

StackAdapt Success Story

Bullhorn Communications Empowers The Woodlands to Stand Their Ground



The Proposal

The Woodlands Township, located in Texas just north of Houston, was quickly becoming at risk of incorporation as a city. A single proposal and voting period was to dictate the future of the township, and it was in the hands of the local residents to vote.

Summary

Enter Bullhorn Communications, whose task was to **raise awareness and encourage action** for local residents to stand their ground for their beloved township. With a programmatic strategy that was both impactful and scalable, Bullhorn was able to **deliver the right message to over 98,000** residents. The campaign proved to be incredibly successful, as The Woodlands incorporation proposal was **rejected by an overwhelming 2-to-1 margin**.

Background



Bullhorn Communications is a full service advertising and media production agency. They understand technology, targeting, and data. But they understand people, too. And that makes them different.



Preserve The Woodlands is a resource for residents of The Woodlands. They believe The Woodlands is unlike any other community in Texas, built on a unique model of governance that has allowed them to thrive while keeping taxes low and government small.



Ryan Horn

President, Bullhorn Communications



“Going into the vote, we knew we had to drive a strong impact, and fast,” says Ryan Horn, President of Bullhorn Communications. “That’s when we looked to StackAdapt to help spread our message to the residents of The Woodlands. Not only did they offer amazing support, but they were able to provide suggestions mid-flight to ensure we reached as many unique users as possible.”

Challenge

The favour was in the opposition’s party before Bullhorn Communications launched their campaign, so **finding the right channel to drive a strong impact** while also considering user reach was a priority for the agency.

Strategy

Swaying the opinion of The Woodlands Township was no easy task, and Bullhorn took some time to plan their programmatic strategy wisely. To maximize reach, influence and awareness, they had to decide on the right tactics to spread the word.



Channels With Impact

Video and CTV/OTT channels were selected in order to drive a resonating message. For scale purposes, a variety of lengths were used including 6s, 15s, and 30s across smartphone, tablet, over-the-top, set-top TV and desktop devices.



Strategic Targeting

To narrow in on their audience, Bullhorn utilized demographic data segments, as well as StackAdapt’s Third-Party Catalogue to target users who are likely to vote or who have registered to vote.



Frequency Cap

Using a frequency cap of 4 impressions every 10 days per channel in their StackAdapt campaigns, Bullhorn ensured that their message would be driven to their intended users and maximize reach without overbearing the user.

Results

Reaching 83% of their market with their message, Bullhorn Communications successfully influenced the **rejection of the ballot initiative on an outstanding 2-to-1 margin**. Directly correlating to the launch of their Video and CTV/OTT ads, **the ballot test moved 21 points overall, from 43% to 64%**. Overcoming the opposition’s favourable position, they put their budget to work and drove a meaningful movement for the township of The Woodlands, with the data-backed insights to prove it.

On StackAdapt, Bullhorn Communications achieved the following results:



Impressions

988,000



Unique Reach

98,000

(83% of the addressable market)



Lifetime Frequency

10



Video Completion Rate

81% Video

98% CTV



“The campaign hit the nerve of the community,” says **Ryan Horn, President of Bullhorn Communications**. “It drove the emotions of risk and expense, which lead to remarkable penetration and message recall, which is exactly what we were aiming to do. We saw these results even before we launched our linear TV campaign, proving to us that video and CTV/OTT were the right channels for our goals. Going forward, we feel empowered from this campaign to continue driving results for impactful votes like this one.”