



## Salt Lake County

September 2024

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### Direct Mail

- **Why It Works:** Direct mail remains one of the most effective ways to communicate with voters. In Salt Lake County, where residents may appreciate tangible, informative materials, a well-designed mail piece ensures that key messages about the bond reach voters' homes. The personal touch and ability to break down complex topics like the Justice and Accountability Center and public safety funding into digestible content can build trust and help guide voter decisions.
- **Spanish Language Piece:** Targeting Spanish-speaking communities with culturally appropriate messaging ensures inclusivity, reflecting the diverse makeup of the county and making sure that all voters feel informed and valued.

### Premium Media Placements (Tribune & KSL)

- **Why It Works:** Salt Lake County voters rely heavily on trusted local news sources like the Tribune and KSL for political information. By placing high-visibility ads on these platforms (front page takeovers), you tap into a captive audience already engaged in community issues. The placement of these ads ensures that the public safety bond is front and center at critical moments, especially as the conversation around local development and safety continues to gain traction.
- **Visibility:** With the rise of digital content, front page placements cut through the noise, capturing attention and reaching voters who are already interested in local news and politics.

### Digital Ads (Programmatic & CTV)

- Why It Works: Salt Lake County is home to a tech-savvy, media-consuming population. Programmatic ads allow for precise targeting of voters based on their behavior, ensuring that messaging about the public safety bond reaches those most likely to engage. Programmatic display and video ads are effective in building awareness, especially for a topic like public safety, which may not always be top of mind but is critical to the community.
- CTV (Connected TV): Many voters consume content via streaming services, and CTV allows you to reach this audience with compelling video ads. This is particularly effective for the bond campaign because visual storytelling about the need for the Justice and Accountability Center can have a powerful impact, helping voters connect emotionally with the issue.

### Meta (Facebook/Instagram) Ads

- Why It Works: Meta platforms remain highly effective for reaching a broad and diverse audience in Salt Lake County. These ads can build community engagement by encouraging discussions around the importance of public safety. The targeting capabilities allow you to connect with specific demographics, such as younger voters and families, who may be highly invested in safety and local infrastructure improvements.
- Spanish-Language Content: Dedicated content for Spanish-speaking communities ensures that messaging is accessible and engaging for everyone, reinforcing that the bond will benefit all residents of Salt Lake County.

### Outdoor & Transit Ads

- Why It Works: Outdoor advertising, including bus wraps and billboards, offers high-frequency visibility, particularly in high-traffic areas. Salt Lake County voters will repeatedly encounter messages about the bond as they move through their daily routines. This tactic helps reinforce messaging from direct mail and digital ads, creating a cohesive campaign that keeps public safety at the forefront of voters' minds.
- Community Engagement: Public transit is widely used in parts of Salt Lake County, and outdoor ads help reach voters who may not be as engaged with digital platforms but still interact with their physical environment regularly.

### Website Development

- Why It Works: A dedicated website provides a hub of information where voters can go to "Find Out More" about the public safety bond. Salt Lake County voters appreciate transparency and easily accessible details. The website will serve as a resource to answer questions, provide data, and help demystify how the bond will positively impact the community, including improvements in public safety and reduced crime.

## **Public Safety Bond Campaign Budget (without Outdoor/Transit) - \$250,000**

### 1. Direct Mail - \$100,000

- Postage and Distribution: \$95,000
- Spanish Language Piece: \$5,000 (for translation and targeting)

### 2. Premium Media Placements - \$25,000

- Tribune Front Page Takeover: \$15,000
- KSL Front Page Takeover: \$10,000

### 3. Digital Ads (Programmatic & CTV) - \$85,000

- Programmatic Display and Video Ads: \$45,000
- CTV (Connected TV): \$40,000

### 4. Meta (Facebook/Instagram) Ads - \$40,000

- Enhanced social media presence with targeted ads, including Spanish-language content for broader engagement.

### 5. Website Development - (Included in Agency Fees)

- Web Development and Hosting

## **Public Safety Bond Campaign Budget (with Outdoor/Transit) - \$250,000**

### 1. Direct Mail - \$100,000

- Postage and Distribution: \$95,000
- Spanish Language Piece: \$5,000 (for translation and targeting)

### 2. Premium Media Placements - \$25,000

- Tribune Front Page Takeover: \$15,000
- KSL Front Page Takeover: \$10,000

### 3. Digital Ads (Programmatic & CTV) - \$60,000

- Programmatic Display and Video Ads: \$30,000
- CTV (Connected TV): \$30,000

### 4. Meta (Facebook/Instagram) Ads - \$35,000

- Enhanced social media presence with targeted ads, including Spanish-language content for broader engagement.

### 5. Outdoor & Transit Ads - \$30,000

- Bus Wraps & Billboards

### 6. Website Development - (Included in Agency Fees)

- Web Development and Hosting