



## Past Performance



**U.S. Customs and  
Border Protection**



## Media Buying

Vistra's in-house advertising and media buying team has extensive experience developing advertising campaigns that incorporate effective media buys for national, regional and local markets. Our expertise covers all channels, including, but not limited to; Spot TV/Cable, DirectTV, CTV/Online Video, Audio, Digital Display, Social Media, Out-of-Home and Print.

Strategic partnerships comprising well-known media giants like Nexstar Media Group, Hearst Television, iHeartMedia and Scripps Media, provide our team access to households and audiences across the nation for maximum campaign impact. We also work closely with the nation's largest out-of-home media corporations - Outfront Media, Lamar Advertising and Clear Channel Outdoor - to reach travelers with relevant messages.

Vistra uses data-driven strategies to inform our media buying. This means we are maximizing the return on investment (ROI) for every engagement, regardless of budget size. Using an evidence-based approach to media buying, Vistra takes advantage of the targeting capabilities of programmatic buying.

## Social Media Awareness

Vistra is in its second year of developing and implementing a state-of-the-art, performance-based social media advertising campaign for Customs and Border Protection's Office of Trade that has surpassed the contract standards. Currently the campaign has exceeded the organization's goals and expectations 5-fold. Vistra combined research, organizational knowledge and campaign experience to deliver excellence.

## Multi-Channel Recruitment

For the Louisiana Air National Guard, Vistra developed all aspects of a recruitment campaign targeting 18-24 year old physically fit individuals across the state. Our media buying 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

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