

# NortonHD Case Study 009

## Busken Bakery Presidential Cookie Poll

### Network Dates:

October 25 – November 4, 2008  
10 Total Days



In the days leading up to the '08 Presidential Election, local Cincinnati bakery chain Busken utilized the NortonHD Outdoor Network to display their “unofficial” presidential cookie poll.

What makes this campaign unique is the way the advertisement was displayed – Busken utilized the “pinging” capabilities of the digital billboards to automatically display updated cookie totals from a third-party website tallying the “votes” (cookie sales).

Since 1984, the Busken Cookie Poll has unscientifically predicted the winner of each Presidential election and this year was no different – the final cookie tally (see graphic above) shows a Barack Obama win over John McCain.

Local and national media picked up on the Busken campaign on the NortonHD Outdoor Network, the most notable being a piece in trade publication Advertising Age.

**Norton Outdoor is proud to have been the exclusive digital outdoor partner for Busken Bakery and their Presidential Cookie Poll.**

