sparked curiosity the target



audience, adults of voting age, 18 and over, would then further look him up and visit the website. The timing was geared toward the Wisconsin Presidential Primary elections, which happen in early April. The team wanted the campaign to gain traction over the primary season.

Strategy

In order to accomplish the intended objective, numerous designs were put up on billboards across the Madison area with witty and humorous campaign slogans. The team posted three bulletins and nine posters around Madison in hopes of gaining maximum reach and frequency. Three bulletins in the Madison market are typically a 120 weekly TRP and nine posters are typically a 100 weekly TRP. The campaign also used Todd's picture on the boards, and people began to recognize him around town, leading to a lot of "TMac sightings" posts on social media, further feeding the campaign. Additionally, Adams Outdoor Advertising created and continually updated the supporting materials to the billboards, like the social media accounts and the website. There were also lawn signs made that the audience picked up and placed in their lawns to show their support of TMac.

Plan Details

Markets: Madison, Wisconsin

Flight Dates: February 2016 - May 2016

OOH Formats Used: Bulletins, posters, and digital posters

Target Audience: Adults 18 and up

Budget: These billboards were only posted on a space available basis on unsold boards.

Results

The website traffic was a huge measure of success for this campaign. The TMac4Prez.com website generated 64,460 visits and 125,898 page views from a unique audience size of 51,333. Additionally, a survey was embedded on the website, which had a total of 1,539 total website survey responses. Of those responses, 86% of people had heard about the Todd Mac campaign from billboards. The largest age group that visited the site were aged 25-54, which fit the target demographic perfectly.

Custom research survey was conducted in addition to the online website survey, a phone survey. 300 randomly selected participants were called to answer questions about the Todd Mac campaign. There were three phases on the phone survey with Phase One occurring before the campaign launched, Phase Two was 30 days after launch and Phase Three was 60 days after launching the billboard campaign.

In Phase One, zero percent of people said they had seen the billboards and less than 1% of people said they were aware of the TMac4Prez candidate, citing a failed campaign years ago.

In Phase Two, 43.7% of people recalled seeing the billboards and 32.3% were aware of the TMac4Prez campaign. Also, 9.3% of respondents named Todd Mac as an answer to the open ended question: "Can you name a presidential candidate?"

By Phase Three, 54.7% of survey respondents recalled seeing the billboards for the Todd Mac campaign and 47.0% of people were aware of the TMac4Prez presidential campaign. In response to the open ended question 12.3% of respondents named Todd Mac as a presidential candidate. Additionally, 5.7% of people had heard about TMac on other forms of media or through word of mouth.



Our social media pages gained a lot of attention also. Todd Mac had 854 likes on Facebook and 102 followers on Twitter. It was a great medium for our audience to interact with Todd Mac and post pictures of the boards they saw around town. There was enough interest in the campaign that Todd was interviewed by The Associated Press, after that was published many other news organizations picked up the story on local news outlets both in and out of Wisconsin.

Additional Information

News articles:

- [Milwaukee-Wisconsin Journal Sentinel](#)
- [Star Tribune](#)
- [TMJ 4 – NBC Madison](#)
- [WKOW 77 – ABC Madison](#)
- [The Badger Herald](#)
- [Knoxville News Sentinel](#)

Audience Metrics

Target Audience TRPs: 3 periods (plan total): 3,178

Target Audience Reach: 3 periods (plan total): 32.6

Target Audience Frequency: 3 periods (plan total): 97.41%

Additional Relevant metrics: 18+ impressions 3 periods (plan total): 15,875,179

