

Appalachian Voices Digital Advertising Report

berlin rosen

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New York • Washington, DC • California

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OVERVIEW

The goal of this campaign was to acquire new supporters for the Appalachian Voices email program and use display advertising to persuade influential Virginia state officials to vote against dangerous pipeline projects that threaten the Commonwealth's environment and drinking water.

Berlinrosen executed a Facebook email acquisition campaign focused on 3 regions in Virginia: Northern Virginia, Richmond, and Hampton Roads.

Within these regions, BerlinRosen built and targeted 3 audiences: traditional democrats, environmental activists, and progressive parents in Virginia. In addition, our team also targeted a lookalike audience built off of the behavior filters in the other 9 audiences, for a total of 10 target audiences during the campaign.

The messages tested by BerlinRosen were chosen based off of the results of the poll conducted by Climate Nexus. Each of the messages used in this campaign resonated strongly with those who participated in the poll. Across each audience, in each region, our team then tested a total of 7 messages, constantly optimizing across each for the best possible results.

For this campaign, and ones similar to it, our team would have considered a cost per email sign up at \$4 - \$5 a success: This campaign resulted in a highly successful cost-per-email of \$2.39.

CAMPAIGN TOPLINE RESULTS

- **Total number of emails collected:** 7,760
- **Cost per sign up:** \$2.39
The cost of each email acquired
- **Impressions:** 1,147,870
of total times the ads were viewed
- **Reach:** 297,706
of unique people who viewed the ads
- **Clicks:** 12,139
of times a person clicked on an ad
- **Total amount spent:** \$18,620.99

 Appalachian Voices
Sponsored • 

Like Page

Virginia officials can reject dirty and dangerous pipelines. Tell them to do the right thing: Add your name now.



Appalachian Voices

ADD YOUR NAME

Reject Dangerous Pipelines
Protect our water: Act now.
PROTECTVIRGINIAWATERS.NET

(This was the best performing creative of the campaign)

FACEBOOK ACQUISITION

AUDIENCES

The following includes the criteria breakdown for the campaign's 4 audiences: progressive parents, environmental activists, Virginia democrats, and a lookalike audience built of behavior filters through Facebook.

The audiences BerlinRosen built were targeted in 3 key areas across the state. These areas included: Northern Virginia, Hampton Roads, and Richmond.

CREATIVE BREAKDOWN

Across each audience, in each region, BerlinRosen used a number of diverse visuals in order to engage our target audiences.

MESSAGING

- **Environmental impact** -- Threats to Virginia's water
- **Environmental impact** -- Exacerbating the threat of climate change
- **Out-of-state workers** -- Pipelines would use workers from outside Virginia for construction
- **Threat to business** -- Pipelines would hurt businesses in or near the proposed path
- **Trump administration** -- Trump administration was loosening regulations on similar projects
- **State authority** -- Virginia officials have the power to stop the project despite outside interests
- **Energy companies** -- Encouraged Virginia officials to stand up to energy companies

STATE AUTHORITY

 **Appalachian Voices**
Sponsored · 

Virginia officials can reject dirty and dangerous pipelines. Tell them to do the right thing: Add your name now.



The image shows a serene, misty stream flowing through a dense forest. Sunlight filters through the trees, creating a warm glow and casting long shadows. The water is calm, reflecting the surrounding greenery. In the top right corner of the image, there is a small watermark for "Appalachian Voices".

ADD YOUR NAME

Reject Dangerous Pipelines
Protect our water: Act now.
PROTECTVIRGINIAWATERS.NET

CLIMATE CHANGE

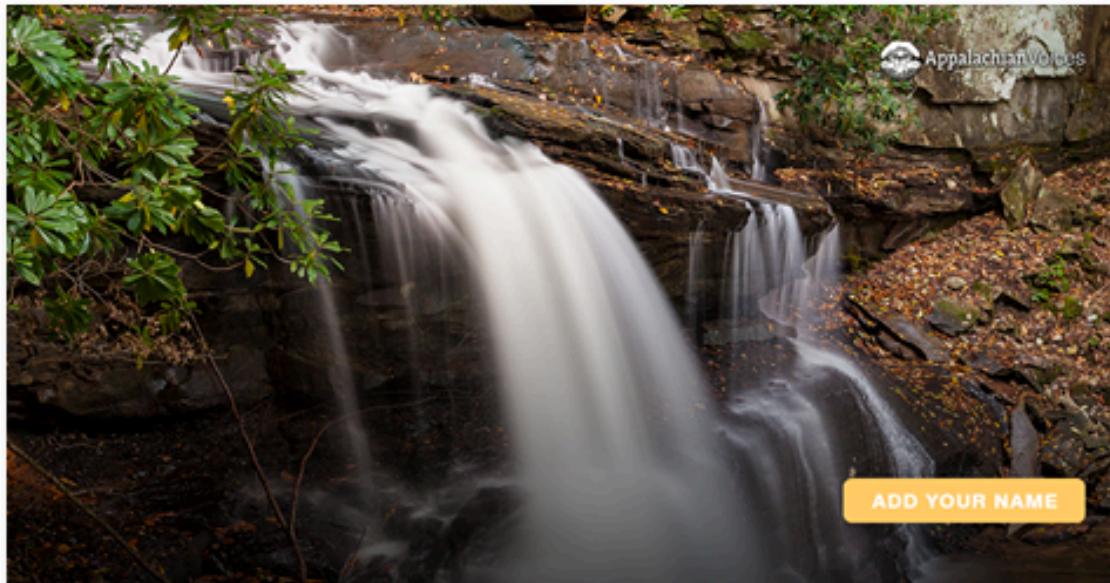


Appalachian Voices

Sponsored ·

Like Page

Proposed pipelines would ravage our environment and worsen the impacts of climate change in Virginia. Help fight back.



Protect Virginia's Environment

Help stop these pipelines.

PROTECTVIRGINIAWATERS.NET

THREAT TO WATER



Appalachian Voices

Sponsored ·

Like Page

Dangerous pipelines threaten to ruin Virginia waters. Add your name to help reject them.



Protect Virginia's Water

Help stop these pipelines.

PROTECTVIRGINIAWATERS.NET

OUT-OF-STATE WORKERS



Appalachian Voices

Sponsored ·

Like Page

Energy companies want to use out-of-state workers to build pipelines that will threaten Virginia's waters.



Speak Up. Fight Back.

Reject pipelines that threaten Virginia's land and water.

PROTECTVIRGINIAWATERS.NET

VIRGINIA BUSINESSES



Appalachian Voices

Sponsored •

Like Page

Virginia businesses will suffer from new pipelines threatening to cut through their land. Help stop them now.



Help Fight Back.

Dirty pipelines will cut through land owned by businesses.

PROTECTVIRGINIAWATERS.NET

ENERGY COMPANIES

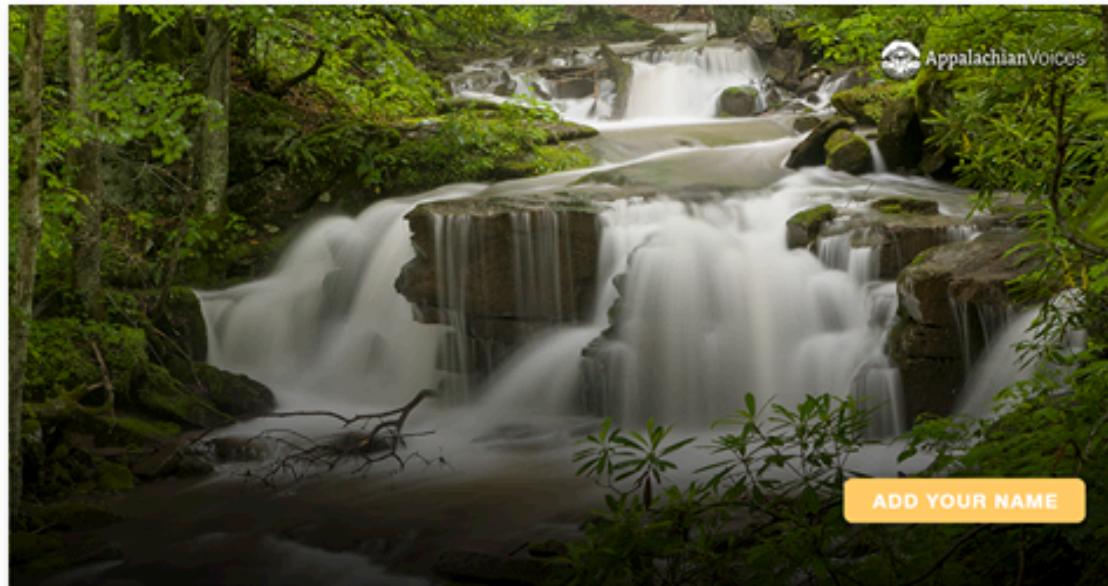


Appalachian Voices

Sponsored ·

Like Page

Energy companies are putting Virginia's water at risk. Add your name and tell our state leaders to fight back.



Protect Virginia's Water

Reject dangerous pipelines.

PROTECTVIRGINIAWATERS.NET

TRUMP ADMINISTRATION



Appalachian Voices

Sponsored •

Like Page

The Trump administration wants to make it easier for energy companies to build dirty and dangerous pipelines in Virginia.



Protect Virginia's Waters

Reject pipelines that put our water at risk.

PROTECTVIRGINIAWATERS.NET

RESULTS BY AREA

NORTHERN VIRGINIA

Overall, the Northern Virginia region was by far the best performing target in this campaign, across every audience. Altogether it resulted in 2,955 emails at a cost of \$1.74 -- more than half of the total collected from this part of the campaign.

The best performing audience among this region was the traditional democrats. The best performing creative was the 'State Authority' messaging, accounting for more than half of the email sign ups within the audience.

TRADITIONAL DEMOCRATS

This audience accounted for 987 emails at a cost of \$1.74 per email -- tied for the best performance throughout the *entire* campaign engagement.

The best performing creative was the ‘State Authority’ message. Other high performing messages included threat to Virginia’s water and the hiring of out-of-state workers. The worst performing messaging was around taking on energy companies and tying the pipelines to the Trump Administration.

Takeaway: Among this audiences, messages that were specific to Virginia notably outperformed other messaging. For instance, the ‘State Authority’ messaging focused on local officials having the power to act on the pipeline, and the workers message focused on the outsourcing of Virginia jobs.

ENVIRONMENTAL ACTIVISTS

This audience accounted for 987 emails at a cost of \$1.74 per email -- tied for the best performance throughout the *entire* campaign engagement.

The best performing messaging was once again ‘State Authority’ followed by creative focused on the threats to Virginia’s waters. These two messages vastly outperformed all other creative, accounting together for nearly 800 of the 987 emails. Due to this, early on, the ads were optimized to spend on these pieces. The worst performing creative was focused on the Trump Administration.

Takeaway: Once again, the ‘State Authority’ message performed the strongest and creative that focused on forces outside of Virginia performed the weakest. Unsurprisingly, the creative on threats to Virginia’s water performed very well with the audience.

PROGRESSIVE PARENTS

This audience accounted for 981 emails at a cost of \$1.75 per email, the second best results per audience among all three regions.

The best performing messaging with the audience was once again ‘State Authority’ accounting for more than half of all email sign ups in this group. The out-of-state workers creative also performed well. However, and interestingly, environmental creative performed very poorly with this audience. Messaging on the Trump Administration and energy companies also performed quite poorly.

Takeaway: While this audience also reacted strongest to the ‘State Authority’ creative, it is an outlier in this region due to the very poor performance of environmental creative. This audience also responded well to the out-of-state workers and threats to local businesses -- both of which are jobs related.

HAMPTON ROADS

This region was the second best performing region, delivering 1,115 emails at a cost of \$3.20 per sign up.

The best performing audience in this region was the environmental activists, delivering 435 of the total number of emails for the region. The top creative in this audience was the 'State Authority' message.

TRADITIONAL DEMOCRATS

This audience accounted for 397 emails at a cost of \$3.26 per sign up.

The top performing creative in this audience was the threat to Virginia's water, followed by 'State Authority' and the Trump Administration. Creative focused on Virginia businesses and general climate change messaging performed the weakest amongst this audience.

Takeaway: Democrats in Hampton Roads were more receptive to the creative on the Trump Administration and threats to water than in Northern Virginia and Richmond.

ENVIRONMENTAL ACTIVISTS

This audience resulted in 435 emails at a cost of \$2.98 per sign up.

The best performing creative within this audience was the ‘State Authority’ messaging, followed by threats to Virginia’s water and out-of-state workers. The weakest performing creative was focused on Virginia businesses and general climate change.

Takeaway: This audience reinforced the finding of the more specific threat to Virginia water messaging was much more effective than the more general climate change message.

PROGRESSIVE PARENTS

This audience resulted in 283 emails at a cost of \$3.49 per sign up.

The ‘State Authority’ creative was by far the best creative, delivering 179 of the total number of emails, and was the only strong performing creative. The weakest performing creative for this audience was both environmental messages.

Takeaway: Keeping inline with the same audience in Northern Virginia, this group responded very poorly to environmental messages. In addition, Virginia business and out-of-state workers performed better with this group than in most others.

RICHMOND

This region was notably the worst performing region. While overall the ads were still rather effective, compared to the other regions this proved to be the most costly and yielded the fewest number of sign ups -- 630 emails at a cost of \$4.02 per sign up.

Traditional democrats was the best performing audience, with the 'State Authority' creative was once again the top performing message.

TRADITIONAL DEMOCRATS

This audience resulted in 269 emails at a cost of \$3.52 per sign up, the best performing audience in the region.

The top performing creative was once again the ‘State Authority’ messaging, followed by threats to Virginia’s water. The worst performing were the Trump Administration and energy company messages.

Takeaway: This audience continued to be the best overall audience. Results from this group reinforce that the Trump Administration and energy company creative were generally unsuccessful at driving actions, compared to other messages. This group also showed the more specific environmental message outperforming the climate change version.

ENVIRONMENTAL ACTIVISTS

This audience delivered 175 emails at a cost of \$4.55 per sign up, the worst performing audience in the campaign.

The best performing creative was the Virginia business creative. However, nothing in this audience performed notably better than the other messages. The Trump Administration and out-of-state workers were the weakest, though.

Takeaway: This audience underperformed BerlinRosen's expectations, and interestingly enough did not respond strongly to either environmental message or the energy companies. Environmental concerns and response are underwhelming in this region.

PROGRESSIVE PARENTS

This audience collected 186 emails at a cost of \$4.28 per sign up.

The top performing creative was the ‘State Authority creative, delivering just about half of the total number of emails collected in this audience. The weakest performing creative here was the energy company and out-of-state workers messages.

Takeaway: While not as poor performing as the other regions, this audience once again showed it was not receptive to environmental messaging. This audience did not respond strongly to job-related messaging as it had in other regions.

RESULTS

- **Total number of emails collected:** 6,812
- **Cost per sign up:** \$2.07
- **Impressions:** 748,957
- **Reach:** 236,160
- **Clicks:** 10,094
- **Total amount spent:** \$14,113.14

LOOKALIKE CAMPAIGN RESULTS

RESULTS

- **Total number of emails collected:** 2,117
- **Cost per sign up:** \$1.34
- **Impressions:** 144,302
- **Reach:** 60,330
- **Clicks:** 2,642
- **Total amount spent:** \$1,500

CAMPAIGN RECOMMENDATIONS

RECOMMENDATIONS

'State Authority' Creative: The creative focusing on the local officials having power to stop the pipeline was by far the best performing piece of creative, being the best overall in nearly every audience across the three regions.

Environmental Messaging: Throughout the duration of the campaign BerlinRosen tested two environmental-focused messages: Threats to water vs. general climate change impacts. The results were clear that the more specific and water-focused messaging outperformed the climate change message. BerlinRosen recommends applying that to future efforts around specific fights - - use messaging that specifically highlights what is at stake.

Energy Company Creative: Across every audience ,in each region, messaging around standing up to energy companies failed to perform strongly. BerlinRosen does not recommend using this line of messaging to drive actions. Instead, use creative that focuses on how people can have a direct impact (i.e. the state authority messaging) rather than the more vague ask of standing up to the companies.

RECOMMENDATIONS

Locally-focused Messaging: Messaging that focused specifically on Virginians and the Commonwealth generally performed better throughout the campaign -- threats to state water, state control over pipeline approval, out-of-state workers taking away jobs delivered better results than the Trump administration, energy companies, and climate change creatives. BerlinRosen recommends leaning into locally-focused content that directly calls out local benefits/threats. This includes identifying photos that are more clearly recognizable as Virginia landmarks / outdoor areas / etc.

Progressive Parents: This audience consistently failed to effectively respond the environmental creative. BerlinRosen recommends alternative messaging if this group is targeted in the future.

- Use photos of children and families drinking water along with ‘threats to water’ messaging.
- This group also responded well to jobs related creative.

RECOMMENDATIONS

Northern Virginia Region: The NoVa audiences were the top 3 performing in the entire campaign. BerlinRosen recommends allocating funds to target this area in future advertising efforts, particularly when working with limited funds.

- Our team recommends targeting this area through additional advertising possibilities, such as wider-targeted display ads, in addition to continuing Facebook acquisition efforts in the region.

Virginia Businesses: The creative focused on the impacts the pipelines would have on businesses in the state underperformed BerlinRosen's expectations for this campaign. Our team does not recommend this as a top messaging point for any future efforts similar to this campaign.

Post-campaign brand awareness: BerlinRosen recommends incorporating any post-campaign survey intentions at the beginning of the planning process. Had our team anticipated this, BerlinRosen would have created multiple landing pages incorporating the creative being used in the different ad sets to ensure more sophisticated tracking of email sign ups.

- Alternatively, our team recommends sending an email to new supporters asking them to fill out a survey to learn more about who they are.

LIST BUILDING
CAMPAIGN POST VOTE

OVERVIEW

Following the vote by the Virginia State Water Control Board, BerlinRosen executed a new phase of Facebook email acquisition ads with new messaging targeting Governor-elect Ralph Northam's incoming administration. The goal of this campaign was to continue to acquire new emails for Appalachian Voices growing email program.

The ads were served to the existing audiences of traditional democrats, environmental activists, and progressive parents across Northern Virginia, Hampton Roads, and Richmond.

 **Appalachian Voices** Sponsored · 5,200 Like Page

We need your help to stop dangerous, dirty-gas pipelines throughout the Commonwealth.



ADD YOUR NAME

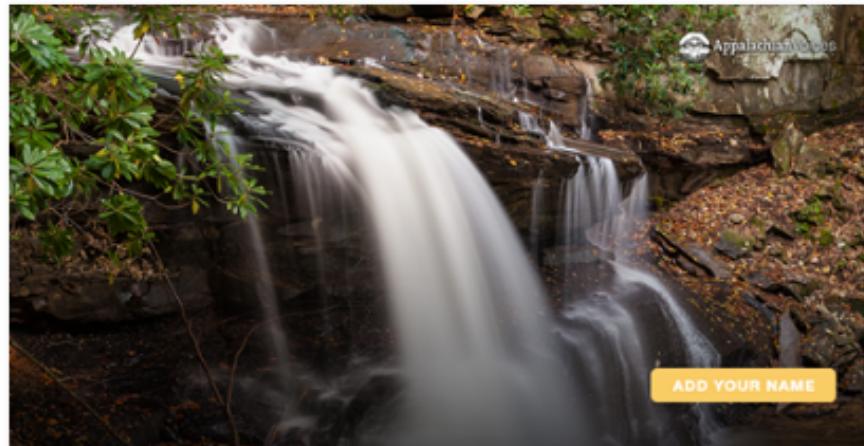
Make Your Voice Heard
Sign the petition to Gov. Northam today.
PROTECTVIRGINIAWATERS.NET

RESULTS

- **Total number of emails collected:** 948
- **Cost per sign up:** \$2.42
- **Impressions:** 147,390
- **Reach:** 61,546
- **Clicks:** 1,414
- **Total amount spent:** \$2,294.00

 **Appalachian Voices**
Sponsored · 

Proposed dirty-gas pipelines would ravage our natural treasures and threaten our children's drinking water. Governor Northam can make sure they don't.



ADD YOUR NAME

Protect Virginia's Waters
Help stop dirty energy projects in VA.
PROTECTVIRGINIAWATERS.NET

RECOMMENDATIONS

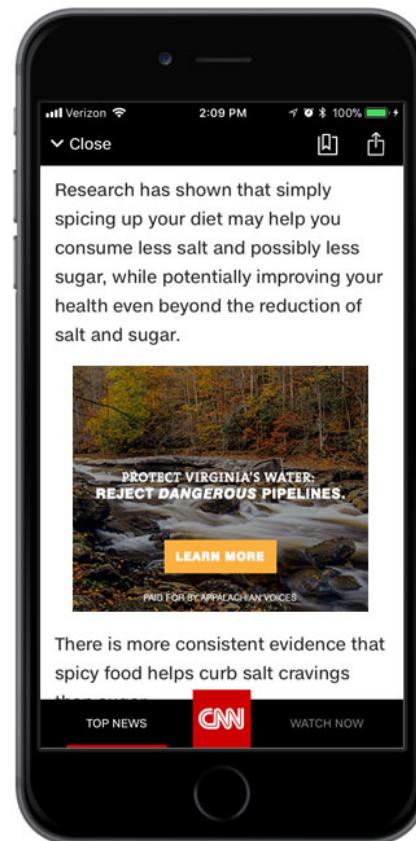
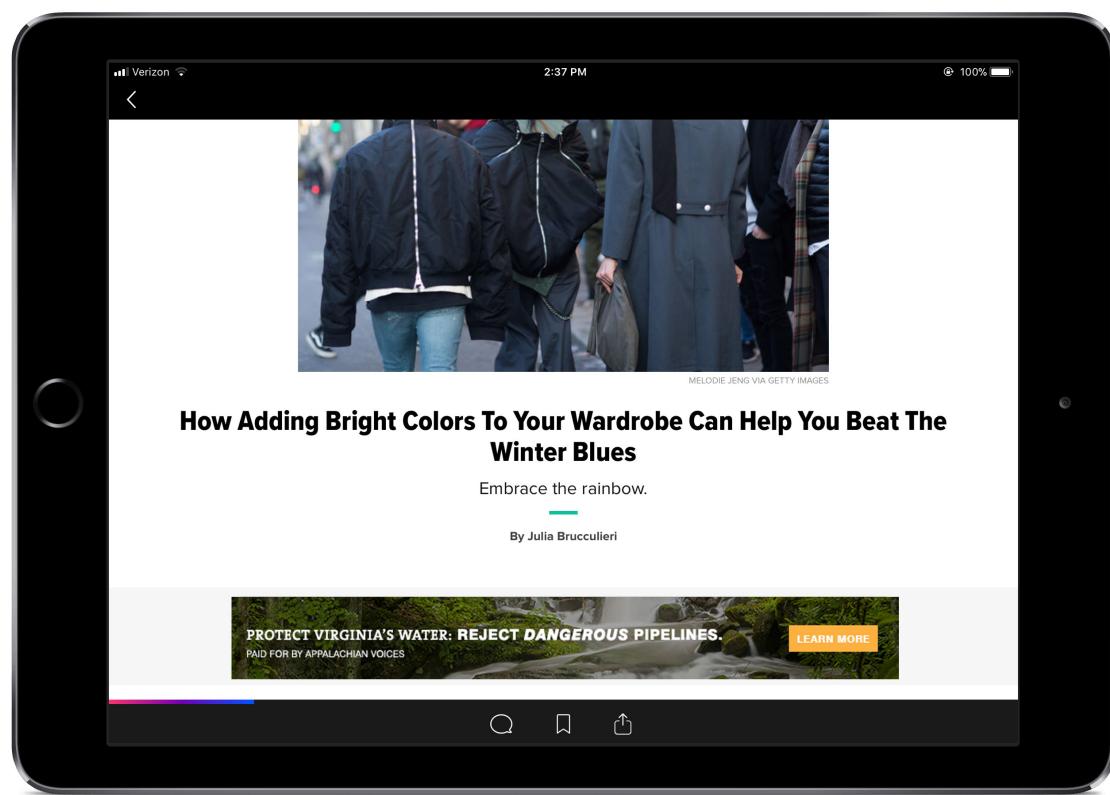
This creative performed strongly among the lookalike and every Northern Virginia audience, while it underperformed among every audience in Hampton Roads. This reinforces the findings from the main campaign.

BerlinRosen recommends continuing to target the incoming administration with messaging focused on speaking out and making your voice heard. Our team would also recommend continuing to leverage acquisition efforts targeted to Northern Virginia, the best performing region throughout the entire campaign.

INFLUENCER DISPLAY ADVERTISING

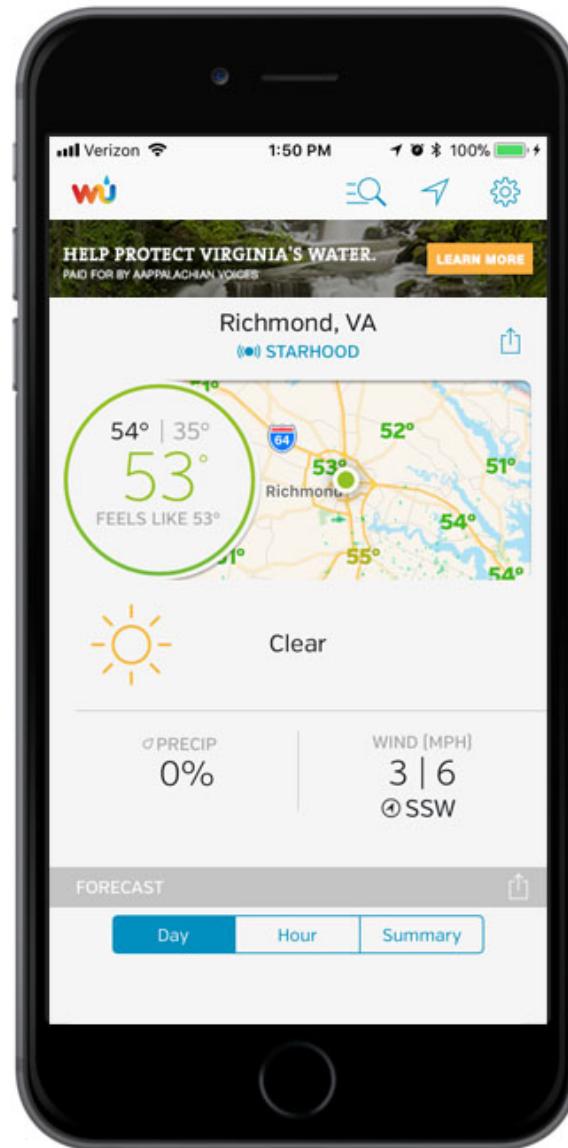
OVERVIEW

BerlinRosen executed a display advertising campaign that targeted political leaders in Virginia including: the Governor's mansion, the General Assembly, the Lt. Governor's office, and the homes of individual board members of the Virginia State Water Control Board.



RESULTS

- **Impressions:** 245,983
- **Clicks:** 613
- **Click-through-rate:** 0.26
- **Clicks by elected official's offices:** 482
- **Clicks by board members addresses:** 131
- **Total Spend:** \$2,213.85



RECOMMENDATIONS

In the limited time this campaign ran, our efforts netted nearly 250,000 impressions and resulted in more than 130 clicks at the addresses of the board members -- the highest priority targets included in the campaign.

In the future, BerlinRosen recommends avoiding display advertising that is as narrowly targeted as our efforts for this campaign were. While it was a priority to ensure we reached the board members, the highly targeted nature of the campaign limited the advertising inventory available and made it difficult to spend through the budget.

Our team suggests widening targeting that ensures priority targets are being served ads, but also extends to reach a broader swath of the area, particular in smaller towns, as some of these targets were.

APPENDIX

Below is a breakdown of the behavior and interest targeting BerlinRosen used to build the 3 audiences included in the campaign.

TRADITIONAL DEMOCRATS

- Likely to engage with political content (liberal)
- Interested in:
 - Democratic National Committee
 - Democratic National Convention
 - Progressivism

ENVIRONMENTAL ACTIVISTS

- Interested in:
 - 350.org
 - Alternative energy
 - Climate change
 - Defenders of wildlife
 - Efficient energy use
 - Environmental and wildlife
 - Environmental defense fund
 - Environmental protection
 - Environmentally friendly
 - Global warming
 - Greenpeace
 - Mother Earth Magazine
 - National Wildlife Federation
 - Natural environment
 - Renewable energy
- Sierra Club
- The Nature Conservancy
- Wildlife conservation
- Wildlife conservation Network
- Wildlife conservation Society

PROGRESSIVE PARENTS

- New parents
- Parents with children ages 1-18
 - This is broken out in groups: toddlers, preschoolers, early school-age, pre-teen, teenagers
- Likely to engage with political content
- Interested in US politics (liberal & very liberal)

THANK YOU !