

## Federal Voting Assistance Program

Military personnel who live overseas should be able to vote, and the U.S. Department of Defense's Federal Voting Assistance Program (FVAP) works hard to ensure they can. In 2015, we were hired as a strategic communications advisor and creative agency to plan and implement a \$700,000 media buy.

We began by evaluating the existing approach and materials and quickly spotted a problem: creative meant to encourage voting was actually discouraging it, by making it seem hard to do, trying to convince people what they should do rather than speaking to what they wanted to do, and missing larger opportunities to leverage norming with influencer groups.

Staying within the existing overall brand, we updated the strategy with the theme "Americans can vote. Wherever they are" to project that participation is the norm, it is easy, and that FVAP's goal is to ensure people have everything they need to vote (the onus is not on the individual).

### **The results:**

**In total, our media buy generated 85 million impressions and drove a quarter million web sessions. After we began managing FVAP's social accounts, reach increased twenty-fold and Twitter impressions doubled.**



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