



**UNIFD**

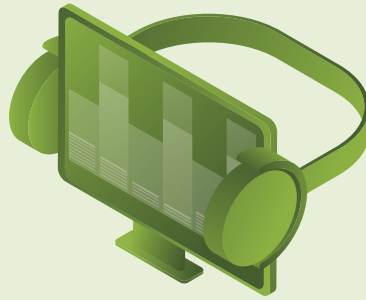
# POLITICAL CASE STUDY

## SUMMARY

During the 2022 political season (OCT-NOV 2022) UNIFD ran 50+ successful political campaigns across podcast & streaming radio. All campaigns were focused on driving awareness to both candidates and various causes to their target audience.

**\$250,000 worth of media spend during the 2022 political season**

### STREAMING RADIO



### DOOH AUDIO



### PODCAST



## RECENT CAMPAIGNS



**Barb WASINGER**  
FOR STATE REPRESENTATIVE

**VA**



U.S. Department of Veterans Affairs

**KELLY**  
for ALASKA

## RECOMMENDED KPIS

- Sub-Country Geo-Targeting (down to DMA level)
- Brand Safety
- Audience Targeting
- High Completion Rate