



## Past Performance



## Media Buying

Vistra's in-house advertising and media buying team has extensive experience developing advertising campaigns and media buys incorporating television and digital media, print, radio, social media, and outdoor advertising for federal government clients.

Our strategic partnerships with broadcast television and digital media titans include Nexstar Media Group, Hearst Television, and Scripps Media. We also work with the nation's largest out-of-home and outdoor groups to drive success — Outfront Media, Lamar Advertising, Clear Channel Outdoor — and with iHeart Media, who owns and operates 858 broadcast radio stations serving more than 150 markets throughout the U.S. Our advertising connections with a presence in Ronald Reagan Washington International Airport and Washington Dulles International Airport, among other U.S. airports, complements our media buying.

The collection and analysis of data is an integral part of reaching the right audience, with the right message, to increase the impact of our federal clients' communications. Using a data-driven approach to media buying, Vistra takes advantage of the targeting capabilities of programmatic buying.

For the U.S. Customs and Border Protection's Office of Trade, Vistra's Instagram campaign to educate the public about the negative impacts associated with the purchase of counterfeit goods precisely reaches our client's intended audience. In its first month, the campaign wildly outperformed all expectations, garnering approximately 3.5 million impressions.

In the case of our media buying for client Louisiana Air National Guard's recruitment campaign, our efforts were geared to 18 to 24-year-old physically-fit individuals across that state. Selected advertising included outdoor ads, stadium and arena signage, print ads, Spotify, Pandora, digital ads, social media campaigns, videos, theater ads, and events including university sports, 10K runs, tailgates, and more.

### Contact Information

Bart Scherschel  
SVP of Federal Programs  
813.321.3596  
BartS@ConsultVistra.com

Michael Hillegass  
Managing Director  
202.617.6594  
MichaelH@ConsultVistra.com