



RINCON STRATEGIES

CASE STUDY

Campaign Consulting

**Measure O – A Ventura County Cannabis
Ballot Measure**



BALLOT MEASURE PROPOSES COMMERCIAL CANNABIS CULTIVATION

- Measure O successfully allowed for commercial greenhouse cultivation of cannabis in unincorporated Ventura County
- After the State of California legalized cultivation of cannabis, the Ventura County Board of Supervisors banned commercial cultivation in the incorporated areas of the county
- The Campaign Committee for Measure O pursued Rincon to coordinate strategy and execute campaign advertising programs to achieve a victory for the campaign

FOCUSED ON YOUR OBJECTIVES: OUR STRATEGIC APPROACH

LISTEN- Utilized listening tools and existing relationships to understand Ventura County's political landscape

ANALYZE- Assessed the campaign's potential opportunities and obstacles to determine a best path forward

STRATEGIZE- Crafted a tailored campaign to move public opinion towards supporting the measure

ENGAGE- Executed the strategy and engaged voters

RECALIBRATE- Tracked measurable results against goals and adjusted quickly to optimize outcomes



ACTION: GENERAL CONSULTING & CAMPAIGN STRATEGY DEVELOPMENT

- Rincon designed multiple voter surveys to understand the pulse of the issue and guide message development
- Rincon developed a comprehensive campaign plan that included tracking budget and key milestones from the filing of the measure to signature gathering to the political campaign at the ballot box.



ACTION: MESSAGE DEVELOPMENT & BRANDING

- From polling and voter data, Rincon developed messaging that would persuade voter groups across the ideological spectrum.
- Rincon built a brand around the measure to clearly illustrate the benefits to voters
- Rincon placed those messages in front of the right voters and drove the conversation on Measure O.





ACTION: STRATEGIC COMMUNICATIONS

- Rincon served, amongst other things, as the media relations arm of the campaign, interacting with local reporters to frame the campaign properly and accurately
- A rapid response program through web, social and text was implemented to respond directly to community members' questions and comments quickly and accurately
- A text and phone program were developed to contact voters offering information about the measure and to get out the vote
- Rincon built a website for the campaign to bring the facts directly to the voters. The site presented all the information in such a way that it was easy to comprehend and digest, leading many to be comfortable voting in favor of the measure due to the transparency of the campaign

- Rincon led the coalition to seek out endorsements of elected official and key stakeholders to show strength behind the measure. Key endorsements were made from across the county and the cities in the community.
- To facilitate the endorsement process and to engage directly with the voters, Rincon developed multiple collateral pieces to present accurate information about the measure.



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ACTION: ADVERTISING

- Rincon built an advertising program to reach voters through digital advertising and direct mail, with universes developed through polling and voter data
- Nearly 1 million mail pieces were sent to voters throughout the campaign with brilliant designs that captured the intent of the measure
- Multiple digital ads were developed, including animated videos for pre-roll, static banner ads and social media ads. Altogether, the campaign received almost 3 million impressions





RESULT: Measure O Passes

- With the polling showing that there was widespread support for the measure, the only issue become turnout in an unprecedented presidential election
- Use of polling and voter data paired with a streamlined execution of voter contact, Measure O passed with 57.2% of the vote, surpassing the 'no' side by 57,527 votes

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