

Oura Wearable Campaign Tallies How Much Sleep Americans Actually Lost On Election Night

Americans slept an average of 25.2 minutes less than usual on election night, according to a new digital out-of-home (DOOH) campaign from wearable sleep tracker Oura Ring that ran in Times Square this week.

The data, which was presented with help from agency Mischief, found that the deficit added up to a total of nearly 139 million hours of sleep lost across the country this Tuesday. Not surprisingly, Oura found an upward trend in uses of the tags “stress” (15%) and “anxiety” (9%) within the platform.

The registered impact of the presidential contest on America’s sleep habits may have also been somewhat blunted by the extra hour provided by the Daylight Savings Time time switch days earlier, which drastically improved Americans’ average sleep times, according to the company.

Oura

Oura was able to estimate the stats based on anonymized data pulled from its ring devices. The company's wearables use infrared light sensors to measure heart rate through the capillaries in the finger. It claims this method is more accurate than other wearable devices that measure conditions through a user's wrist.

"What gets measured, gets mastered—and you can see how certain behaviors impact your personal well-being," said Oura CEO Harpeet Singh in a statement. "Taking a step back and looking at population level data allows us to explore new insights around cultural moments, to make discoveries we may not have seen before."

Mischief chief creative officer and co-founder Greg Hahn said the team decided to share the data on such a big platform in hopes of reminding Americans that they are not alone in struggling with stress and other mental health issues at the moment.

“Right now the country is going through such an emotional and stressful time,” Hahn said. “No matter what side of the aisle people are on, we’re all sharing this anxiety. This is a moment to remember that we’re all human, and stress takes a toll on all of us. We wanted to bring Oura’s understanding of overall health to life in a meaningful way.”

The campaign will also run ads based on the data across digital and social channels.

Out-of-home advertising has been gradually rebounding as the economy re-opens in fits and starts and Americans begin to leave their homes more after quarantine periods, although much of the hot property has shifted away from central business and commercial districts to more residential areas.

Don’t miss the **Brandweek Sports Marketing Summit and Upfronts**, a live virtual experience Nov. 16-19. Gain insights from leading sports figures on how they navigated a year of upsets and transformation and what’s in store for the coming year.

Register.

Recommended articles

<https://www.adweek.com/creativity/oura-wearable-campaign-tallies-how-much-sleep-americans-actually-lost-on-election-night/>