



Challenge:

Southern California Association of Governments (SCAG) needed to connect with adults in Ventura, Los Angeles, Orange, San Bernardino, Riverside, and Imperial counties to collect their input about the Connect SoCal plan. The plan represents the vision for Southern California’s future, including policies, strategies, and projects for advancing the region’s mobility, economy, and sustainability through 2040.

Solution:

PROMEDIA helped SCAG develop a 2-month, multimedia advertising plan in English and Spanish to drive community members to sign up for an email list, fill out an online survey, attend virtual town hall meetings, and/or attend “Open House” presentations.

Campaign Highlights

- **Drive-time radio traffic-and-weather sponsorships** to broadly reach all areas
- **Transit shelter posters** near areas that had Open Houses, and poster panels in areas where transit shelter ads were not available
- **Convenience store one-sheets** to provide broad coverage to additional demographics
- **Digital ads** in Phase 1 included display, audio, Facebook ads, and Facebook event ads
- **Facebook ad campaign** implemented as a Phase 2 drove people to the SCAG website to learn more and comment about the final plan

Radio traffic-and-weather sponsorships were able to be implemented quickly, because no production beyond providing copy was needed. This allowed the campaign to launch quickly.

Sample creative for the Connect SoCal campaign



The Connect SoCal plan was developed with input from local governments, county transportation commissions (CTCs), tribal governments, non-profit organizations, businesses, and local stakeholders within the counties of Imperial, Los Angeles, Orange, Riverside, San Bernardino, and Ventura.

Results:

The media mix was well balanced, with offline advertising contributing to awareness and increasing digital campaign success. Conversion rate was 80%, which is unprecedented for remarketing and social media event tracking.

Phase 1 - Digital Ad Campaign Results

67,361 Post-Click Engagements

(Likes, Image clicks, Comments, Shares, Link clicks)

1,442 Event Responses on Facebook

(# of people that interacted with sponsored event ads and RSVPed)

24,342 Initiated the Survey Process

Phase 2 - Facebook-only Campaign Results

Language	Impressions	Click-thru rate
Spanish	864,752	1.17%
English	752,524	1.32%

The average click-thru rate (CTR) for Facebook is 1.0%, so both English and Spanish performed well. The client was very happy with the results and intends to work with PROMEDIA again for future campaigns.