



Metropolitan Washington
Council of Governments

MEDIA EVALUATION:

DID YOU REACH YOUR AUDIENCE?

McANDREW COMPANY
CONNECT • INSPIRE • ENGAGE



MEDIA DEMOGRAPHICS:

WHO IS YOUR AUDIENCE

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Gender
Age
Socio-Economic
Geographic
Education Level
Occupation
Marital/Family Status



MEDIA EVALUATION:

SET MEASUREABLE GOALS

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Messaging Goals:

Raise Awareness
Education
Behavior Change
Call to Action
Increase Social Media
Sales

Campaign Goals:

**Budget (+ Value Added)
Schedule**



SELECT MEDIA CHANNELS: FOR MESSAGE DELIVERY

Media Mix:

Broadcast TV

Cable TV

Radio

Digital

Social

Out of Home

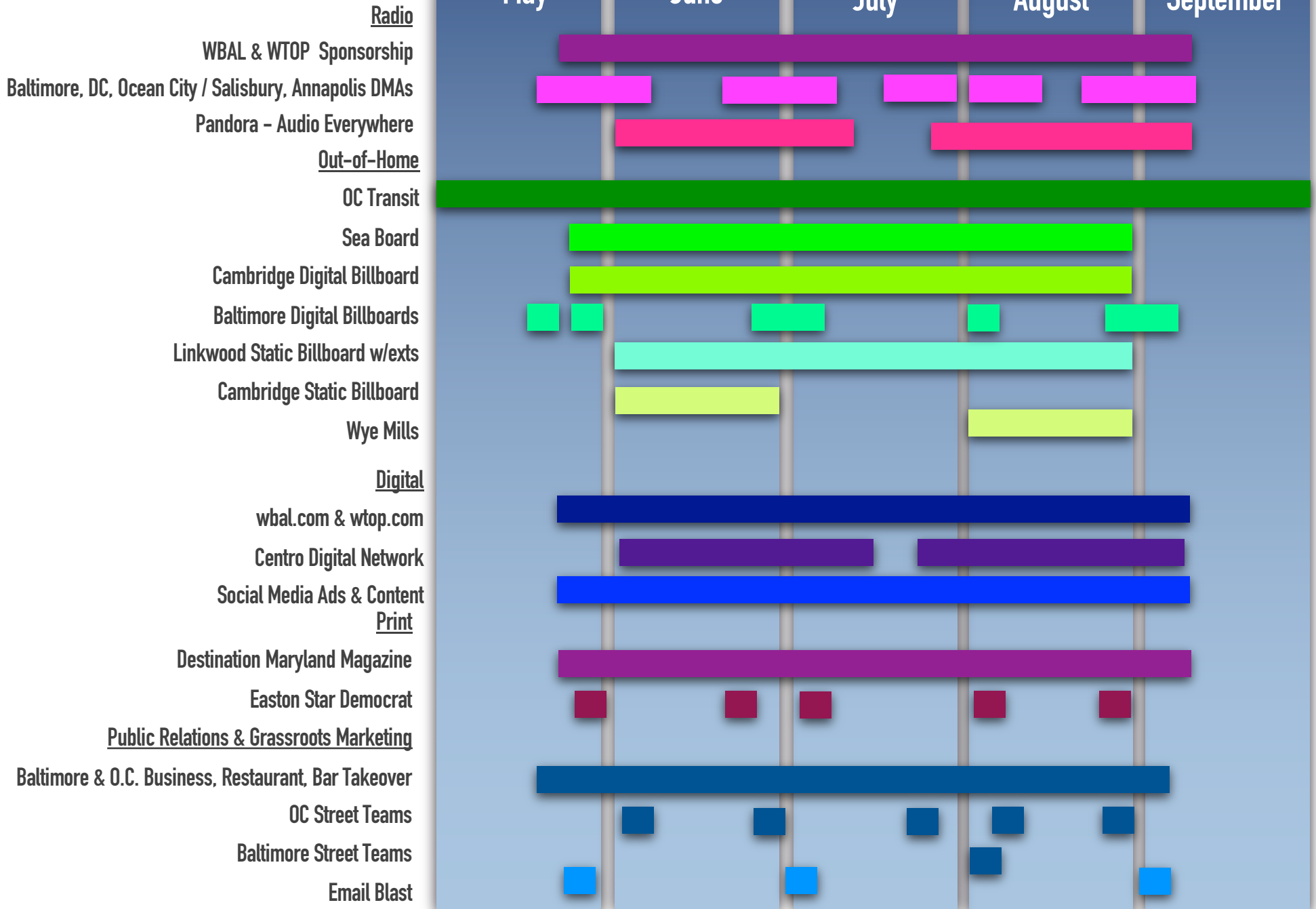
Print

Email

Earned

Grass Roots

MEDIA PLAN





MEDIA EVALUATION:
HITTING YOUR GOALS

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Post Campaign Reporting:

Impressions

Reach

Frequency

Value Added

Calls

Sales

Post Campaign Reporting:

Ads

Click Thrus (CTR)

Video Views

Engagement

Website Visits

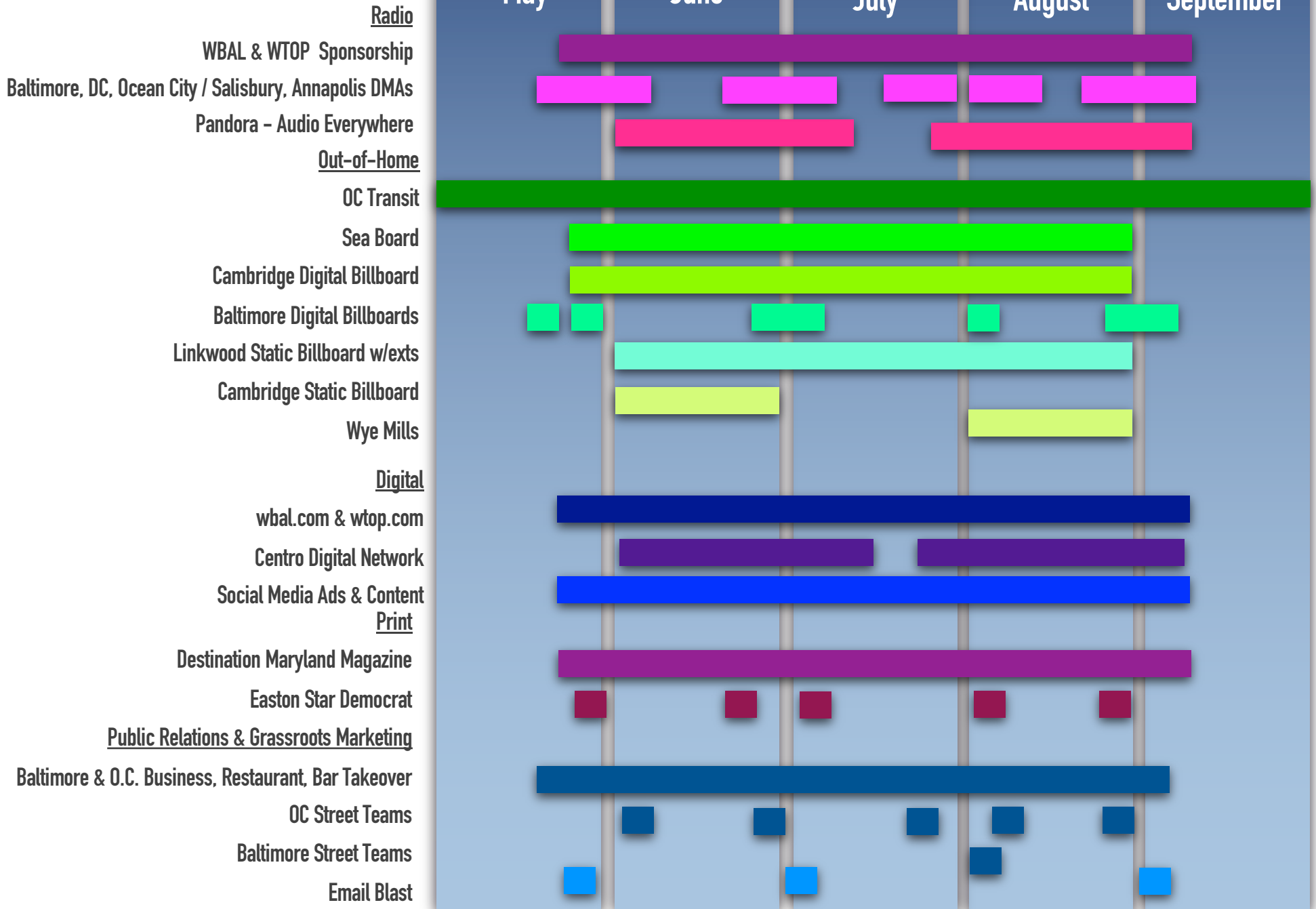
Likes/Followers

Post Campaign Reporting:

Surveys:

Pre-Post Campaign Tracking Survey
Awareness, Knowledge, Attitudes

MEDIA PLAN



Post Campaign Reporting:

- **187 million impressions – radio, digital, out-of-home, print and social**
- **7,105 radio spots ran in all markets**
- **Over 65,000 interacted with digital and social media ads, generating an average click thru rate of .62% (industry average is .14%)**
- **\$184,000 in added value, including free radio, digital and out-of-home ads**
- **From May to September, more than 409,000 visitors went to website**
- **326,000 calls during the summer months**

Post Campaign Reporting:

Digital: Desktop, Smartphones and Tablets

- Ads were placed on a variety of traffic, travel, weather, news and local sites (i.e. Baltimore Sun, Washington Post) and Social Media
- Ads were viewed over 7.6 million times with over 45,000 people clicking to website for more information

Paid Social: Facebook & Instagram Ads

- Ads ran on Facebook and Instagram in desktop, mobile and Facebook right column news feeds
- Ads were seen over 3.7 million times sending over 19,000 people to website



QUESTIONS?

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