

We Helped Councilman Defeat Three-Term Incumbent In 2020 Mayoral Race

Helmin Caba, a city councilman, was running against the incumbent mayor who has been in office since 2008. Tough competition led Caba to consider IRL Advertising to help drive awareness and provide a mass impact. The "2020 Vision for Perth Amboy" campaign consisted of billboards located within the city of Perth Amboy.

Campaign Details

- **Market:** Perth Amboy, New Jersey
- **Campaign Length:** 4 weeks

Strategy

- Bring awareness within the Perth Amboy community to vote for Councilman Helmin Caba and his team for the upcoming mayoral race using IRL units located near one of Perth Amboy's busy intersections.

Results

- Caba won runoff election with an +8% lead against his running mate.



Campaign Results

218K

Total Impressions Delivered

+8%

Lead Against Running Mate