

# #POWERTHEVOTE VIDEO CAMPAIGN

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A CASE STUDY BY LOACOM

LOACOM THEREDFORDCENTER



# CAMPAIGN

The Redford Center, a nonprofit environmental media organization based in San Francisco, CA, believes storytellers and culture-makers are the visionary leaders needed to transition towards a future rooted in environmental justice, protection, and repair.

In October 2020, with a national election right around the corner, LOACOM joined forces with The Redford Center and a cohort of national collaborators to activate voters across the country on core issues impacting their communities.

Designed as an evergreen ‘get out the vote’ (GOTV) effort that commissioned and leveraged the production of 10 short films, the subsequent #PowerTheVote campaign attracted the support of national influencers and organizations who helped amplify this campaign to a massive audience. With the support of the B Corporation business community, Sierra Club, Outdoor Afro, Voto Latino, musician Jack Johnson, actress Patricia Arquette, and dozens of others, the #PowerTheVote campaign generated over 230,000 video views in under two weeks.

# OBJECTIVES



While GOTV efforts can take many forms, The Redford Center's #PowerTheVote campaign focused on five primary objectives, based in part on data compiled by the Environmental Voter Project indicating that nearly 10 million self-described environmentalists sat out the 2016 election. These objectives were:

- a) shine a light on key environmental and social issues affecting underrepresented communities,
- b) highlight the diverse leaders addressing these critical issues,
- c) help shift the narrative on what it means to be an 'environmentalist,'
- d) encourage diverse voter turnout,
- e) inspire a new generation of civically-minded leaders

A number of strategies were designed and implemented to ensure the successful design and execution of the #PowerTheVote campaign.



# STRATEGIES

## PARTNERS

Key partners were identified early on in the campaign's ideation stage, without which the campaign would not have been possible.

- Lead Partner: The Redford Center
- Collaborators: League of Conservation Voters, Pacific Islanders in Communications, Culture Surge, and more
- Distribution partners
- Agency partners

## SHORT FILMS

The GOTV campaign was designed around the production of short films created by independent filmmakers as its prime storytelling tool. Ten filmmakers were selected through a nationwide RFP process in which over 100 film concepts were submitted.

## FUNDING

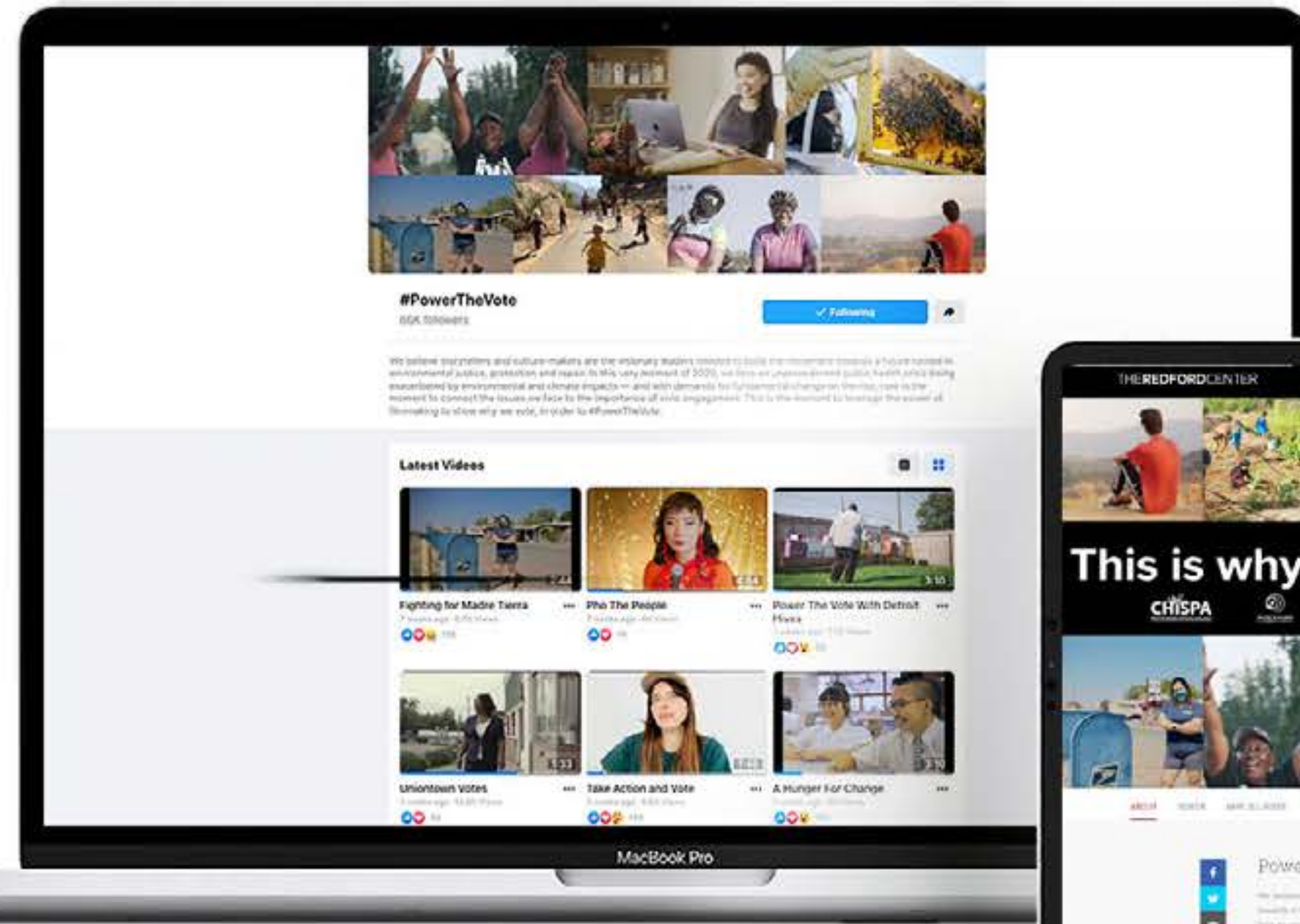
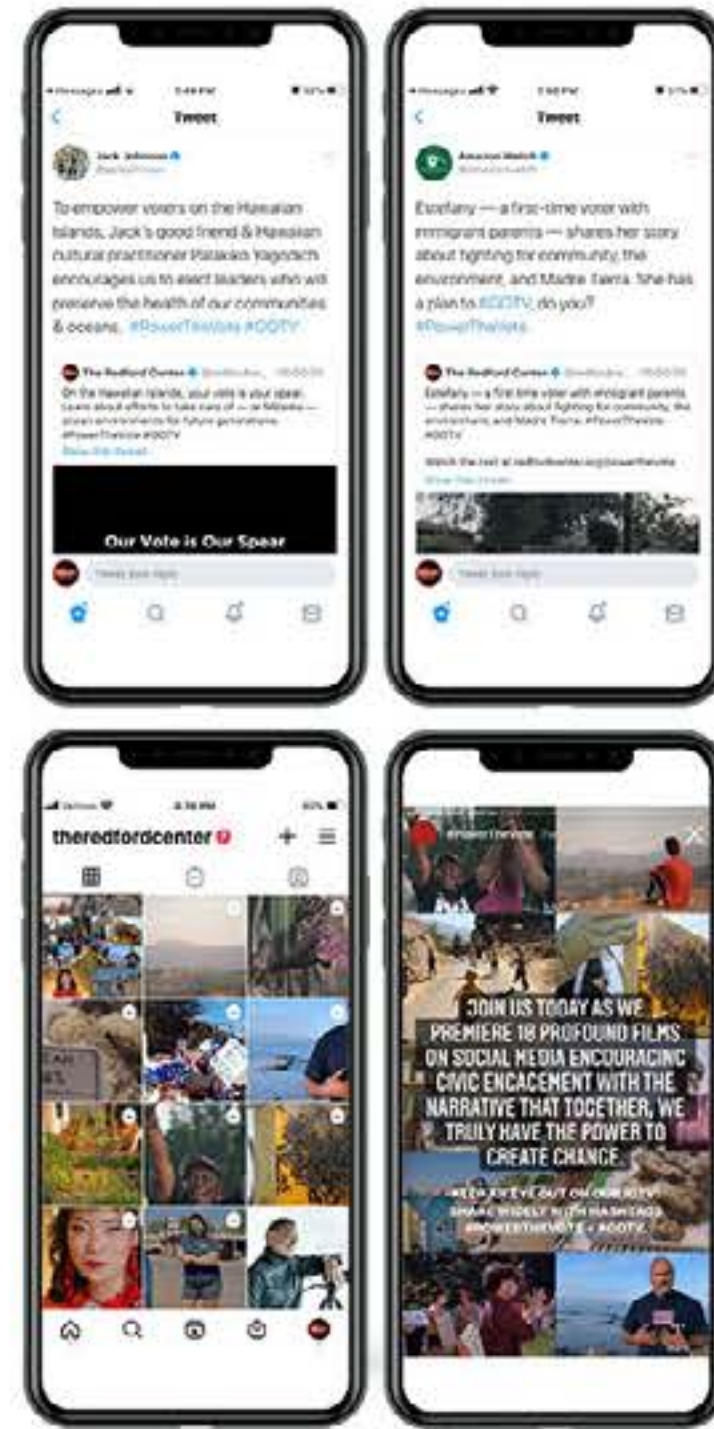
Critical funds were raised to both produce the campaign and to help pay filmmakers for their important contributions to this effort.

## DIGITAL DISTRIBUTION

A digital distribution strategy was employed as the prime content driver. This included:

- Facebook as the primary sharing platform, along with Instagram and Twitter; design of a social media sharing toolkit
- #PowerTheVote landing page to describe the campaign, house films, and encourage visitors to take action
- A modest marketing budget for Facebook
- Email content marketing

# LAUNCH





# RESPONSE

**Harness** Absolutely incredible 2  
Like · Reply · 2w

"Mahalo for the video message! Braddah woke up & used his spear, better late than never. We are not Americans by choice we had our lands stolen from us because they had more guns. Mahalo to our Queen, Kanakas are still around today or there would have been a lot of blood shed. but eh what can we do about the past? Nothing! The past is the past, the presence is now & the future we yet to see. Unless we use the spears the Americans gave to get Pono People in office we will not be able to Keep Hawaiian Lands in Hawaiian hands. So Go out educate yourself & Vote for a better future. No sit there & cry over spilt milk. Get off your butt & clean it up. Wake up Kanakas! No vote, No Change, No Grumble! I endorse this message! 🙌👍" - Dean Crowell, Facebook user

**Brand Blue** commented: "Shoutout to all my bike buds who live the life and move us forward in unity and community. We're in this together Htown, Let's ride and rise. Props to the video creators."

**Valarie Kumaewa** 3

Jessica Wilson commented: "That was powerful, thank you for sharing."

**Marina Fisher** Your relationship is beautiful. To be able to vote is such a privilege, I certainly hope all Americans will do it. 2  
Like · Reply · 2w

**Elana Nelson Santana** adorable. this is lovely 😊 so glad to see people doing things like this to get out the vote! 1  
Like · Reply · 1w · Edited

**B Corporation** @BCorporation · Nov 2  
Young people who can't even vote yet are mobilizing to fight climate change. Vote for them. If you haven't voted yet, cast your ballot for the planet tomorrow.

Video from @redfordcenter in partnership with #BCorp @loacom\_

**Ablaze**  
In Indiana, the key players at the forefront of the climate battle are between the ages of 8-20. They ... [youtube.com](#)

**Georgette Nohea Stevens**  
The Redford Center voted and encouraged all in my circle to vote. I've done the same with Census 2020

**Sierra Club** @SierraClub  
Through door to door registration & educating voters, these women are determined to make sure everyone's voice is heard & accounted for, particularly in the face of pressing environmental issues in Uniontown, AL.

[youtu.be/1yxbThUIPrs](https://youtu.be/1yxbThUIPrs) #PowerTheVote #GOTV @redfordcenter

**Uniontown Votes**  
On the day of a historic local election in the rural Southeastern United States, a group of female activists ... [youtube.com](#)

**Thao** @thaogetstaydown

**NAKASEC #Citizenship4All** @nakasec · Nov 2  
Thao Nguyen (@thaogetstaydown) is back at it again, w/ a rad guitar solo & a reminder for us all of why we #vote 🇺🇸 🗳️ 🙌

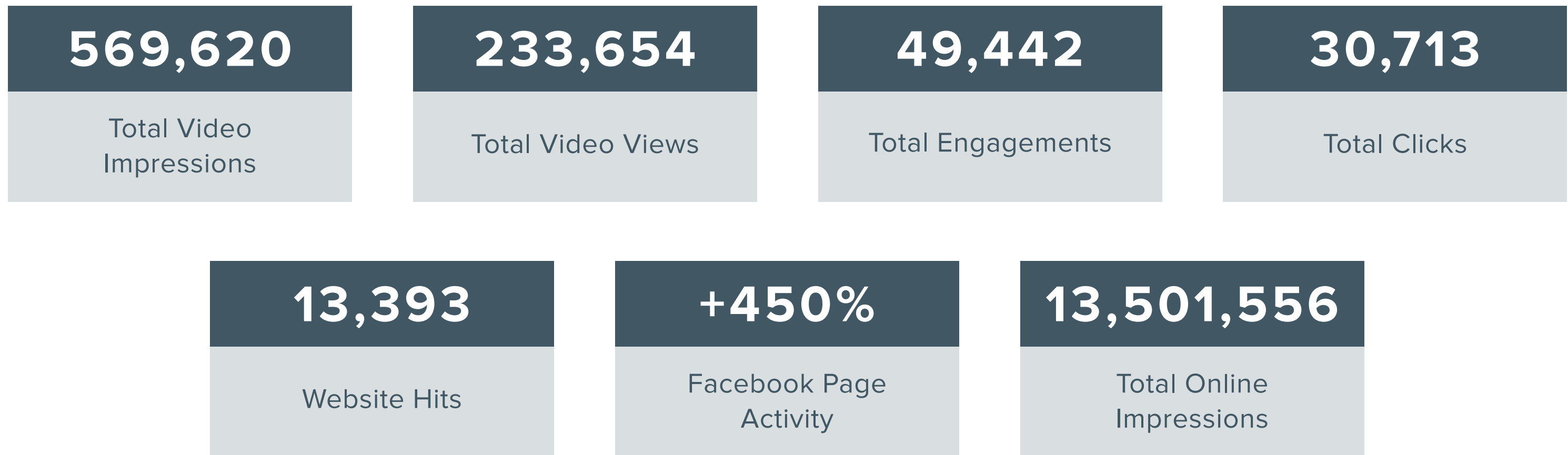
Whether we already voted, or will vote TOMORROW, we as Asian Americans will make our voices heard this #Election2020 🗳️. What do YOU dare imagine for our futures?  
[Show this thread](#)

1:03 681 views *Tôi đi bỏ phiếu*



# IMPACT

While it's not possible to correlate actual voter turnout (and ultimate impact) with the number of times campaign videos were viewed in their 10 days live before Election Day — either nationwide or in the communities featured in the films — the reach of the campaign's social footprint was impressive.



It should be noted that the films received a wide viewership in key battleground states during the November 2020 presidential election, including Arizona, Georgia, Michigan, and Texas.



# CONCLUSION

The #PowerTheVote campaign allowed The Redford Center and partners to meet the moment in a clear, tangible way that was authentic to its vision and mission by leveraging its strengths and resources.

LOACOM can confidently deduce that this campaign engaged countless viewers in a number of key states that helped determine the outcome of the November 2020 election. In reality, though, the true impact of this digital campaign was what was most likely happened off-screen — at the many dinner table conversations, in socially distanced community gatherings, and amidst the swirling ideas and perspectives that formed after the seed had been planted through these videos. Most certainly, there was a rich buzz created in previously untapped communities that will be felt for months and years after the 2020 Election.

A number of elements came together to make #PowerTheVote successful. While success hinged on numerous factors, core among them were:

LEAD ORG	CLEAR FOCUS	IMPACT COLLABORATORS
The Redford Center	To 'get out the vote' through inspired, intersectional video content	Network of diverse, national collaborators and distribution partners to position films in front of their own audiences

LOACOM is honored to have played a role in assisting The Redford Center in using its unique film expertise and network, alongside a powerful wave of politically-conscious campaigns, to launch and execute the impactful #PowerTheVote campaign during the 2020 election season.