# MiQ |

# From underdog to mayor

How we helped Lori Lightfoot become the mayor of Chicago with smarter programmatic strategies.

Discover how we did it

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- Launch a programmatic political campaign for an underdog, Lori Lightfoot, the first openly lesbian mayor candidate in Chicago, who was comparatively short on funds.

- The Lightfoot campaign was being outspent by opponents nearly 6:1 on TV ads and, by the end of the first election round, the campaign only had 3.5% of all ads airing. This had to change.

- Use new technologies and big data to cut through the other candidates ad noise.

GOALS

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▸ MiQ's solution was to take the imbalance in TV spend and use it to benefit the campaign.

▸ MiQ used 1:1 TV data to identify and segment online voter audiences that were exposed both the Lightfoot ads and the opponents' ads, so we could follow up with digital ads promoting the campaign's key messages.

▸ MiQ also used 1:1 TV retargeting to reach users who had seen her opponents ads with display and pre-roll video to make sure the Lightfoot campaign stayed top-of-mind even when they were seeing opposition ads.

SOLUTIONS

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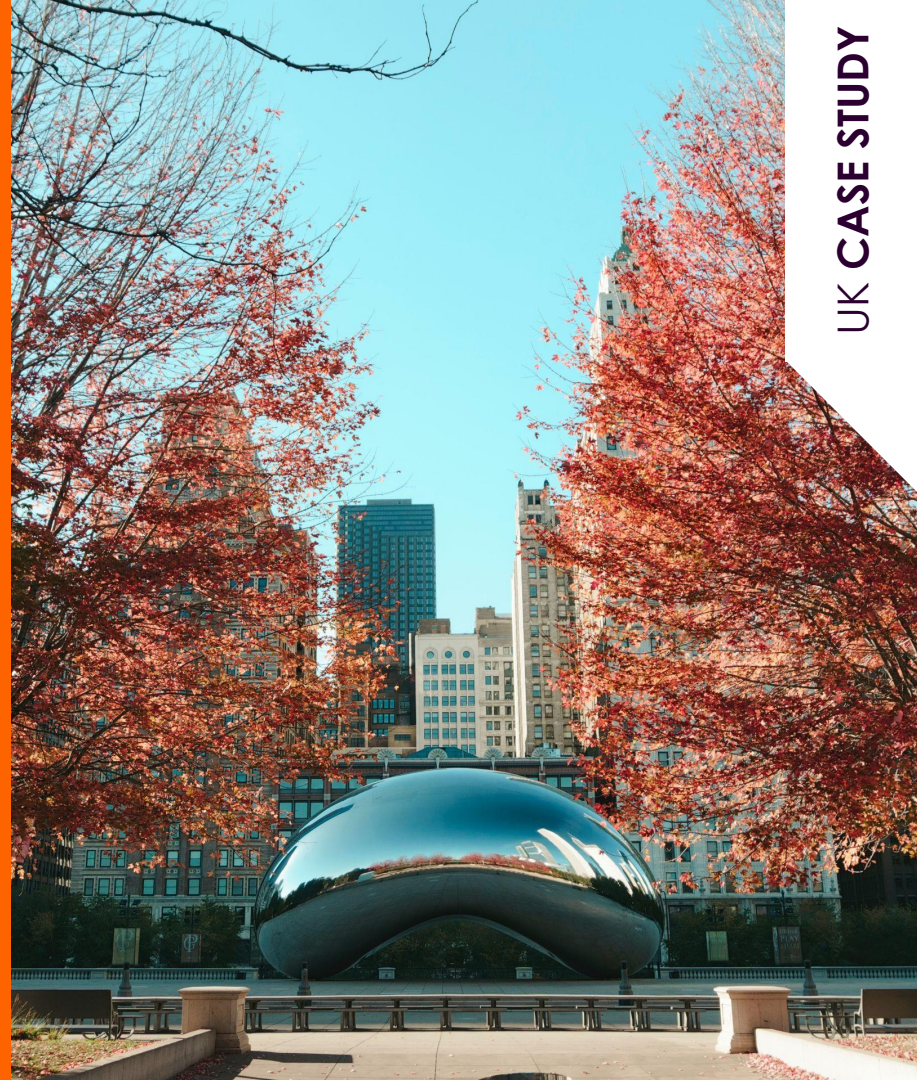
▸ Despite being an underdog and being dramatically outspent, Lori Lightfoot pulled off a feat few thought possible and was elected as mayor.

**76%-24%**  Landslide win for mayor

▸ By using data in the most effective and innovative way, Lori Lightfoot became the first openly-gay African-American woman to be elected mayor of any major city in the US.

RESULTS