



PUTTING THE PIECES TOGETHER

HOW TO ORCHESTRATE AN INTEGRATED CAMPAIGN

TODAY'S CONVERSATION

MANTILL WILLIAMS

Director of Advocacy, Communications at American Public Transportation Association


- APTA is a national nonprofit association representing public and private sector organizations involved in all modes of public transportation.
- Prior to APTA, Mantill worked for AAA, American Trucking Association and the Alexandria Chamber of Commerce.
- Mantill has spent 24 years working in the association non-profit world.

MEGHAN MORAN

Vice President, Adfero

- Adfero is a DC-based strategic communications firm serving trade association, public sector and corporate clients.
- Meghan leads strategy for clients including the International Franchise Association and PhRMA.
- Prior to Adfero, Meghan worked for clients including the US Army, Federal Trade Commission and the Library of Congress as a member of FleishmanHillard DC's consumer marketing group.

Moderated by **Hannah Wesolowski** and **Nick DeSarno, PAC**



WHAT IS AN INTEGRATED CAMPAIGN?





WHAT IS AN INTEGRATED CAMPAIGN?

A unique effort that spans multiple teams,
channels and events to deliver a memorable,
cohesive and measurable impact on the audience



WHY INTEGRATE?



WHY INTEGRATE?

1. Better Audience Experience
2. Increased Brand Awareness
3. More Conversions

STAND UP FOR TRANSPORTATION

Mobilized public transportation industry and its partners to speak with one voice in support of Federal investment:

- More than 360 organizations participated
- 150 community events virtually in every state
- 50 U.S. Representatives, 71 Mayors, six Governors, nine U.S. Senators participated



STAND UP FOR TRANSPORTATION

- 540 Members of Congress received 11,507 letters from public transit supporters
- Gained 17,300 new members for campaign; today we stand at more than 200,000
- 22,425 individual signatures



@OURFRANCHISE

- United global franchise brands, local business owners, employees and communities to tell the story of franchising in America
- Rallied franchising community against reputational challenges and harmful policy proposals
- Organizes franchise supporters at all levels in a continued storytelling, advocacy and public education effort



@OURFRANCHISE

- More than 1.7 million reached
- 28,000 visits to content on Politico
- Avg time on site of 5:34, with highest time on site from those driven to content through targeted ads on FB
- Launch activation included:
Campaign website, social channels, branded content on Politico.com, geo-targeted ads to fly-in attendees, additional targeted social promotion, in-person briefings for board and key stakeholders, @OurFranchise tour stops in Colorado, Illinois, Virginia

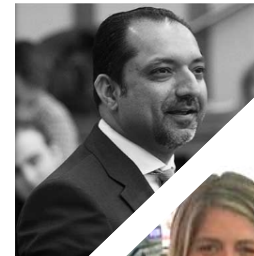
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than
franchise
businesses in
America today.
Behind each one
is a story.



EXPLORE THEIR STORIES



PUTTING THE PIECES TOGETHER HOW TO ORCHESTRATE AN INTEGRATED PLAN

FROM SILOS TO SYSTEMS

1

PLANNING

2

PLATFORMS

3

PEOPLE



PLANNING



PUTTING THE PIECES TOGETHER HOW TO ORCHESTRATE AN INTEGRATED PLAN

PLATFORM



PUTTING THE PIECES TOGETHER HOW TO ORCHESTRATE AN INTEGRATED PLAN

PEOPLE



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REFERENCES



REFERENCES

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<http://www.standup4transportation.org/>
2. @OurFranchise:
<http://www.atourfranchise.org/>
3. “We the Franchisees” Branded Content:
<http://www.politico.com/sponsor-content/2016/09/we-the-franchisees>
4. @OF Behind the Scenes Video:
<https://youtu.be/ckN2GhrWPHk>