

# CASE STUDY:

## Measuring and Moving Voter Sentiment

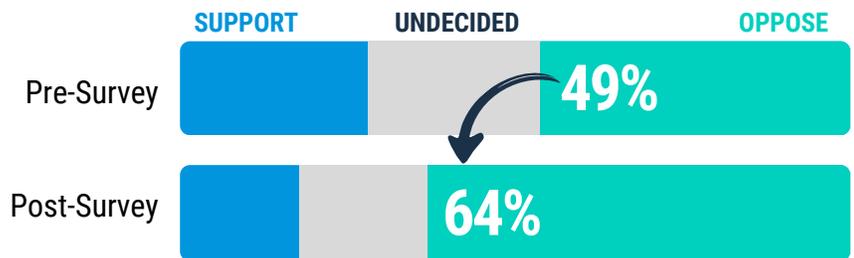
### OBJECTIVE

An agency sought to grow opposition against a topical voter issue among a defined group of likely voters. They partnered with **Cross Screen Media** and **Battleground Data** to identify the most effective message, deploy it through targeted advertising, and measure the resulting change in opinion.

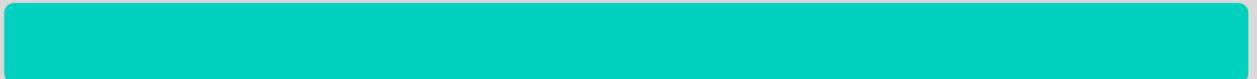
### MESSAGE TESTING

A survey of 435 target voters established the baseline sentiment on the issue. Respondents were then exposed to **four** distinct test messages and asked whether and how their opinions changed.

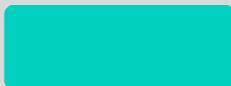
Exposure to the messages increased opposition by **+15 pts**



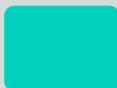
Message 1



Message 2



Message 3



Message 4



One message variant emerged as the clear top performer, projected to be:

**7x** more impactful than the next best message



CROSS SCREEN  
MEDIA



BATTLEGROUND  
DATA

# ADVERTISING EXECUTION

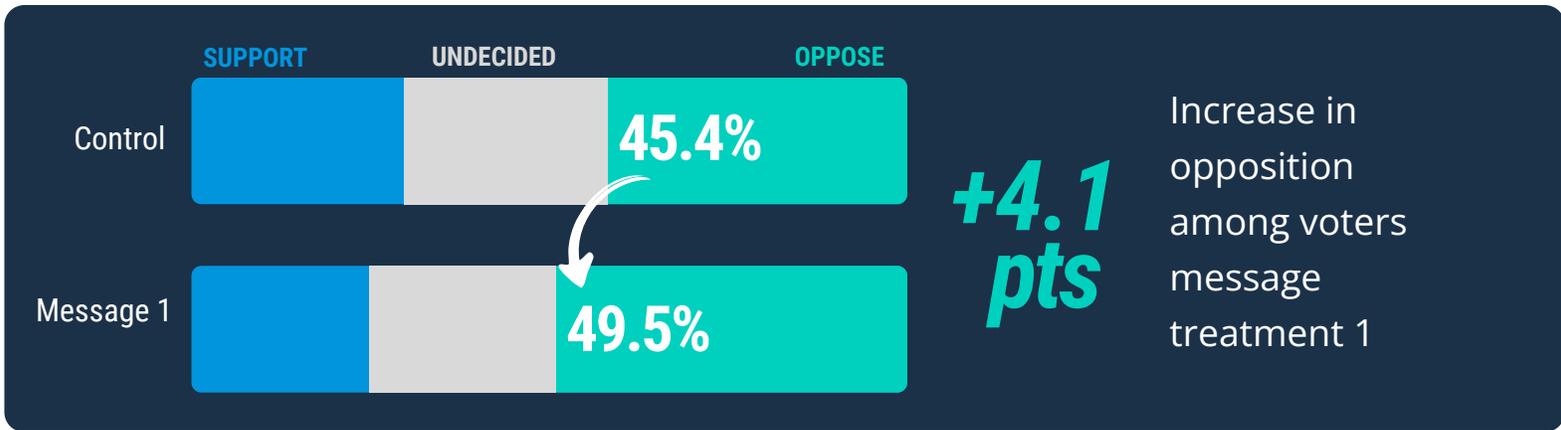
Streaming and digital campaigns were launched over a 10-day flight, targeting two separate treatment groups.

According to Cross Screen Media measurement, approximately **63%** of each treatment group was reached seeing an average of **14** ads.

Treatment	Reach %	Frequency
Message 1	63%	14
Message 2	62%	14

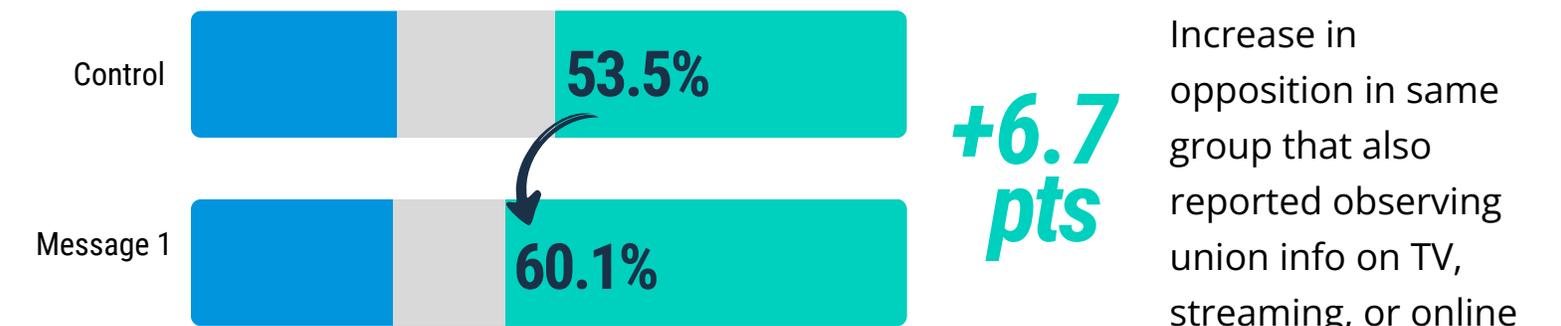
# MEASURING IMPACT

Immediately following the campaign, a post-flight survey of 600 target voters was conducted. As predicted, the message 1 treatment saw the greatest results.



Increase in opposition among voters message treatment 1

**+4.1 pts**



Increase in opposition in same group that also reported observing union info on TV, streaming, or online

**+6.7 pts**