

Advertising At Fenton

Advertising Service Area Overview

2023

Fenton 

Fenton

Overview

We are the first national communications agency dedicated exclusively to advancing social issues and causes.

For more than 40 years, our team of experts has helped to shape national health policy, fight voter suppression, protect reproductive rights, advance racial equity, expand economic opportunity, liberate the LGBTQ+ community, demand climate action and more.

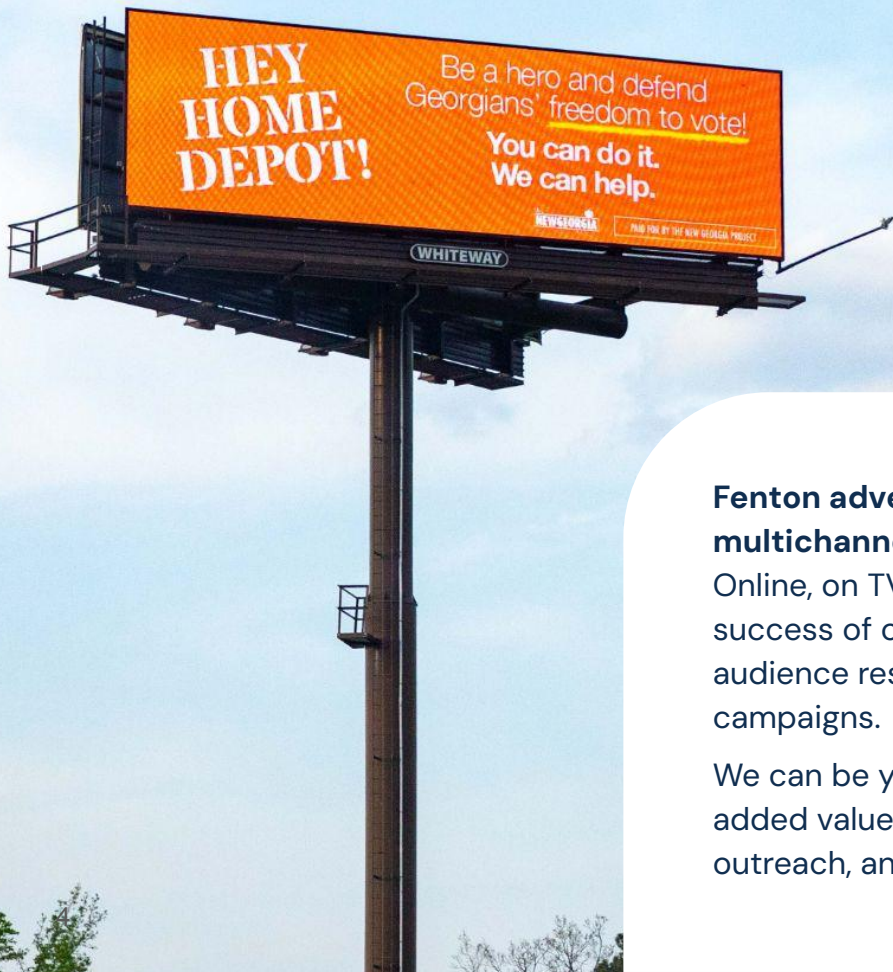
We partner with clients to spark movements, change minds, influence behaviors, advance policies, and support communities to create a more just, healthy and equitable world.



We know advertising

Fenton advertising brings the power of Madison Avenue to clients who want to make the world a better place. With experience managing multimillion dollar advertising campaigns and cost-efficient paid activations, Fenton helps turn programmatic goals into impactful campaigns that move the needle on the biggest social issues faced by our communities.





Fenton advertising works in “surround-sound” and can develop multichannel campaigns to reach audiences wherever they are:

Online, on TV and Radio, or via Outdoor and Guerrilla Marketing. The success of our paid media work hinges on data, with comprehensive audience research and innovative testing crucial to the success of our campaigns.

We can be your end-to-end partner and help you garner exceptional added value through the integration of creative production, press outreach, and digital services.



Core Competencies

Our team of experts has three key points of view that shape our paid media strategy. We believe in:

1. **The power of “surround-sound” media buying.** As the places where we consume media continue to expand and digital targeting becomes more difficult in a cookieless world, omni-channel placements are no longer a “nice to have.”
2. **A “community-first” mindset.** To engage multicultural audiences, we need to understand the nuances of where and how real-people consume media. We are adept at curating paid media strategies that reach a wide variety of demographics and languages, and that resonate cross-culturally.
3. **A best-in-class data and technology infrastructure.** From media consumption modeling to advanced digital targeting, our team determines how to squeeze the most value of our clients’ precious advertising dollars.

Core Services

- Online and offline media planning
- Media effectiveness testing
- Campaign development
- Audience research and modeling
- Media placement and execution
- Influencers
- Reporting
- Creative development



Issue Area Focus

National and regional foundations partner with us to advance systemic change, shift narratives, engage policymakers and media and spur action that leads to positive social change. They bring us on because of our extensive track record of successful campaigns, our expertise in reaching multicultural communities and our deep knowledge of the philanthropic and nonprofit sectors.

Over four decades, Fenton has advanced issues and changed lives in hundreds of communities across the U.S. and around the world. We understand complexities and nuances of the diverse issues on which we work, and we bring not just expertise, but passion and personal connection to the causes we help our clients champion.

Paid Media Issue Area Expertise

- Persuasion
- Awareness
- Fundraising
- Marketing
- Acquisition
- Mobilization
- Get Out The Census
- GOTV



Diversity, Equity & Inclusion at Fenton

Fenton is an anti-racist and intersectional organization that prioritizes the needs of those who have been historically marginalized or oppressed.

We do the work of creating positive social change as an act of repairing the harm done to those who have been and are currently disenfranchised and to build a workforce that more accurately reflects the vast diversity of our world.

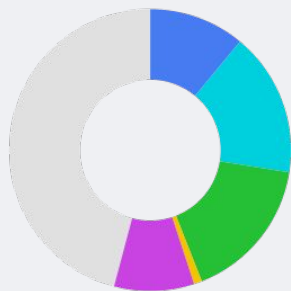
We believe to truly create change that dismantles white supremacy, racism, misogyny, xenophobia, homophobia, transphobia, heteronormativity, ableism, classism, religious discrimination and other forms of oppression, we must learn from the wisdom of those whose identities and experiences closely align with the problems we see today. And we honor the value of their lived experiences — domestically and globally — by continually building and sustaining a workplace that is inclusive and rooted in justice and equity.

We make this statement not as a concluding point of our collective journey. Rather, we have much to learn and are committed to the learning — and more importantly, the doing. **This statement enshrines Fenton's accountability to these words and this work.**



Our Racial and Gender Diversity

ALL STAFF



54%
PEOPLE OF COLOR

46%
WHITE

NATIONAL AVERAGE:
21% PEOPLE OF COLOR, 79% WHITE

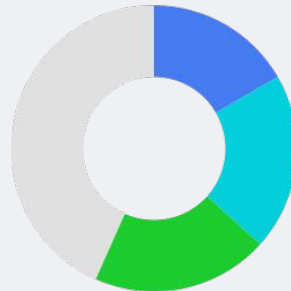
78%
WOMEN

22%
MEN

12 asian, **18** black or african american, **18** latinx,
1 native hawaiian & pacific islander, **10** two or more races, **50** white

NATIONAL AVERAGE: 19% PEOPLE OF COLOR, 81% WHITE

LEADERSHIP



57%
PEOPLE OF COLOR

43%
WHITE

NATIONAL AVERAGE:
7% PEOPLE OF COLOR, 93% WHITE

63%
WOMEN

37%
MEN

5 asian, **5** black or african american, **6** latinx, **13** white

Source: Diversity Action Alliance. 2020 & 2021 Race And Ethnicity. In Public Relations And Communications Benchmark Report.

DEI TASK FORCE

In 2019 Fenton created the DEI Task Force, a body of staff dedicated to ensuring our agency lives its values. The team includes a diverse mix of staff across all levels within the firm including our CEO and CPO. A DEI roadmap that we developed with staff input details agency goals and an action plan to operationalize inclusive practices. [Fenton's DEI statement is found here.](#)

ERGs

Fenton also supports five active staff-led employee resource groups (ERGs) which create community, provide programming and social events: **The Asiancy** (AAPI Staff), **BERG** (Black staff), **Palante** (Latine staff), **Prism** (LGBTQIA+ staff); and **WoOF — Women Of Fenton** (Women-identifying staff).



Fenton's work as the lead agency for an unprecedented partnership between government, philanthropy, community groups prevented a catastrophic underground of the nation's largest, most diverse municipality during the 2020 census.

CLIENT SPOTLIGHT

California Community Foundation: Reaching the Hard-to-Count (HTC) in LA County

The 2020 Census was among the most consequential in our lifetimes, and it faced unprecedented challenges due to the pandemic and political malfeasance. Knowing that LA County has historically suffered from severe undercounts, the Los Angeles County Office of the CEO, and a coalition of more than 115 grantee organizations of the California Community Foundation (CCF), launched a coordinated campaign to reach HTC communities across the region. Fenton led the deployment of a ground-breaking multi-million multi-platform advertising campaign, in addition to supportive canvassing, digital, and earned media activities.

Fenton's first-of-its-kind data infrastructure ensured residents who were being reached via canvassing were also served surround-sound advertising. This included TV, CTV, digital display, print, direct mail, and radio partnerships.



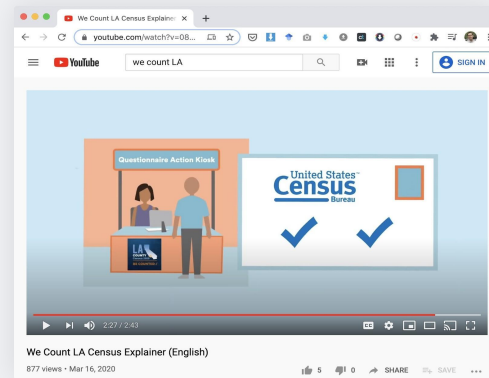
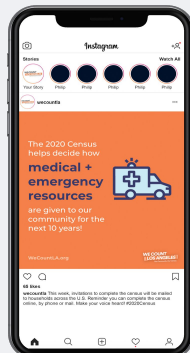


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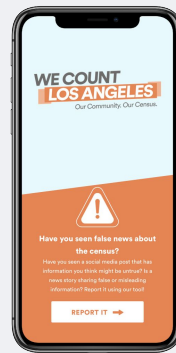
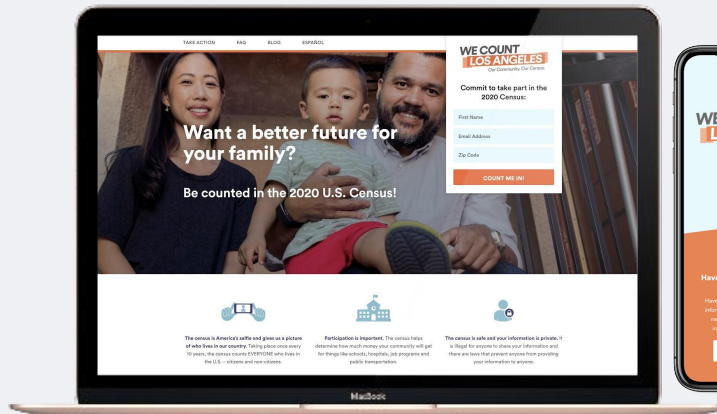
CLIENT SPOTLIGHT

WE COUNT LOS ANGELES

Our Community. Our Census.



wecountla.org



[Watch video here.](#)





New York City Campaign Finance Board

CLIENT SPOTLIGHT

New York City Campaign Finance Board: A Multi-Channel Advertising Campaign To Get Out The Vote In New York City

Fenton has worked with the NYCCFB, the city agency responsible for educating voters, since early 2022 as its media buyer of record for its advertising campaigns.

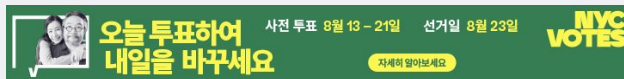
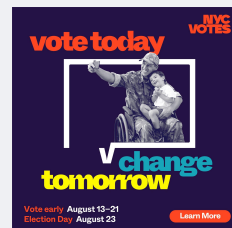
The New York City Campaign Finance Board has a special mandate to educate voters in our nation's largest city, particularly among historically hard-to-reach audiences. Spending more than \$5MM in media since 2022, our multichannel voter education advertising campaigns have been seen online, outdoor, via wheat pastings, and on local radio stations. Furthermore, independent research proved a sky-high mobilization treatment effect of 1.6 percentage points over the control, meaning people who we reached with media turned out to vote at a 1.6% higher rate than the control group who did not receive our ads.



New York City Campaign Finance Board



Fenton has worked with the NYCCFB, the city agency responsible for educating voters, since early 2022 as its media buyer of record for its advertising campaigns.





Fenton has partnered with the LA County Registrar's office in every major election since 2020 to ensure residents in Los Angeles County had the resources and information to vote.

LA County Registrar and Recorder Clerk: Delivering 6 million voters speaking more than 18 languages have the information they need to vote

From voting safely during a global pandemic in 2020, to the historic gubernatorial recall election in 2021, to the first midterm election in a post-Trump political environment, Fenton has helped the LA County Registrar keep millions of voters abreast of everything they needed to know to participate in local elections. At a time of record suspicion of the way elections are conducted, Fenton developed key messages that were designed to appeal to people's sense of civic duty and trust in the Registrar's office while encouraging residents to make a plan to vote. This included not only millions of dollars in advertising, but also the development of an award winning [vote planning web-app](#), launching a [best in class campaign toolkit](#) used by 100s of CBOS and government agencies, and an email & SMS program that reached millions of voters in more than 18 languages.

As a result, we have delivered more than 1 billion impressions, delivered a 2.6 percent increase in self-reported vote propensity, and a 1.2 % lift in trust for the office.

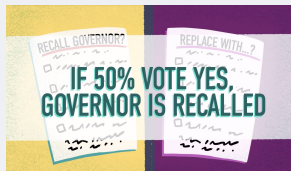




CLIENT SPOTLIGHT

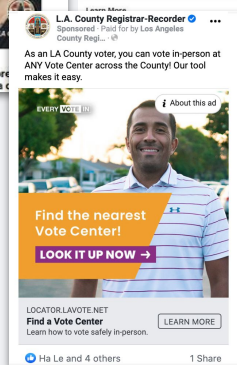
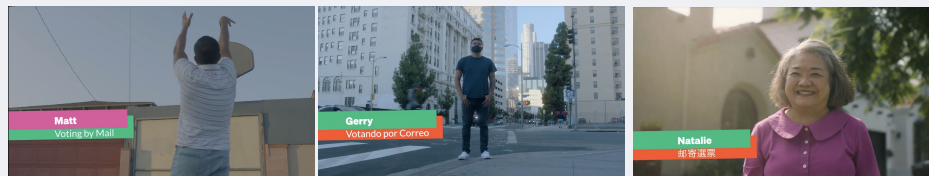


SOCIAL MEDIA: (:30 Spanish)



PROGRAMMATIC: (:60 English)

Short Documentaries: [Matt](#) (English) / [Gerry](#) (Spanish) / [Natalie](#) (Mandarin)



Contact Info

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