



NortonHD Case Study 007

“Vote for Joe!” Campaign

Network Run:
November 13, 2007 through November 29, 2007

In early November 2007, Norton Outdoor Advertising got word that Cincinnati native Joe Nuxhall was in the running for the Ford C. Frick Award, an annual award given by the Baseball Hall of Fame and Museum for excellence in baseball broadcasting.



“Vote for Joe” Designs from the NortonHD Outdoor Network

Norton Outdoor Advertising provided one playlist on the NortonHD Outdoor Network to promote the local website, www.HOFJOE.com, setup by the Greg Jolivette, Commissioner of Butler County, Ohio. Visitors to www.HOFJOE.com were then linked directly to the Baseball Hall of Fame’s online voting site, where they were prompted to vote for their favorite baseball legend.

After the online voting ended and the numbers were tallied:

- “Nuxie” received 82,304 online votes
More than 10 times the number for the second- and third-place finishers (Oakland A’s announcer Bill King came in with 7,659 votes; Reds 2nd baseman Joe Morgan finished with 6,065 votes)
- Votes for Joe broke the previous online voting record of 34,705 votes for Lon Simmons, set in 2003

Noting the massive online turnout, Scott Lepsky, organizer of the “Vote for Joe” Campaign, said:

“I believe that a significant number of those site hits were generated by the billboard initiative undertaken by you and your team. The combination of media attention generated by Commissioner Jolivette’s initiative and the public awareness campaign by Norton Outdoor Advertising was a huge success.”