

# Political Party (Fund Raising)

## Background

A leading political party wants to raise funds to support the election cause.

## Problem

They want to reach the mass audience for fundraising and they approached vidCampaign team to help them increase the engagement.

## Solutions

vidCampaign team was successful in identifying the electorate in 19 states and segmented them based on age group and income level. Once the collaterals were prepared with the text, picture and video with appropriate links leading to the fund raising landing page for the political party, vidCampaign team executed the massive campaign and reached out to the audience.

## Result

vidCampaign team continuously monitored the end user engagement. The campaign was spoken about in the social media and the party received some buzz from the audience who received the emails.

## Benefits

The videos were shared extensively in the social media and the virality was increased tremendously. With a high deliverability rate the emails were received properly. Since the International women's day fell on March 8th 2014, which was a Saturday and we received almost 85% engagement from the mobile phones. Since the platform was

well designed to adapt the emails reception in the iPhone or Android or Windows Phones, the message was viewed by the people and the engagement was great.