

CASE STUDY: DIGITAL + MOBILE

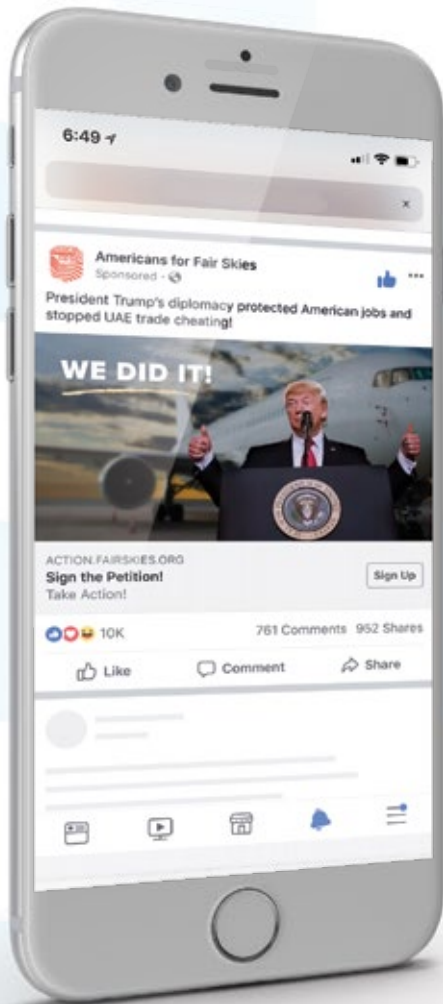
Americans for Fair Skies

BACKGROUND

Since the Open Skies agreements with the United Arab Emirates and Qatar were signed in the late 1990s, the United Arab Emirates and Qatar have subsidized their airlines to the tune of over \$50 billion dollars. Our client needed a voice in the cluttered landscape of advocacy within Washington, D.C., and specifically, needed to vie for the President's ear.

THE PLAN

We used Majority Power, Majority Strategies' proprietary list of Washington, D.C., influencers, to build a unique audience to activate and grab President Trump's attention. Majority Strategies created and ran several ad and message variations that were tested and optimized to ensure the most effective and popular were seen by the targeted audience and influencers.



THE RESULTS:

We quickly amassed a list of more than 100,000 supporters who were activated and motivated to make phone calls, write letters and sign petitions urging the President to take action.

49,626,660 Total Impressions

568,853 Total Link Clicks

2.52% Overall CTR

FACEBOOK

40,221,635 Total Impressions

8,121,751 Total Reach

535,370 Total Link Clicks

1,268,746 Total Post Engagements

46,144 Total Post Shares

13,432 Total Page Likes

3.00% Overall CTR (Average is 0.90%)

SPARK INFLUENCE

7,215 Total Tweets Generated

101,166 Total Petition Signatures

19.60% Conversion Rate (Average is 9.21%)

President Trump and his administration took action to end illegal trade cheating. Both the UAE and Qatar have agreed to greater financial transparency, an end to illegal subsidy practices, and a freeze on fifth freedom flights into the United States – a great victory for U.S. workers.

Our client faced the subsidies of foreign government in the billions of dollars range but learned that data, targeting and the right message at the right time can win over the largest budgets.

