



UNIVISION PRESENTS

Hispanic Voters

The
Majority
Makers



#VotaConmigo Initiative

#VotaConmigo 2020

Increase voter turnout through its non-partisan #VotaConmigo (#VoteWithMe) campaign. A primary objective of the campaign was to educate every eligible Latino on **how** to register to vote and cast their ballot — early!



Key outreach efforts

VOTE-BY-MAIL INTERACTIVE TOOL

Providing information on the process in each state

VIRTUAL TOWN HALL

Locally-held on a weekly basis featuring experts, community leaders, officials

QR CODES

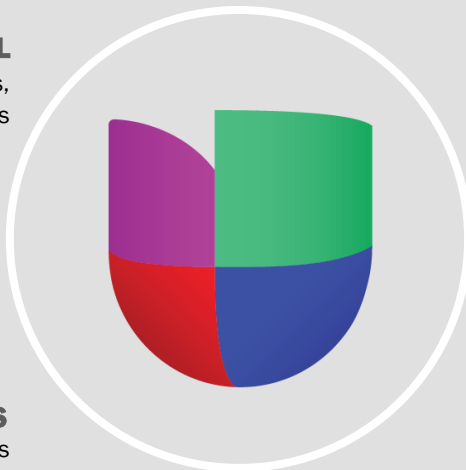
Displayed on TV shows to facilitate access to voting tools

UNIVISION TV/RADIO

TV & Radio specials in key states

INFLUENCERS

Original content raising awareness of electoral process



ANIMATED VIDEOS & EXPLAINERS

Step-by-step animations breaking down deadlines, hot-tos, etc

MI PRIMERA VEZ (MY FIRST TIME)

Series encouraging first-time voters to vote

VOTA CONMIGO CHALLENGE

Encouraging students to participate in electoral process

VIRTUAL PHONE BANKS

Focused on voter registration, vote-by-mail, early voting, etc

REGISTER TO VOTE WIDGET

Online voter registration tool allowing viewers to register to vote online, request their absentee ballot, reminders sign-up

Battleground states success stories

FLORIDA

- Local Univision & UniMas stations dedicated **9+ hours** of inventory to air voter registration, vote-by-mail and early voting PSAs
- **120+ Integrations** on newscast and community shows collectively
- **1.7 million** Floridians reached

ARIZONA

- **300+ TV segments** aired on Univision and UniMas to reinforce state deadline to register to vote and to request a vote-by-mail ballot
- Explained vote-by-mail process and tools needed for viewers to get-out-the-vote during early voting period and on election day
- Approximately **1.4 million** viewers reached

NEVADA

- Joined forces with Entravision to get Hispanic women to the polls through #VotaConmigo and Juntas Votamos (Together We Vote) campaign
- Worked together on strategy and messaging following the “*Martes de Accion*” and “*Semana de Accion*” schedule
- More than **57 thousand** viewers reached

#VotaConmigo by the numbers

53M

**TELEVISION
SEGMENTS AIRED
ON NATIONAL
SHOWS**



1M

**YOUNG VOTERS
REACHED THROUGH
UNIVISION CREATOR
NETWORK**

Over 700M

IMPRESSIONS

Always-on approach across
all Univision networks
reaching approximately
10M homes

35M

**LISTENERS
REACHED VIA
NATIONAL RADIO
SHOW INTERVIEWS**

20K+

**CALLS ANSWERED
BY UNIVISION AND
MI FAMILIA VOTA
HELPLINE**

Over 6K

**POSTS GENERATED
MORE THAN 43M
IMPRESSIONS**

19M+

**VIEWERS REACHED
THROUGH
FACEBOOK LIVES**



18M

**IEWS OF STATE-
FOCUSED ANIMATED
EXPLAINERS**

20M

**IEWS AND 40K
INTERACTIONS WITH
STICKERS, GIFS
AND 3D FILTERS**

Key takeaways

- Step-by-step, “how to” videos received highest level of engagement
- Focus on the how instead of the why proved to be the best way to gather our audience’s attention
- Partners: strategic > quantity
- Unified companywide, multiplatform roadblock approach was the most effective to get Hispanics registered to vote



THANK YOU

