

Every vote counts

Telco turns its stores into voting stations across the US

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Unequal voting access is a big issue in the US and those most affected are low-income communities. Low-income and minority voters face obstacles like longer wait times and difficult-to-find polling places when they try to cast their vote. As it happens, a lot of low-income areas are also locations for **Boost Mobile** stores.

So, to help people in minority and low-income communities make their voices heard, the telco is turning its storefronts into polling stations in time for the presidential race. On Election Day (8 November 2016) Boost's employees will also volunteer at the voting sites.



The company is offering its locations to 817 county election boards across the US and has already brought the concept to a number of counties in Southern California, including Riverside, San Diego and Orange County, as well as Cook

County in Chicago.

Developed by **180LA** in Santa Monica, the **Boost Your Voice** campaign is promoted with an online video and a petition on change.org, encouraging people to sign up and urge state officials to accept the telco's offer.

The project also includes a microsite where users can find more information about the initiative, find their closest voting station and share the message on social media.

INSIGHT /

Business for good / In a category where most players look the same and offer similar products and services, it is increasingly important for brands to align themselves with a purpose that goes beyond core product benefits. This can have a positive impact not only on society but also on the business.

In this case, Boost Mobile has found a perfect way to solve a genuinely painful issue in the areas it operates. This gives it the right to be naturally part of the conversation around the presidential race, even though the telco's offering is not directly connected to politics. It also positions Boost Mobile as a brand that understands the struggles of its customers and makes it more likely for these customer segments to choose it over the competition. For more on Purposeful Brands, read our trend on the topic.

Good for business / Using its storefronts as voting stations is a clever way to make people aware of the numerous Boost Mobile locations, all across the country. It also makes potential voters actively search for the telco stores and guarantees driving footfall in-stores on Election Day.

Last but not least, the story is extremely PR-friendly. The media has a topical reason to talk about it and spread the message, which can make the idea travel beyond the areas it is targeting.