

Case Study

Univision Drives Over 200,000 Latino Voter Registrations.



INDUSTRY

**Media and
Entertainment**

COMPANY

**Univision
Communications Inc.**
New York, NY
corporate.univision.com

Univision is an American Spanish-language free-to-air television network that is owned by Univision Communications. It is the United States' largest provider of Spanish-language content.



Univision achieved over 200% of its registration goal plus over 160% of its subscriber goal through its *Vote for Your America* campaign, which included text messaging election updates and reminders, personalized voter registration status, and real-time answers to voting-related questions.

How do you increase the number of Hispanic, multicultural, and millennial voters?

Drive both voter registrations and election turnout.

Univision Communications Inc. (UCI), sought to increase the turnout of Hispanic, multicultural, and millennial voters in the 2016 primaries and general election by focusing on two major goals:

- Register 100,000 voters directly through their *Vote for Your America* campaign
- Enlist 100,000 new text subscribers to increase turnout

Include text messaging in Get Out The Vote (GOTV) campaign strategy.

UCI collaborated with its partners Democracy Works/TurboVote, the NALEO Educational Fund, Mi Familia Vota, Hispanic Federation, National Council of La Raza and League of United Latin American Citizens, among others, to encourage registered constituents to vote. The nonpartisan campaign launched *Vote For Your America* to provide information and tools to make voting as easy as possible.

As part of this campaign, UCI leveraged an innovative text messaging strategy with timely, nonpartisan election updates and reminders, personalized voter registration status, and, real-time answers to voting-related questions (through their partnership with the NALEO Educational

“A staggering 84% of the registered Latinos that subscribed to UCI’s text campaign ended up voting. We are proud of the efforts that Univision and its partners, including Upland Mobile Messaging, made to promote our communities’ participation”

– Ron Estrada

UCI Vice President of National Community Empowerment

Upland Mobile Messaging was instrumental in achieving incredible results.

Fund). Subscribers were also able to text their request for mail-in ballots. Additionally, all subscribers received special nonpartisan messages of encouragement from Univision talent, including Karla Martinez of "Despierta America," Carlos Calderon of "Sal y Pimienta" and Univision News' award-winning anchors María Elena Salinas and Jorge Ramos.

Surpass goals.

Univision directly registered more than 100,000 people to vote on its website, and (along with its partners) registered an additional 100,000+ at community events and phone banks. Together, as a direct result of the *Vote For Your America* campaign, more than 200,000 people

registered to vote. What this figure does not account for are the many more people who registered to vote through other channels after being motivated by the campaign's messaging!

Univision inspired 160,000 people to subscribe to their text messaging program, where over 85% remained active throughout the campaign - despite the high frequency of text messages in the final months.

Perhaps most importantly, Univision's efforts had a concrete impact on voter turnout. Initial data indicated that registered Hispanic voters turned out nationally at a historic level. 84% of the registered Latinos who subscribed to UCI's text campaign voted in the election.

Results

200,000+
registered voters

as a direct result of the campaign

160,000
text subscribers

85% of whom remained active throughout the campaign

84%
subscribed latinos

voted in the election

Upland Mobile Messaging With an open rate over 98%, it's no wonder businesses and organizations turn to mobile messaging to engage with their audiences. Reach out to learn more about Upland Mobile Messaging MMS, SMS, and mobile wallet passes.