Political Marketing

Influence voters with real-world, real-time digital out-of-home ads.

People spend more time on the go than ever before.
So how do you reach your constituents if they're not home when you call or knock on their door?
Bring your campaign directly to voters with digital out-of-home advertising.

Audience Strategies

Vistar Media's proprietary geotemporal technology combines geography and time to target audience movement patterns, so your campaign message stays with voters as they move throughout the day.

DEMOGRAPHICS
Based on DMA, age, gender or HHI

PERSONAS
Such as baby boomers, millennials or daily commuters

POLITICAL INSIGHTS
Based on voter registration or political affiliation, etc.*

Third-party political data usage is subject to approval.
Visit: www.vistarmedia.com | Contact: info@vistarmedia.com

Activation

Let your district serve as your platform. Broadcast your message across billboards, bus shelters, gas stations, convenience stores, airports, movie theaters, casinos, salons and on mobile devices.**
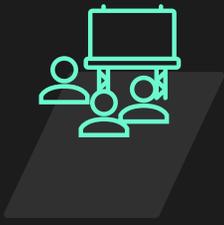
AUDIENCE AFFINITY
Leverage the precise targeting of programmatic buying to activate media at the best times & places to reach voters.

PROXIMITY TARGETING
Target DOOH and mobile screens within a given radius of your desired points of interest, such as local voting polls.

MOBILE RETARGETING
Keep the conversation going by re-engaging voters exposed to DOOH on their mobile devices to amplify campaign impact.

Measurement & Consumer Insights

Understand the true ROI and real-world impact of your campaign.

BRAND STUDY: Analyze consumer behavior and gain insight into awareness, consideration and favorability. Further, collect competitive intel such as party preference, opinions on certain policies or likelihood to switch parties.

THE WINNING POLICIES

Customize creative messaging during key moments throughout the campaign, based on the causes and issues that are most relevant.

Utilize your first-party voter list or preferred third-party audience segments from Vistar partners, such as Factual or the LiveRamp Data Store.

Extend your video campaigns by repurposing existing assets across DOOH screens for seamless omnichannel consumer engagement.