



INDOGCISION

RESCUING DEMOCRACY



The Daily Show Presents: InDogCision 2024: Rescuing Democracy was a coordinated field and digital activation to tie voter registration to dog rescues during the 2024 election cycle. Onsite actions drove to The Daily Show Good to Vote sweepstakes.

JUNE 21-SEPT. 20

26 GRASSROOT EVENTS

across 19 states

2 FLAGSHIP EVENTS

Special guests: The Daily Show Correspondents

1,192 DIGITAL ACTIONS

173 VOTERS REGISTERED

**\$20,000+ DONATED TO
LOCAL SHELTERS**



YOUTH VOTE SIGNIFICANCE

- Prioritized activations states where young voters have the highest potential to influence the 2024 election (YESI states)
- 10 of the 26 grassroots events were in YESI states
- 70% of all YESI states had activations
- 24% of all actions came from YESI states





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HeadCount utilized their Good to Vote sweepstakes program to resonate with The Daily Show's highly engaged audience. To qualify for an entry, fans took action, then sent to three additional people to participate, a tactic tied to vote tripling/relational organizing research. The prize was a trip to see The Daily Show tape in New York City, including a priceless backstage experience.



SWEEPSTAKES WINNER

LEYLA M FROM DOWNINGTOWN, PA

Leyla is a 20 year old student from Temple University that will vote in her first presidential election this year!

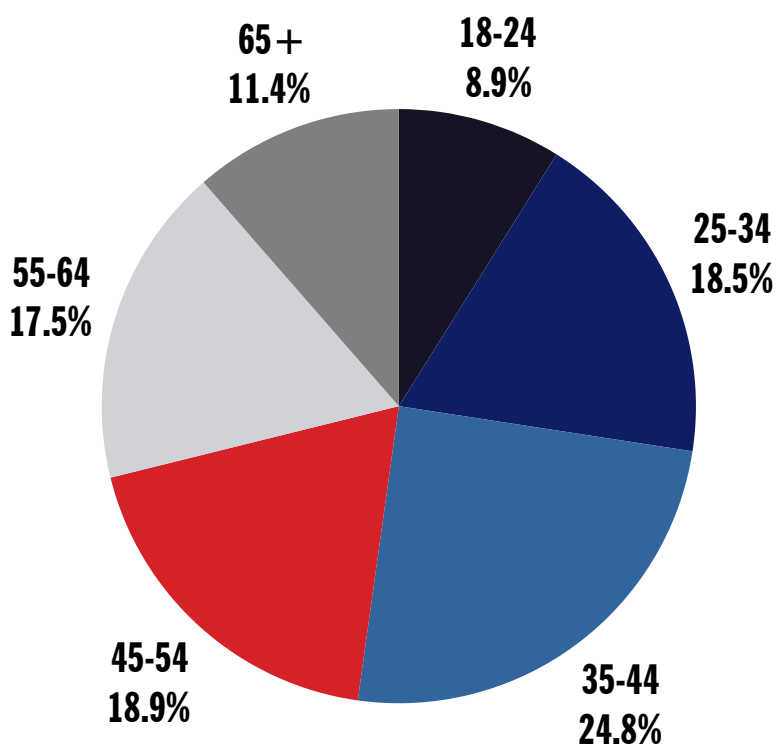


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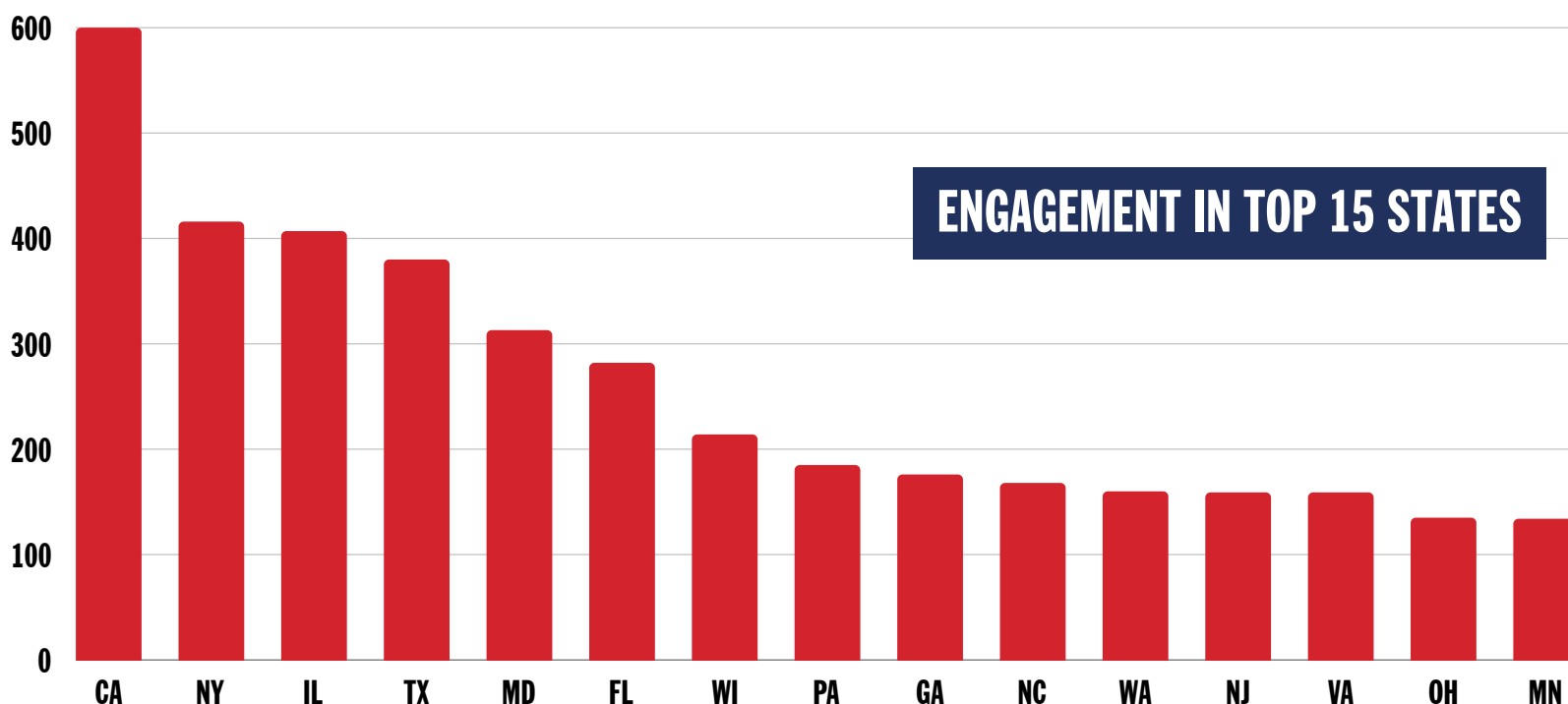


ENGAGEMENT BY AGE



PROMOTION

- On-air mentions from The Daily Show
- Social Media promotion from The Daily Show and HeadCount
- In-person promotion at InDogCision Events



ENGAGEMENT IN TOP 15 STATES



THE DAILY SHOW



DIGITAL REACH

- Seven on-air callouts on The Daily Show
- 20 InDogCision posts featured on the Daily Show Dogs main feed Instagram
- Six InDogCision posts featured on The Daily Show's main feed Instagram
- 80,000+ engagements with social posts across both accounts

CELEBRITY DOGS

- Seven celebrity dog accounts posted in InDogCision swag to promote National Voter Registration Day and the sweepstakes
- Four accounts posted on Instagram feed
 - 5,952 social engagements



INFLUENCER PARTICIPATION

Sari Beth Rosenberg captured and posted content for the Chicago flagship (35.8k on Instagram, 100k+ on TikTok)
3,778 views

