

CASE STUDY



CHALLENGE

The State of Indiana aimed to raise awareness of available resources among its residents, with a specific focus on reaching Spanish-speaking individuals.

STRATEGY

The State of Indiana sought to promote two key resources to its Spanish-speaking residents: IndianaVoters.com, aimed at encouraging voter participation, and Labor of Love, a collaborative project between the Indiana Department of Health and community organizations focusing on reducing infant mortality. To achieve this, a series of Spanish ads, both print and digital, were created.

OUTCOMES

Voter turnout in the State of Indiana increased by 28%. Although the mortality rate is not readily available, providing awareness of resources in both languages and ensuring that mothers have access to these resources was successful.

SOLUTIONS

Content marketing

