



More Than A Vote

Drive Awareness & Impressions



THE ASK

Tap Black content creators across 8 swing states in U.S markets to help galvanize the Black community to register to vote, volunteer to become poll workers, and Vote! The goal is to make an active difference in voter turnout and volunteering at the polls.



THE STRATEGY

Share personal stories of Black creators through IG stories and in feed posts to highlight the importance of voting and volunteering at the polls and ultimately motivate the Black community to action.



CAMPAIGN OVERVIEW

Platforms: Instagram

Verticals: African American Influencers across a variety of verticals; fitness, fashion, activists, moms

of Influencers: 47

Total Posts: 125

CAMPAIGN HIGHLIGHTS

2.02% in-feed ER, 34% over industry average of 1.5%

2,170,878 organic impressions, 8% over-delivery

12.25% organic IG impression story rate, 145% over benchmark of 5%

We saw organic impression rates as high as **73%**, **69%**, **66%**, and **52%**

14.47%
E.R.

