

WE HELPED A CANDIDATE WIN RE-ELECTION IN THE 2020 U.S. HOUSE RACE

Josh Gottheimer, a two-term U.S. House Representative for New Jersey’s 5th congressional district, was seeking an opportunity to bring awareness to his political run in the 2020 US House of Representative elections. Gottheimer saw the great value behind out of home advertising and its ability to reach a mass audience at a hyper-local level.

TACTICS & RESULTS

Flight Dates: 8 weeks leading up to November election

Strategy: The Josh Gottheimer campaign targeted select billboards throughout the neighborhoods of New Jersey’s 5th Congressional District that best maximize reach and frequency.

Results: Starting the campaign two months before election day gave enough time for constant exposure to keep the U.S. Representative’s name top of mind. As a result, Rep. Josh Gottheimer has successfully defended his seat with a +7.51% lead against his opponent.

RESULTS

4.3M

TOTAL IMPRESSIONS
DELIVERED

+7.51%

LEAD AGAINST RUNNING
MATE

OUTFRONT



DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC.