



RINCON STRATEGIES

# CASE STUDY

Political Strategy

**Janice Parvin for Ventura  
County Supervisor**





## JANICE PARVIN BEGINS HER PRIMARY CAMPAIGN FOR VENTURA COUNTY SUPERVISOR

- Janice Parvin hired Rincon to **launch a strategic campaign to move voters** within a very competitive primary race.
- Janice **ran in a contested primary** as Republican against a Democrat and two other Republicans, one of which received the official party endorsement.
- Janice was the **current Mayor of Moorpark**



# FOCUSED ON YOUR OBJECTIVES: OUR STRATEGIC APPROACH

**LISTEN-** Utilized listening tools and existing relationships to understand Janice'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 Janice

**ENGAGE-** Executed the strategy and engaged voters

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



## ACTION: FORMED A DATA-DRIVEN CAMPAIGN PLAN

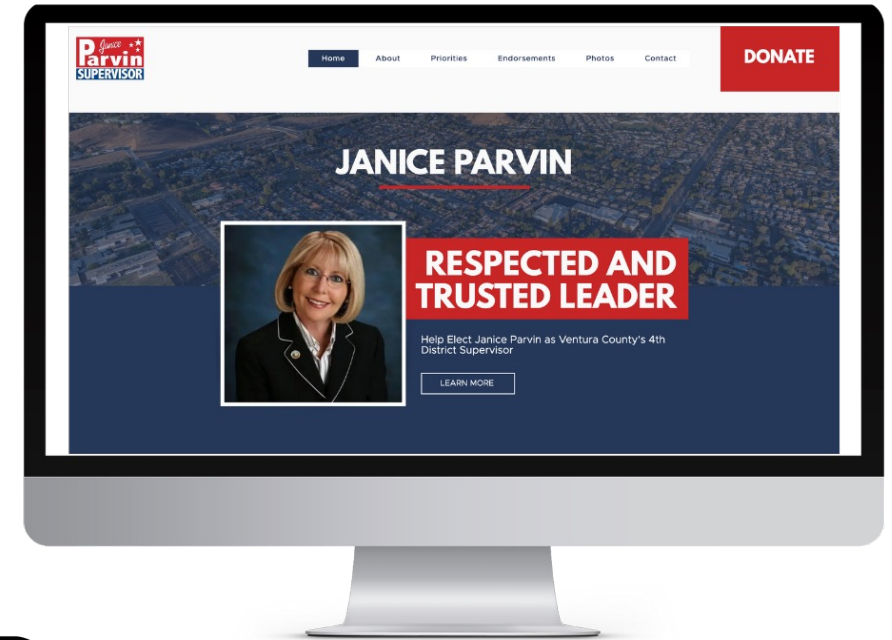
- We worked with Janice's campaign team to **create a six-month long plan** before the primary election with specific milestones and goals for voter contact, fundraising and campaign set up that achieved results
- We conducted an **in-depth voter data analysis** to create a road map to victory. Through this, we developed two messaging approaches, one specific to Moorpark and the other to Simi Valley
- We helped Janice tailor her platform and messaging to address ongoing issues in Ventura County and California in order to build a broad coalition of support





# ACTION: IMPLEMENTED A DIGITAL AND COMMUNICATIONS STRATEGY

- We created a digital presence for Janice by **writing and designing her campaign website and running her social media**
- **We ran digital advertising campaigns** based on specific target audiences within Janice's district, hitting the right people at the right time with the right message
- Our ads made nearly **500,000 digital impressions** that helped spread awareness across multiple platforms





# ACTION: EXECUTED A DIRECT MAIL CAMPAIGN

- We designed and **mailed over 50,000** mail pieces and **40,000 slate cards** to target audiences in Santa Clarita

**JANICE PARVIN** has been recognized as **A COMMITTED PUBLIC SERVANT**, dedicated to the needs of those she represents.

**Janice Parvin**  
SUPERVISOR

**Janice's Community Involvement**


- ★ Past Co-Chair of the Moorpark Simi Valley Boys & Girls Club
- ★ Boys & Girls Club of Moorpark President
- ★ Past President of the Rotary Club
- ★ Ventura County Animal Services Commission
- ★ Chair of the annual rotary 5k/10k Mammoth Run
- ★ American Legion Auxiliary Member
- ★ Public readings to children at the library

California State Legislature's Woman of the Year  
Simi Valley Hospital Foundation Woman of the Year  
California State Legislature's Outstanding Public Servant  
YMCA Phenomenal Woman  
Rotarian of the Year Award

**JANICE PARVIN**  
**WILL KEEP**  
**OUR COMMUNITY**  
**SAFE**

**SUPPORTED BY PUBLIC SAFETY LEADERS**

Moorpark is the third safest city in California for the third year in a row. Janice Parvin has the proven leadership and experience to keep Ventura County safe!



NEWS  
**Moorpark is again one of the safest in state, county**  
April 9, 2022

**Acorn** MOORPARK

**ENDORSED BY**

**Ventura County Professional Firefighters' Association**  
**Ventura County Deputy Sheriffs' Association**  
**Michael Bradbury**  
Retired Ventura County District Attorney

**Bob Roper**  
Ventura County Fire Chief (Ret.)  
**Geoff Dean**  
Retired Ventura County Sheriff  
**Greg Totten**  
Retired Ventura County District Attorney

Paid for by Janice Parvin for County Supervisor 2022 ID #1440233



## Seniors

Senior care is an increasingly important part of Ventura County's program and policy considerations. Janice Parvin understands the needs of our seniors and the importance of supporting agencies like the Ventura County Area Agency on Aging.

## Veterans

Having a father who served in WWII, Janice Parvin understands that we must honor our former service members through strong programs for veterans. This includes advocating for a Veteran's hospital here in Ventura County so they don't have to travel to Los Angeles for care.

## Healthcare

Janice Parvin understands that access to our county's hospital and health care system is critical to our community and must be managed effectively while seeking innovative ways to grow and expand, including mental health services.





# ACTION: COLLECTED VOTER DATA AND IMPLEMENTED VOTER CONTACT FIELD PROGRAM

- After **an in-depth voter analysis**, we collected the voter data needed to target specific audiences with unique messages
- We **targeted likely voters for a field program**, maximizing time and energy by avoiding unwinnable voters
- We employed a **targeted text message campaign to segmented lists**, reminding Moorpark voters to pick their Mayor for Supervisor, and priming name ID in other areas of the district







# Public Safety Supports Janice Parvin

## ACTION: PRODUCED VIDEO ADS

- We wrote, shot, edited, and placed **15 second display video ads** on issues important to the district, receiving over **250,000 digital impressions**
- A broad targeted approach was employed to **increase name ID** and present Janice as the champion of issues facing the community





## **RESULT: Janice finishes the primary with the most votes**

- In a contested primary, we helped **Janice receive the most votes** and proceed to the runoff during the general election, which she won by a large majority
- Our **targeted campaign strategy** helped Janice come on top, beating the endorsed Republican.
- Our strategic execution in creative material and digital advertisements **moved the dial on public opinion** about Janice Parvin, leading to a winning vote count



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

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