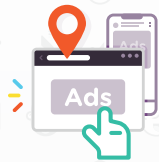


Suffolk Coastal Labour 2024 UK General Election

In the 2024 UK General Election, Stratcom UK and Rubikon Intel delivered a highly successful digital campaign for the Labour candidate in Suffolk Coastal. This campaign was particularly noteworthy for its use of data-driven programmatic advertising and real-time optimisation to engage and persuade voters in a traditionally Conservative stronghold.



Targeted Geo-Ads:

The team identified and targeted with precision

33,682 key voters

by using advanced geo-targeting tools



High Engagement with Video Ads:

Seven versions of issue-specific video ads were produced, resulting in a

56.39%

video completion rate



Stratcom UK/Rubikon's support was critical, in order for me to reach my audiences online, at pace and with impact. Without their support we would not have reached our target voters in the short timeframe we had. The team were invaluable in helping us deliver a Labour win in our seat, helping to make history."

Jenny Ridell-Carpenter,

Member of Parliament for
Suffolk Coastal



CASE STUDY



Cost-Effective Results:

With a relatively modest budget the campaign generated

over 390,000 impressions,

ensuring high visibility and balanced ad frequency.



Historic Labour Victory:

The campaign contributed to a historic win for the Labour candidate in Suffolk Coastal,

securing a victory by just

1,070 votes

Our Work

Our task was to implement a highly targeted digital campaign, using programmatic advertising and voter segmentation, to secure a Labour victory in Suffolk Coastal. We do this by mobilising key voters and driving a significant vote swing within a tight 10-day window during the Short Campaign. Our goals were to: increase visibility of Jenny Riddell-Carpenter, engage voters through targeted messaging that resonated with their specific concerns, mobilise Labour-leaning voters, and persuade undecided voters with direct, issue-based video content.

Integral to the campaign's success was ensuring a broad reach by targeting all 74,476 voters within the constituency, ensuring comprehensive coverage and visibility.

Also important was utilising hyper-targeting to focus on 33,682 voters who were identified as more likely to support Labour and turn out to vote, using geo-targeted ads based on their location. Finally, seven versions of issue-specific video ads were created, addressing key voter concerns such as healthcare, housing, and social justice. These videos achieved a remarkable Video Completion Rate (VCR) of 56.39%.

The Results

With a relatively modest budget, the campaign generated over 300,000 banner impressions, over 40,000 effective video views with a high video completion rate of 56.4%, driving deeper engagement. Additionally, each voter saw campaign messages an average of 3.61 times, maintaining engagement without causing ad fatigue.

The digital strategy exceeded expectations and helped contribute to a historic victory; the campaign played a crucial role in a narrow victory margin of 1,070 votes, helping Labour secure a seat in a traditionally Conservative constituency.

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