

STATE PUBLIC AFFAIRS INFLUENCE

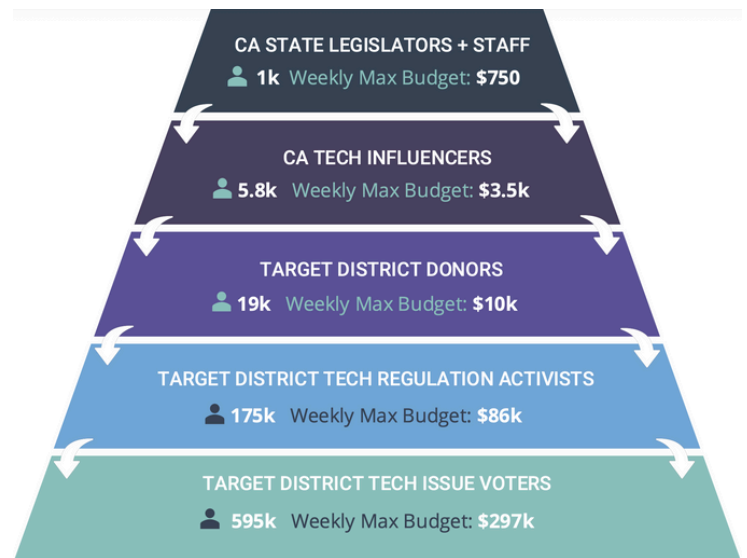


A leading public affairs agency approached Cross Screen Media with a critical challenge: **influence California state legislators on a technology policy issue** and create enough noise around the issue to slow its progress. Cross Screen Media leveraged its suite of influencer and issue model data to create a data-driven, multi-tiered advocacy campaign designed to reach key legislators and activate the constituents most likely to speak out.

TIERED AUDIENCE STRATEGY

Cross Screen Media identified audiences that could influence the legislative process and allocated budget across all audiences to hit key decision makers directly while simultaneously creating a groundswell amongst the legislators' immediate networks and constituents.

- **Legislators & Key Staff:** The narrowest, highest-impact tier who are directly involved in the policy making process.
- **Tech Influencers & Donors:** Individuals with close connections to policymakers, whose opinions and engagement could carry weight within the process.
- **Activists & Engaged Tech Voters (in target districts):** Highly engaged grassroots supporters activated to create visible constituent pressure on legislators.



AUDIENCE CONSUMPTION

Once the right audiences were identified, the next step was determining the best way to reach them. CSM leveraged its breadth of consumption habit data to highlight where each audience was reachable on CTV and linear TV, as well as who would need to be reached offline.

		CTV Consumption		
		Heavy	Light	None
CA State Legislature & Staff	Heavy	5%	6%	6%
	Light	12%	13%	9%
	None	15%	18%	16%
TV Consumption	Heavy	5%	6%	6%
	Light	12%	13%	9%
	None	15%	18%	16%

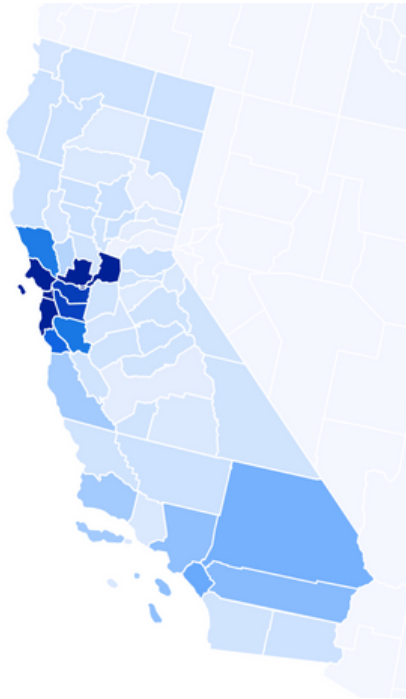
- **45%** of CA legislators and staff are heavier consumers of CTV than Linear TV.
- **16%** are likely unreachable on ad-supported TV and CTV, making them targets for offline outreach.

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TACTICS

The campaign executed a multi-channel approach that blended direct persuasion of our target legislators and mobilization of our activists and engaged voters in their corresponding districts:



- **Linear TV:** Small budget on a select amount of program that over-index amongst the policy makers.
- **CTV & Online Video:** Delivered to our target audiences with a heavy focus on hitting key legislators and staff with as much frequency as possible.
- **Click-to-Call Display Campaigns:** Targeting the tech issue activists within the target districts prompting them to directly connect with their legislator’s office.
- **Peer-to-Peer (P2P) Texting:** Specifically targeting the **16%** of our audiences who were otherwise unreachable via TV or Digital.

RESULTS

- **81% reach** to our target legislators, staff, and influencers on CTV and linear TV.
- **Over 30,000 clicks** to call from our display campaigns targeting tech activists and tech issue voters.
- **Over 277,000 texts** delivered to audiences unreachable via TV and CTV.
- Client reported back that **legislative staff were inundated with ads** and were fielding numerous calls from constituents, amplifying pressure inside the Capitol.

TV/CTV Reach & Frequency

