

# Digital Advocacy Summit

December 7, 2017

**Presenter:**

Nick DeSarno

Digital and  
Communications Practice



Public Affairs Council

# WHY IS DIGITAL SO IMPORTANT

“Social media and a proliferation of online news organizations are undercutting the power of political and media elites, resulting in an electoral system that's more open — and more chaotic — than ever before.”

- Timothy Lee, *How the Internet is Disrupting Politics*

## OLD POWER VALUES

Managerialism, institutionalism,  
representative governance

Exclusivity, competition, authority,  
resource consolidation

Discretion, confidentiality, separation  
between private and public spheres

Professionalism, specialization

Long-term affiliation and loyalty,  
less overall participation

## NEW POWER VALUES

Informal, opt-in decision making; self-  
organization; networked governance

Open source collaboration, crowd  
wisdom, sharing

Radical transparency

Do-it-ourselves, “maker culture”

Short-term, conditional affiliation;  
more overall participation

# PUBLIC AFFAIRS ADVERTISING

*Why is digital different?*

Optimization and Analytics

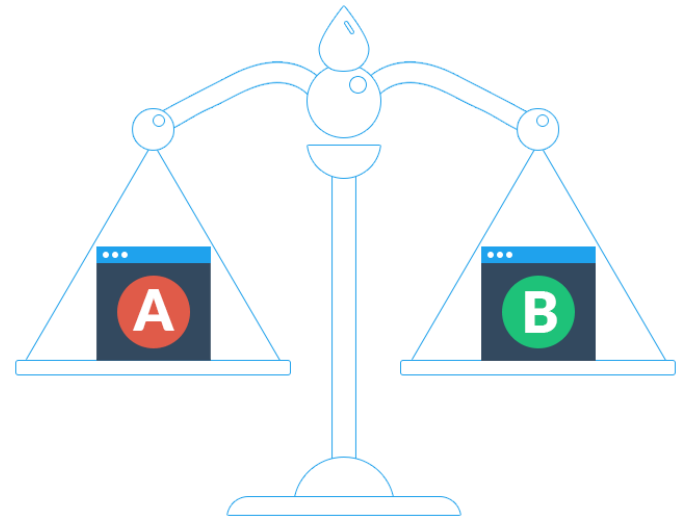
Scalability

Cost to Entry

Shareable and Self-organizing

Crowded and Unpredictable

Increased Transparency



# DIGITAL & DATA TOOLS FOR LOBBYING

## Infographics

Long vs. Snackable

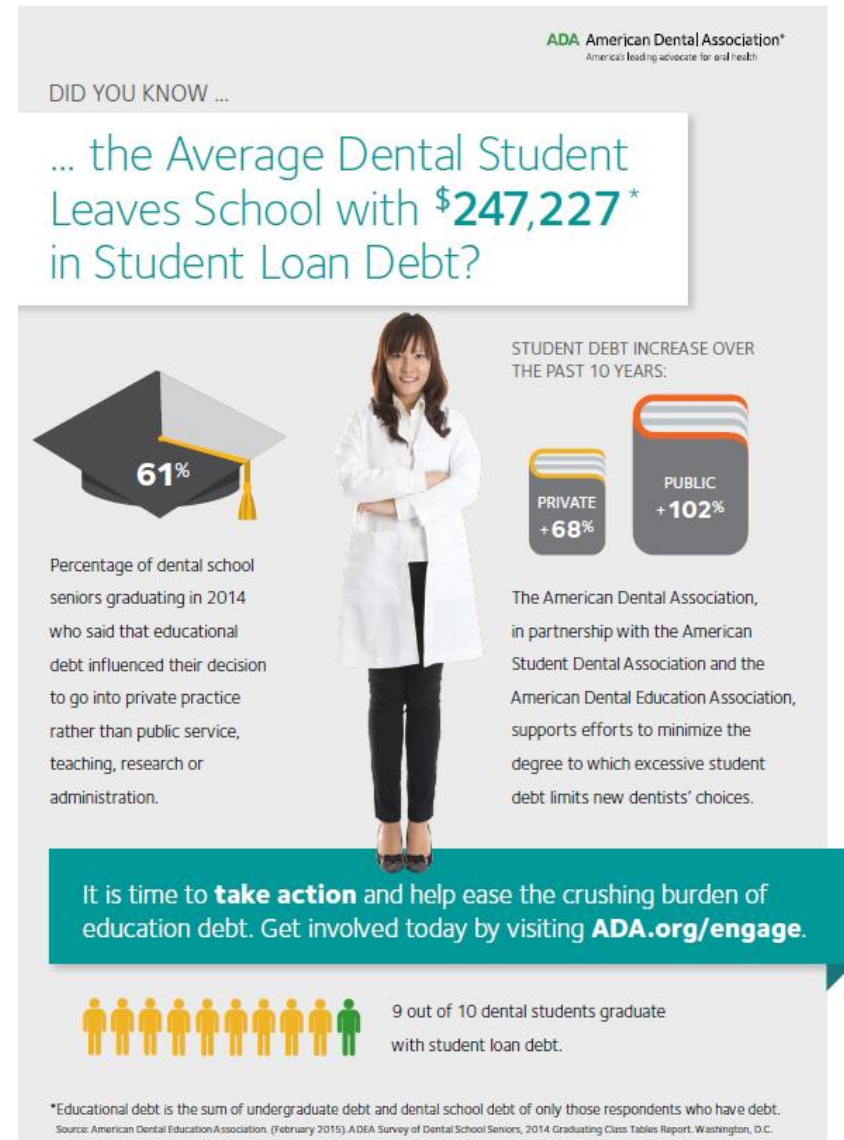
Data Driven vs. Story Driven

Creative use of imagery and color

Action Oriented

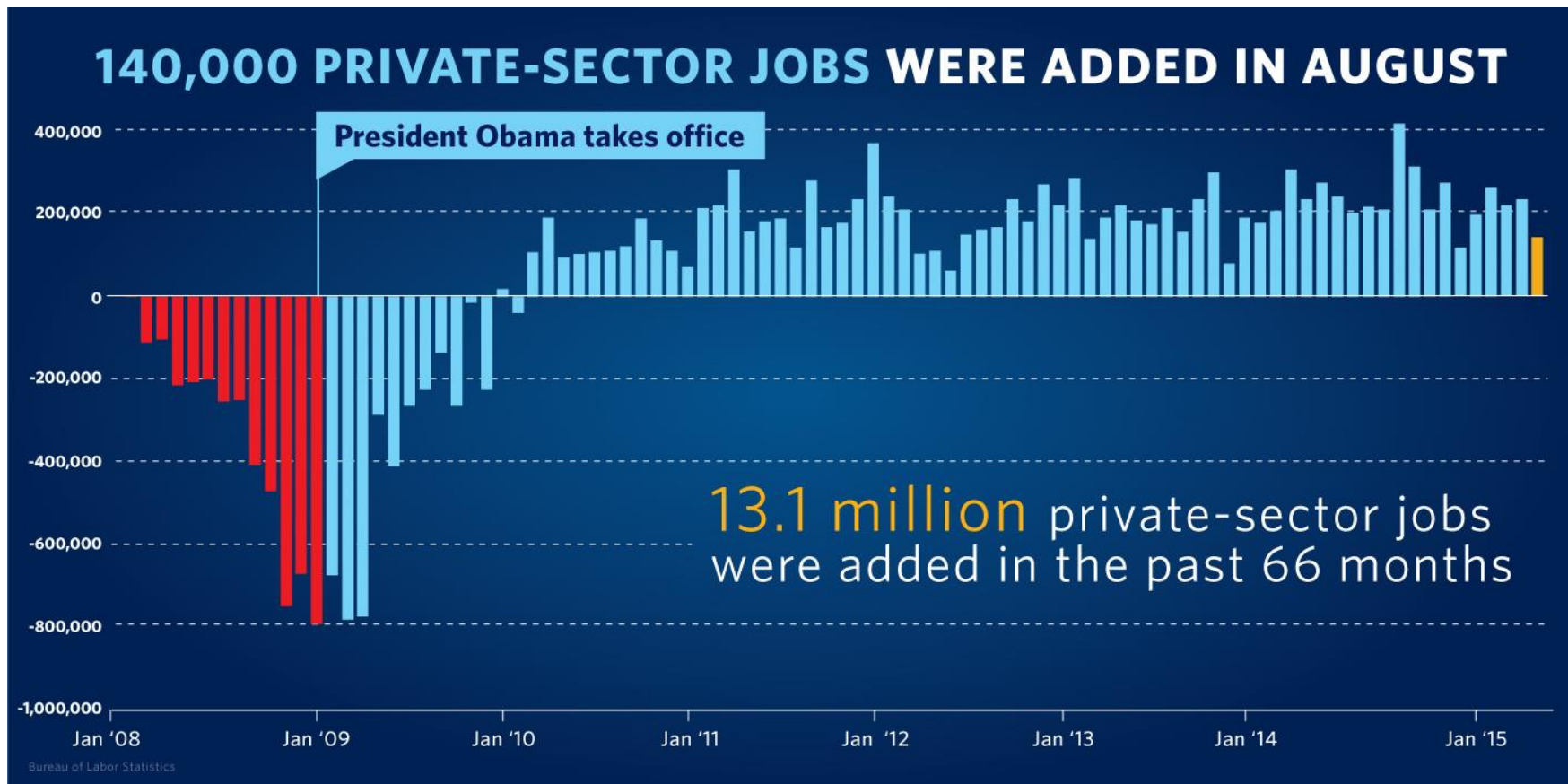
Shareable

Evergreen or Easily Adaptable



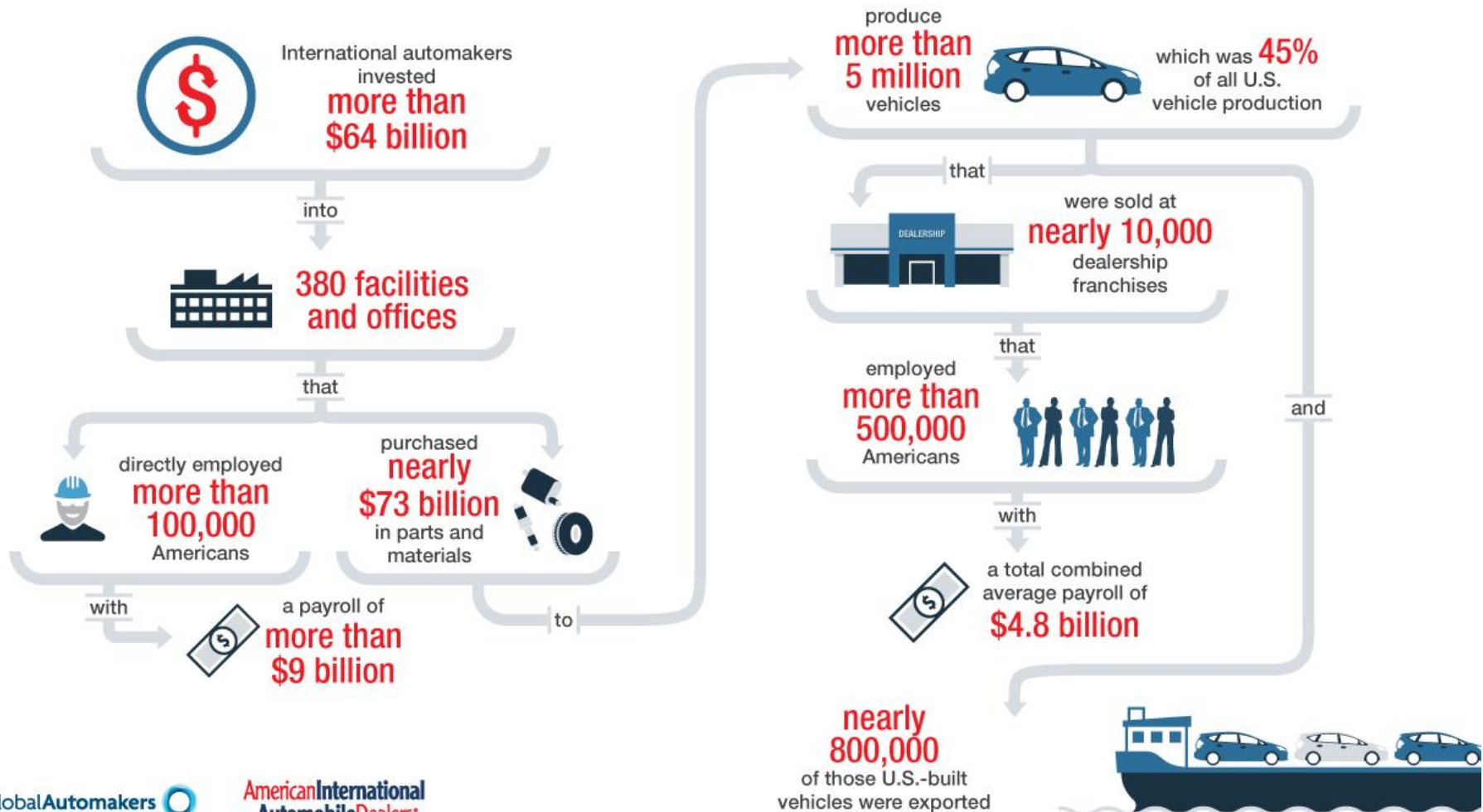
# DIGITAL & DATA TOOLS FOR LOBBYING

## Infographics



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## Infographics





# DIGITAL & DATA TOOLS FOR LOBBYING

## *Infographics*



More than **70%** of voters

SUPPORT HELP WITH OUT-OF-POCKET  
HEALTH CARE COSTS

**HARDWORKING AMERICANS NEED CONGRESS TO ACT.**

Fund the cost-sharing reduction program now

In 2016, more than **6.4 million** people were enrolled in a plan that offered reduced cost sharing.

6,400,000

# DIGITAL & DATA TOOLS FOR LOBBYING

## *Infographics*

IN 2017,  
ALZHEIMER'S WILL COST THE COUNTRY  
**\$175 BILLION**  
IN MEDICARE AND  
MEDICAID PAYMENTS.

SHARE THE FACTS AND JOIN THE FIGHT. #ENDALZ

alzheimer's  association  
THE BRAINS BEHIND SAVING YOURS.



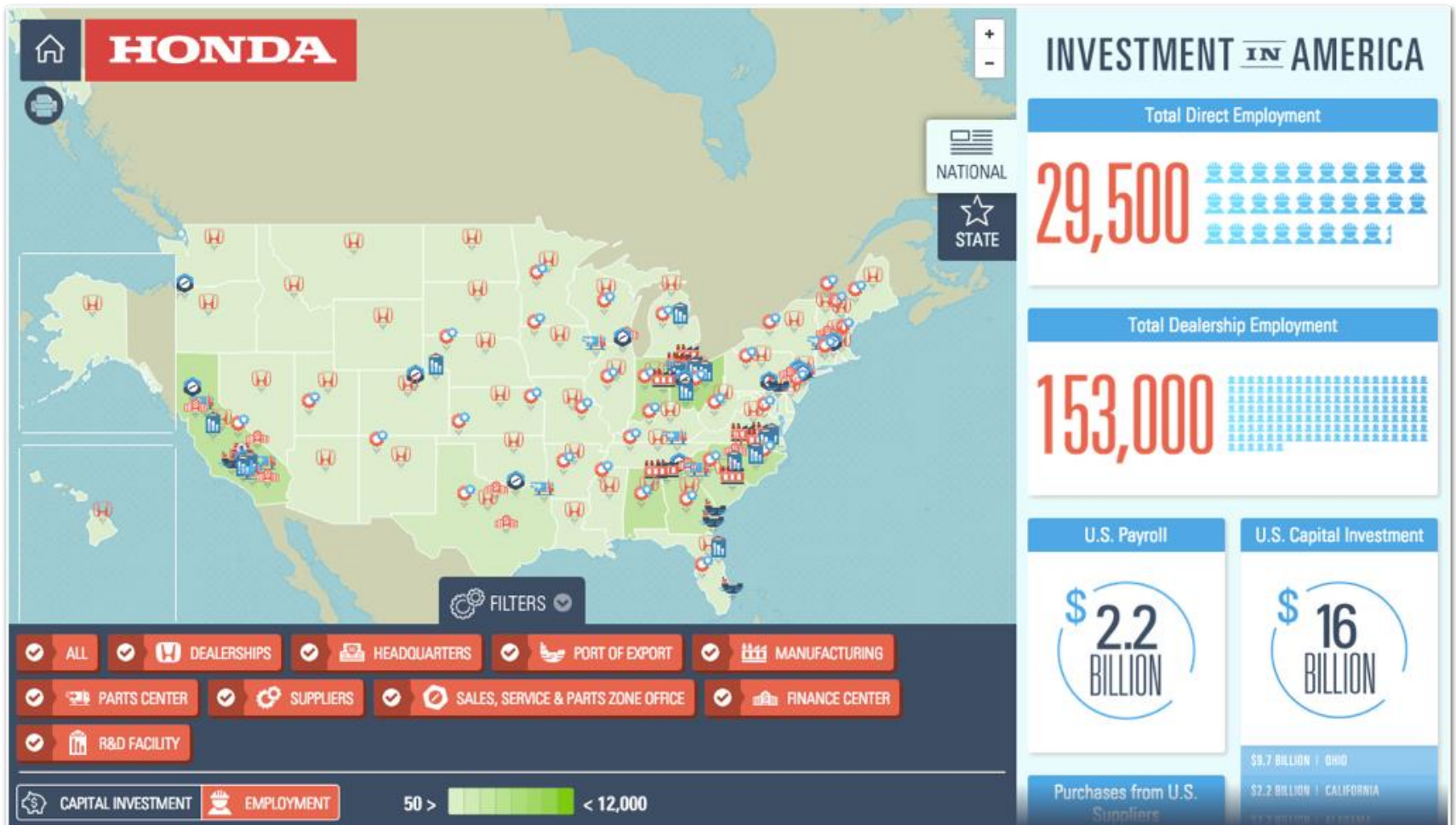
**EVERY 66 SECONDS**  
**SOMEONE IN THE**  
**UNITED STATES** DEVELOPS  
**ALZHEIMER'S DISEASE.**

SHARE THE FACTS AND JOIN THE FIGHT. #ENDALZ



# DIGITAL & DATA TOOLS FOR LOBBYING

## Data Visualization



# DIGITAL & DATA TOOLS FOR LOBBYING

## *Digital Storytelling*

Social Proof

(social influence)

Humanize Your Policy Argument

Humanize Your Organization

Reminder of a Larger Purpose

Explore New Channels or Platforms



# DIGITAL STORYTELLING

## *American Chemistry Council*

FROM THE SALT OF THE EARTH  
a lifeline for humanity

### AN ELEMENT OF SURPRISE

Ebola is just the latest outbreak that chlorine-based disinfectants have helped control. Closer to home, city leaders in Jersey City, New Jersey, over a century ago found themselves in a similar public health crisis as Sierra Leone's Dr. Fofanah. Urban areas faced high mortality rates due to waterborne illnesses such as typhoid fever. So in 1908, Jersey City took on a bold experiment in public health—it added a chlorinated disinfectant (calcium hypochlorite) to drinking water.

Today, more than 100 years later, diseases like

LIFE MAGAZINE

"THE FILTRATION OF DRINKING WATER PLUS THE USE OF CHLORINE IS PROBABLY THE MOST SIGNIFICANT PUBLIC HEALTH ADVANCE OF THE MILLENNIUM."

Delivering Life-Saving Supplies to Sierra Leone



World Vision coordinated a shipment of chlorine bleach, personal protective equipment and other supplies to help fight the Ebola outbreak.

# DIGITAL STORYTELLING

*BP*

WP BrandStudio ⓘ CONTENT FROM BP



**ALL EYES ON SAFETY**



# DIGITAL STORYTELLING

## Obama Campaign

### Five Years Ago Today

Barack Obama

Sent: Friday, February 10, 2012 6:35 AM

To: Friends

Friend –

Five years ago today, a few thousand of us gathered in Springfield, Illinois, to launch an improbable campaign for president.

The task was to build a grassroots movement capable of making the kind of **change we believe in**.

From the very start this has been an experiment in our political process, testing whether ordinary people really can still come together to change this country.

We proved that it's possible. But we've also learned that entrenched interests adapt and claw back even harder, which means this election will be even more of a challenge.

I can't wait to see **what you can do**.

Barack

This email is going around

Jeremy Bird, BarackObama.com to me

9/26/12

OBAMA  BIDEN

Steven –

If you think your \$56 isn't enough to make a difference in this campaign, take a minute to read the letter below – it's officially gone viral among campaign staff (with the sender's permission).

The most powerful thing about making a donation is that you're joining more than 3 million other Americans who believe ordinary people should decide this election.

It adds up. And it depends on each of us doing our part:

<https://donate.barackobama.com/Sandy>

Thanks,

Jeremy

Jeremy Bird  
National Field Director  
Obama for America

Dear President Obama,

I'm writing to tell you about the \$15 my family just donated to your 2012 campaign.

It was \$15. That's really all we could give.

My husband Steve is currently a student at Temple University. Since starting his degree, three years ago, we've been living considerably below the poverty level (I keep forgetting which percent ... does it matter?). But we aren't complaining. Two healthy daughters; dusty, well-travelled backpacks in the basement; a house full of memories – a future full of hope. We're the lucky ones.



# DIGITAL ADVERTISING FOR PUBLIC AFFAIRS

Targeting and Optimization

Metrics

Enhanced Accountability

Cost

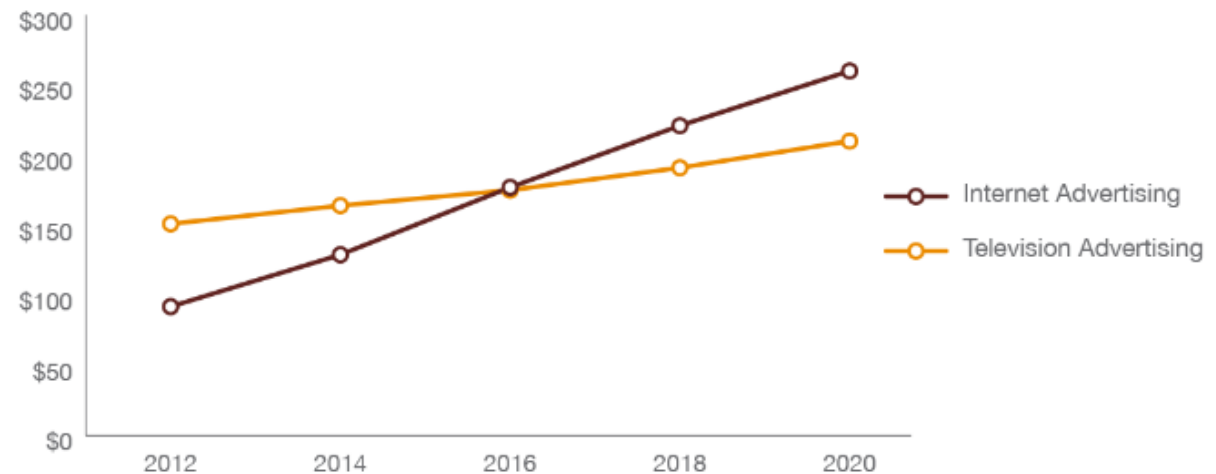
Increased Engagement

Social Proof

Mobile Friendly

**In 2016, Global Internet advertising revenue will surpass TV advertising**

Global Internet advertising and Television advertising revenue (US\$bn), 2011-2020



Source: Global entertainment and media outlook 2016-2020, PwC, Ovum

# DIGITAL ADVERTISING FOR PUBLIC AFFAIRS

## *Why Use Digital Advertising for Public Affairs?*

TOP



Reasons to Use  
Advertising for  
Public Affairs

1. Gain New Supporters/ Advocates
2. Increase Awareness About a Policy Issue/  
Thought Leadership
3. Persuade Policymakers and Re-frame the  
Debate
4. Increased Engagement with Employees,  
Members or Current Advocate
5. Extend Earned Media Reach

# DIGITAL ADVERTISING FOR PUBLIC AFFAIRS

## *Why Use Digital Advertising for Public Affairs?*



**Jamie Carracher**  
@JamieCa

Following



I would like to make a proactive statement about digital comms & advocacy.

Digital advertising doesn't do anything all by itself.

10:18 AM - 29 Mar 2017



1



# DIGITAL ADVERTISING FOR PUBLIC AFFAIRS

*Become a Thought Leader:*



**Lockheed Martin** ✓  
@LockheedMartin

[REPORT] Discover how we foster innovation, protect the environment and propel responsible growth.



Download Sustainability Report  
[lockheedmartin.com](http://lockheedmartin.com)

Promoted  
4/27/17, 10:40 AM

26 RETWEETS 49 LIKES



**benandjerrys**  
Sponsored



**IF IT'S MELTED,  
IT'S RUINED!**



[Learn More](#)



2,356 views

**benandjerrys** Join us in Washington DC April 29th and call on our leaders to deliver climate action now!

# DIGITAL ADVERTISING FOR PUBLIC AFFAIRS

## *Raise Awareness:*

 **Comcast**  @comcast

Title II ≠ [#netneutrality](#). Comcast continues to support open internet protections: [comca.st/2rw9oOV](http://comca.st/2rw9oOV)



2,830 2,143 7,345

 Promoted

 **AAOS Advocacy** @AAOSAdvocacy

[#Orthopaedic](#) surgeons help patients in your community get back to work. Learn why it's crucial for the economy.



Keeping Communities Strong and Working  
[aaos.org](http://aaos.org)

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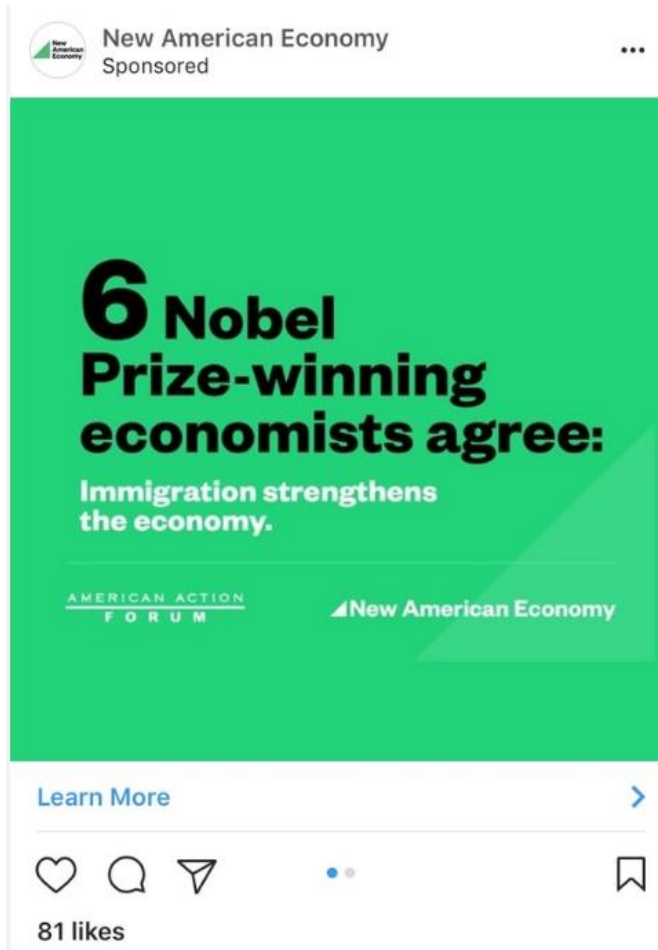
 Promoted



# DIGITAL ADVERTISING FOR PUBLIC AFFAIRS

## *Change the Conversation:*

New American Economy  
Sponsored



**6 Nobel Prize-winning economists agree:**  
Immigration strengthens the economy.

AMERICAN ACTION FORUM    ▲ New American Economy

[Learn More](#)

81 likes

 **Toyota USA**   
@Toyota

I am one of the people who's helped Toyota build 25 million vehicles in the U.S.\* I am Toyota USA.



**I AM TOYOTA USA.**

Learn more at [toyota.com/us](https://toyota.com/us)  
[toyota.com](https://toyota.com)

 Promoted  
3/3/17, 8:25 PM

# DIGITAL ADVERTISING FOR PUBLIC AFFAIRS

## *Extend Earned Media Coverage :*



**AirbnbCitizen**  
@AirbnbCitizen



The Hotel Industry Plan: punish the middle class. Read it for yourself.



Inside the Hotel Industry's Plan to Combat Airbnb  
[mobile.nytimes.com](https://mobile.nytimes.com)



Promoted

4/18/17, 3:19 PM

# DIGITAL ADVERTISING FOR PUBLIC AFFAIRS

## Engage Your Advocates:

GEOFILTER PAID FOR BY THE NATIONAL GROCERS ASSOCIATION AND FOOD MARKETING INSTITUTE

3

Another day, another hearing

THE SUPERMARKET INDUSTRY CREATES NEARLY 4 MILLION JOBS IN THE COMMUNITIES WE SERVE.

**DAY IN WASHINGTON**  
SUPERMARKET INDUSTRY FLY-IN

**JanssenUS** @JanssenUS

You can help a short video make a lasting impact. Every view supports @MentalHealthAm & helps ppl w/ #mentalillness

JUSTIN SHARES THE ART OF LIVING WITH SCHIZOPHRENIA  
"You have to have patience with yourself and try to be strong, the best you can."

Justin shares the art of living with schizophrenia  
invegatrinza.com

2 74 173

Promoted

**AARP Advocates** @AARPadvocates

The AHCA was bad in March. It's \*worse\* now.

We urge Congress to remain opposed...and remember 38 million AARP members are watching.

Promoted  
4/26/17, 6:21 PM

# DIGITAL ADVERTISING FOR PUBLIC AFFAIRS

*Understanding your goals will help you decide on:*

Budget

Platforms

Creative

Audience

Targeting

Call to Action



# DIGITAL ADVERTISING FOR PUBLIC AFFAIRS

## *Types of Digital Advertising:*

Social Media

Video

Pre-Roll, Non-Skippable

Banner and Display

SEM

Pop-Up Ads

Email Ads

Sponsored Content

Native, Podcasts, Sponsored Op-Eds

Digital Radio Ads

Flash Ads

Page Takeovers

White Paper Model

Acquisition Model or Petition



# DIGITAL ADVERTISING FOR PUBLIC AFFAIRS

## *Types of Targeting:*

Targeted Audience

Cookies

Device Ids

Geo-fencing

Geo-targeting

Behavioral Targeting

Demographic Targeting

Look-a-like targeting

Contextual Targeting

Social Media Based Targeting

Re-targeting (pixels)

Custom Audiences

# DIGITAL ADVERTISING FOR PUBLIC AFFAIRS

## *Integrating Your Digital Advertising Efforts Into Your Campaign*

Landing Page

Message Testing

Targeted Messages delivered to Right Audience

Optimize Your (CTA) Call to Action

Proper Page Analytics

Retargeting



# DIGITAL ADVERTISING FOR PUBLIC AFFAIRS

## *Look for Key Advertising Integration Points:*

Retargeting

In-person events

“News-jacking”

Release of new findings

What should you be looking to create:

“Surround-sound”

Device ID and multiplatform



# DIGITAL ADVERTISING FOR PUBLIC AFFAIRS

## *Fraud, Waste and Abuse:*

Blind-ads

Click-bots

Rate Card

Approved site list

Blacklisted sites

Ad blockers

Retargeting



The movement is already yielding results. Companies including Kellogg's, Warby Parker, and 3M have stopped running ads on the website.



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