



CASE STUDY

Voter-Targeted Digital Advertising
Jeff Gorell for Supervisor



STORY: JEFF GORELL BEGINS CAMPAIGN FOR VENTURA COUNTY SUPERVISOR

- Making it through the primary, Jeff entered a closely contest runoff election
- In a supervisor seat that has been held by a Democrat for over a decade, Jeff faced off against the Mayor of the largest city in the district
- **Rincon was hired to craft a targeted digital campaign** for Jeff to boost her vote count in the general election.

FOCUSED ON YOUR OBJECTIVES: OUR STRATEGIC APPROACH

LISTEN- Utilized tools and existing relationships to understand Dawn's political landscape

ANALYZE- Assed potential opportunities and obstacles for the campaign based on our complete research

STRATEGIZE- Crafted a digital plan to uncover critical insights necessary for victory

ENGAGE- Executed the strategy and moved her campaign objectives forward

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



ACTION: PRODUCED VIDEO ADS

- **We wrote, shot, edited, and placed video ads** on issues important to the district, receiving over **550,000 digital impressions**
- A broad targeted approach was employed to **increase name ID** and present Jeff as the champion of issues facing the community



ACTION: CREATED DISPLAY ADS

- We worked with Jeff's team to create display banner ads **based on effective messaging**
- We continuously changed creative in order to **maximize reach** of digital ads



ACTION: EMPLOYED TARGETED TECHNOLOGY

- We launched a highly successful digital advertisement campaign using **OTT/CTV, video pre-roll and display banners**
- We used **AI-powered technology** that is constantly measuring effectiveness to **continuously improve placements** to target audience segments to move the needle in favor of Jeff.
- Understanding the current political landscape, we instituted goals of targeting his base to **increase turnout**, and change opinions by **targeting left-center Democrats & Independents that disapproved of current Democratic leadership** at the State and Feder level





RESULTS: JEFF WINS THE GENERAL ELECTION

- In a **closely contested race** in a district that favors Democrats, Jeff Gorell defeats the mayor of the district's largest city.
- Rincon's extremely **successful use of the best available digital technology** pushed Jeff to victory.

WANT TO LEARN MORE? **LET'S TALK** |

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