

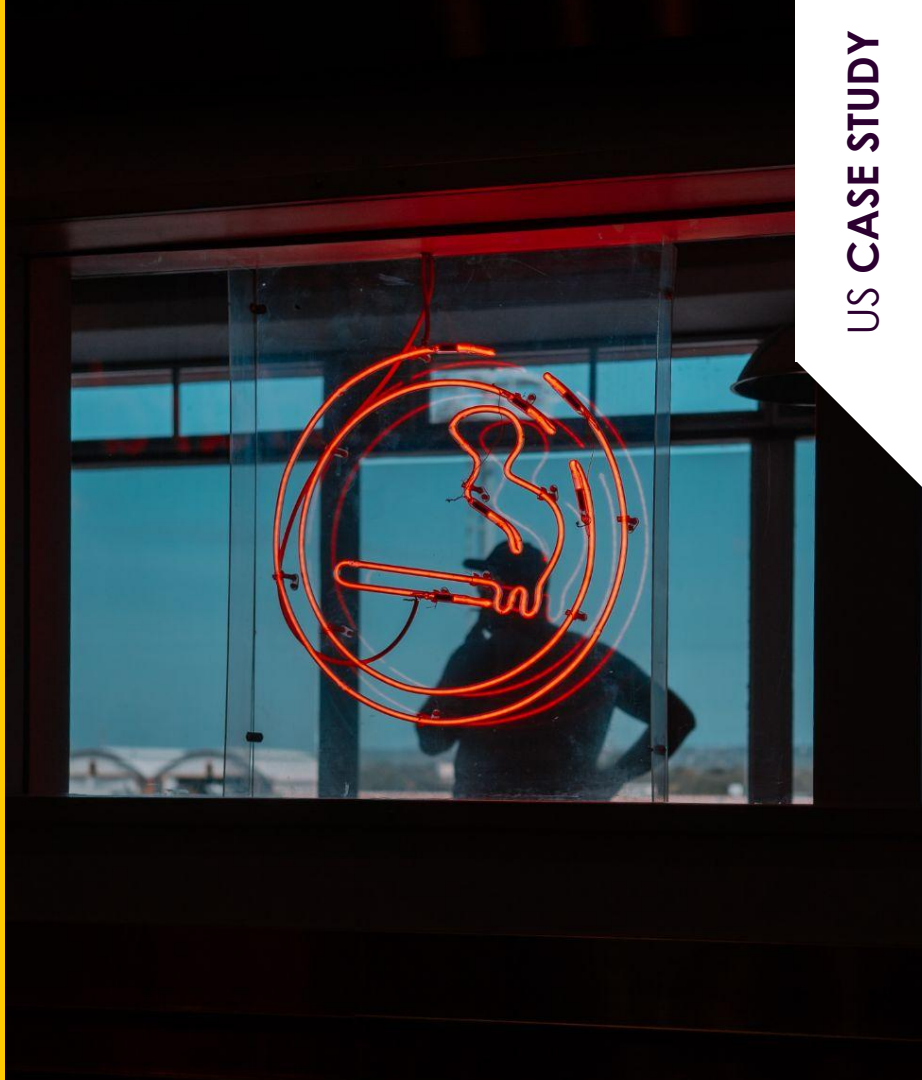
From big tobacco to banned tobacco

How MiQ used smart programmatic strategies to help San Francisco Kids ban the sale of candy-flavored tobacco.

Discover how we did it

- Help a group of campaigners called San Francisco Kids (SFK) to persuade local residents to vote for a ban on the sale of candy-flavored tobacco.
- Beat the deep-pockets of the Big Tobacco lobby who were outspending SFK 6:1 and saturating the television market throughout San Francisco.
- Think smarter since there was no way SFK could match Big Tobacco for contributions.

GOALS



- MiQ used 1:1 TV data to use Big Tobacco's TV spots against them and nullify their effect. We followed up their TV spots campaigning for the flavoured tobacco with digital ads that promoted the SFK message.
- MiQ also used our contextual targeting capabilities to reach potential voters who were interested in parenting or banning smoking in specific areas. This helped to get out the vote among those most likely to support the SFK campaign.

SOLUTIONS



■ The underdogs won.
Thanks to the tireless work of SFK the sale of
candy-flavored tobacco was banned in
San Francisco .

68% of San Francisco residents voted
against Big Tobacco to ban the
sale of candy-flavored tobacco

RESULTS

