



Seattle
Department of
Transportation

Multicultural Campaign Report

Aurora Ave Project

August 30 – October 7, 2022

Prepared by



Glossary

Geotargeting

Targets ads to a specific geographic location. Can be specified by state, county, city, or zip.

Impressions

Times your ad was viewed.

Clicks

Times your ad is clicked.

Click-through-rate (CTR)

Clicks over impressions. For example, if the ad had 250 impressions and 22 clicks the CTR would be .088, or 8.8% (22/250).



Summary

Campaign Purpose

As part of the process to improve engagement of the Aurora Ave Project, SDOT is seeking to gain equitable and diverse participation in the Aurora Ave Project online survey from people of different cultural backgrounds. The outreach of this project includes ethnic media and digital multilingual strategy to promote the survey through paid online media and neighborhood ad publications.

Campaign Goal

The primary goal of this campaign was to inform the public of, and guide them to take, *the Aurora Ave N Safety Planning Survey*. Ads were placed in Chinese, Korean, Spanish, Tagalog, and Vietnamese to reach the broadest audience possible and gain a more diverse set of respondents.

Key Messages

- **Want to improve safety on Aurora?**
 - Take our survey and share your input.
- **Do you walk, bike, or take transit on Aurora Ave?**
 - Take our survey and help us improve safety for all Aurora travelers!
- **Calling all Aurora travelers! We need your input to help improve safety.**
 - Take our survey and share your input.

Campaign Tactics

Through a mix of digital retargeting and local, multicultural media, we reached current Aurora Ave community members (people walking, people biking and business owners), as well as people who travel along the corridor that may be interested in engaging.

Our multicultural campaign priority audience, in not particular order, is residents on 98109, 98103, 98133 zip codes. Our campaign will serve ads in Spanish, Tagalog, Chinese, Vietnamese, and Korean. In no particular order, our tactics are as follows:

- Tactic 1 – In-language publications
- Tactic 2 – Geo-targeted display ads
- Tactic 3 – Social media ads

Campaign Results Cont.

Overall Results - Multicultural Media Placements

Flight Dates: September 9, 2022 – October 7, 2022

Languages:

- a. English
- b. Spanish
- c. Traditional Chinese
- d. Korean
- e. Vietnamese

Results:

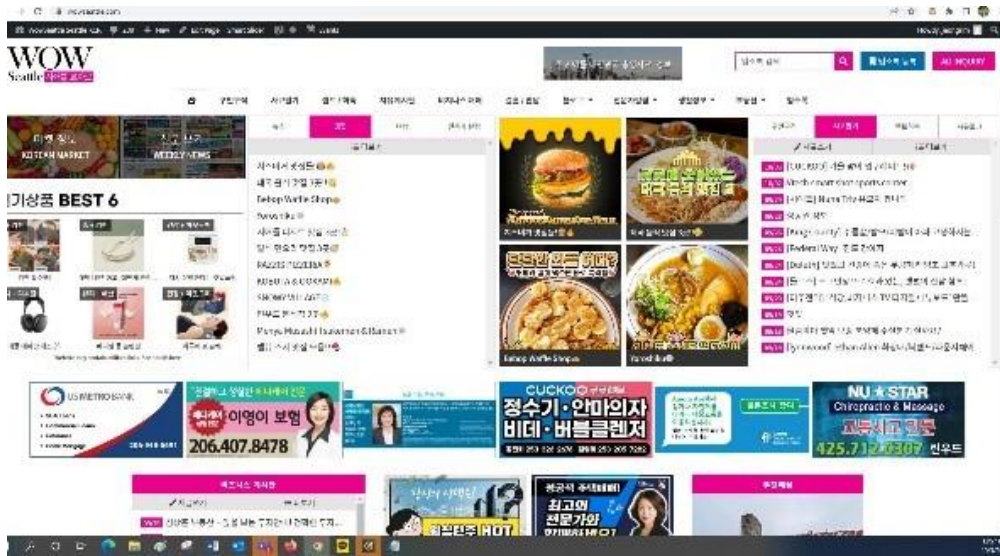
Outlet	Language	Clicks
El Siete Dias	Spanish	13
Seattle Chinese Post	Traditional Chinese	2
Seattle Chinese Times	Traditional Chinese	2
Korea Times Seattle	Korean	30
Seattle Korean Weekly	Korean	11
NW Vietnamese News	Vietnamese	8
NW Asian Weekly	English	55

Campaign Results Cont.

Overall Results - Multicultural Media Placements cont.

Samples:

Seattle Korean Weekly



Korea Times Seattle

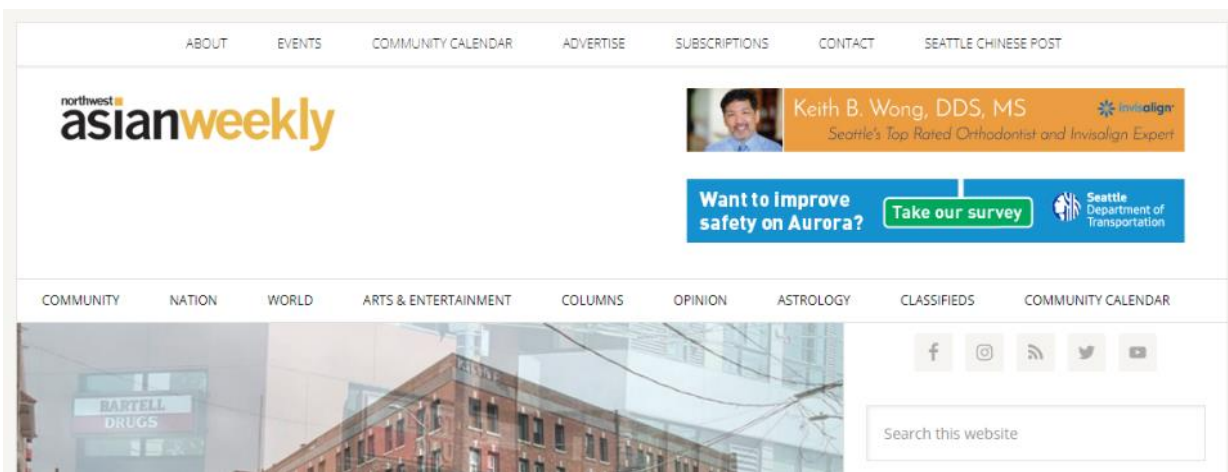


Campaign Results Cont.

Overall Results - Multicultural Media Placements cont.

Samples:

Northwest Asian Weekly



Seattle Chinese Post



Campaign Results Cont.

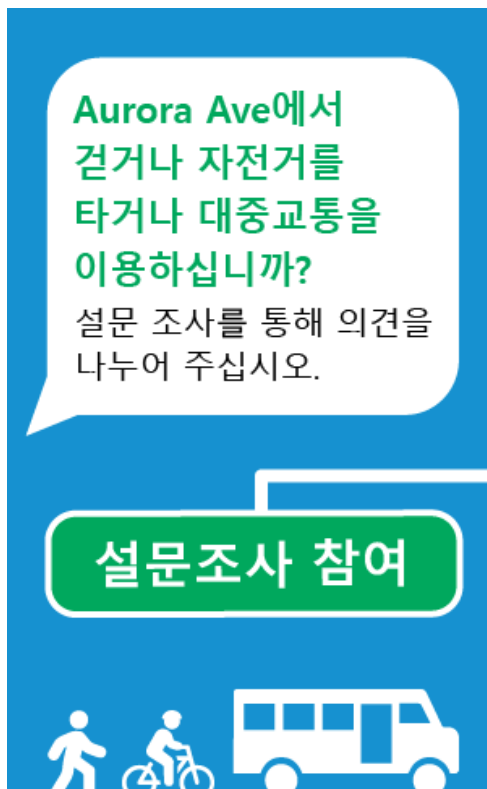
Digital Display Ads

Flight Dates: August 30, 2022 – October 7, 2022

Languages:

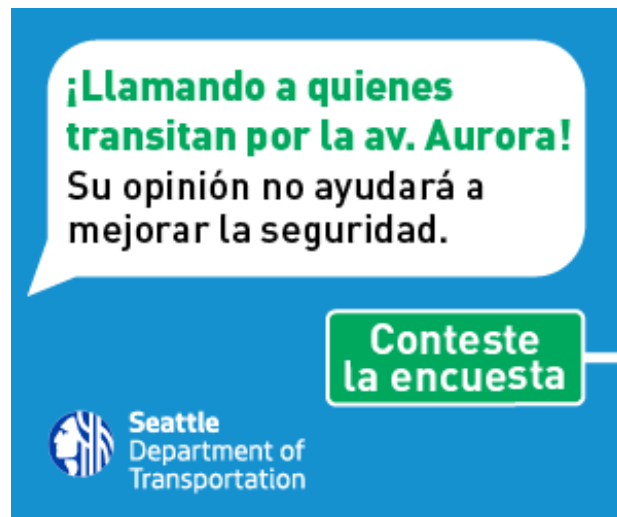

- a. English
- b. Spanish
- c. Chinese
- d. Korean
- e. Vietnamese
- f. Tagalog

Samples:




Aurora Ave에서
걸거나 자전거를
타거나 대중교통을
이용하십니까?
설문 조사를 통해 의견을
나누어 주십시오.

설문조사 참여



¡Llamando a quienes
transitan por la av. Aurora!
Su opinión no ayudará a
mejorar la seguridad.

Conteste
la encuesta



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Gusto mo bang
mapabuti ang
kaligtasan sa Aurora?

Gawin ang
aming survey



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Campaign Results

Overall Results - Display Ad

Tactic	Impressions	Clicks	CTR
Display Totals	431,886	1,235	0.29%

Chinese	Impressions	Clicks	CTR
Display Totals	106,525	260	0.24%

Korean	Impressions	Clicks	CTR
Display Totals	85,938	228	0.27%

Spanish	Impressions	Clicks	CTR
Display Totals	61,522	242	0.39%

Vietnamese	Impressions	Clicks	CTR
Display Totals	64,971	238	0.37%

Tagalog	Impressions	Clicks	CTR
Display Totals	112,930	267	0.24%

Campaign Results Cont.

Overall Results - Social (Facebook)

Language	Impressions	Clicks	CTR
Spanish	6,018	236	3.92%
Chinese	7,434	165	2.22%
Vietnamese	5,620	99	1.76%
Korean	8,000	177	2.21%
Totals	27,072	677	2.53%

Campaign Results Cont.

Overall Outcomes

Overall, the survey received 131 total responses from demographics that we ran in-language display ads for, with Spanish and Chinese having the highest total number of responses. We consider this campaign to be a success, in part, because of the number of in-language survey responses it got, and the awareness and information that was spread to those that didn't complete a survey.

Language	Survey Respondent Total	Respondent Percentage
Spanish	44	2.30%
Chinese	40	2.09%
Tagalog	3	0.16%
Korean	29	1.52%
Vietnamese	15	0.78%
Totals	131	1.37%

Campaign Results Cont.

Key Insights

With well over 400,000 impressions leading to over 1,235 clicks, the campaign was a success.

- When looking at results by language, the strongest performances are in Spanish (0.39% CTR) and Vietnamese (0.37% CTR).
- Given that the campaign was about driving traffic to the survey, we value CTR and total clicks more than overall impressions.
- Any display ad with a 0.20% CTR is considered to performing very well, and all our in-language display ads performed well above that percentage. That being said, the CTR does tend to slow down over time. This is typical during a standard campaign, as fewer impressions catch the most interested users. As repeat impressions continue, CTR can dip as it takes longer to catch the eye of those unaware or less interested in the project see ads. This is why, during our weekly reports, the CTR decreased over time. However, it does not end up impacting the overall outcome of the campaign.



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