



Leading up to the 2016 election, Jo Jensen created a groundbreaking marketing campaign for "I VOTED?" the Tribeca selected feature documentary. Our team led successful brand awareness and distribution efforts for the documentary, partnering with People Magazine and hosting influencer and educational screenings.

This successful impact campaign skyrocketed I VOTED?'s awareness and resulted in millions of website visitors and movie downloads. Our largest event received earned media in People Magazine, a key press placement to reach our other target audience of Millennials and new voters.

16 MILLION REACHED IN ONE DAY

Fresh off of the film's 2016 Tribeca Film Festival selection, our team built a groundswell of support for the documentary by designing and executing one of Politico's most successful advertising campaigns.

On Election Day 2016 through the day after, we ran a multi-media buy that reached 16 million people. A majority of these people were the film's target audience, including journalists, candidates for office, and Members of Congress. Leading up to the 2016 election, our team organized influencer and educational screenings.

