

2020 Voter Education Campaign

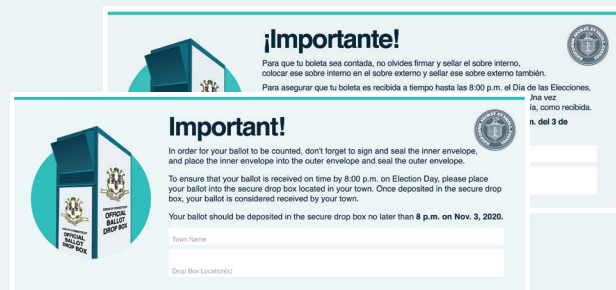
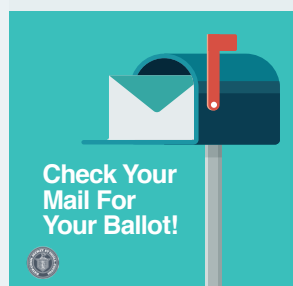
objectives

- Educate and inform Connecticut registered voters about absentee ballot eligibility due to COVID-19 for the 2020 Primary.
- Educate voters on their options (in person/by absentee); How to complete an absentee ballot.
- Registering to vote how-tos.



media strategy

Statewide campaign leveraging media consumed by all major audiences inclusive of TV, Cable, Broadcast Radio, Out of Home, Print, Digital Video, Digital Audio, Search, and Social Media



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Results

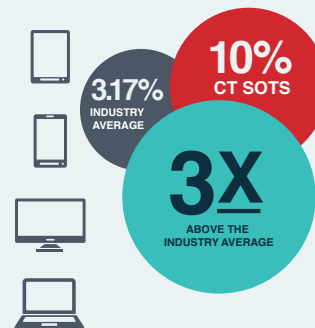
impressions

total campaign impressions



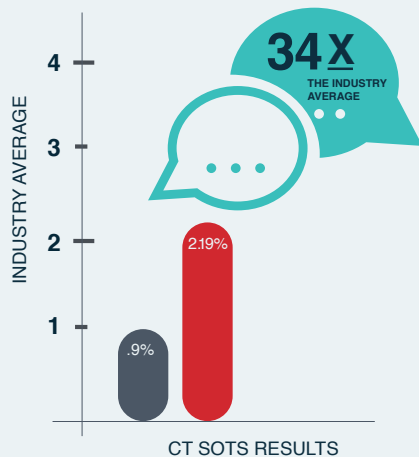
search

search click through rate



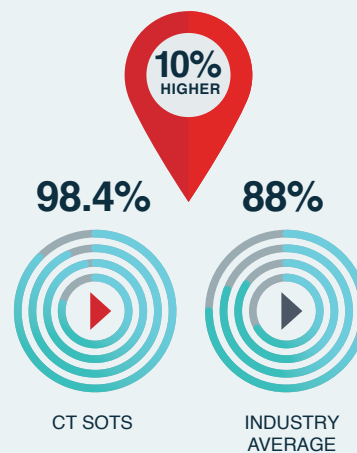
social

social media engagements



video

video ad completion rate



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Connecticut Voter Campaign Assets

As a result of the investment in the 2020 Connecticut Voter Education Campaign, CT SOTS has developed the following assets which can be leveraged in future Connecticut Voter Education Campaigns.

- Overall campaign look & feel
- Campaign creative & creative templates that can be updated with evolving messages
 - **Register to Vote**
 - **Polling Place Safety**
 - **Slammed At Work//Vote Anyway**
- Proven paid media strategies that can evolved as needed
- Proven marketing & media strategies to reach traditionally underserved residents
- Increased social media followers



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