



# CASE STUDY

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Political Strategy

**Jason Gibbs for City Council**





## JASON GIBBS BEGINS HIS CAMPAIGN FOR SANTA CLARITA CITY COUNCIL

- Jason Gibbs hired Rincon to **launch a strategic campaign to move voters** within a very competitive race.
- Jason ran in a contested field with **well-qualified candidates**.
- Jason **ran before unsuccessfully before working with Rincon**.

# FOCUSED ON YOUR OBJECTIVES: OUR STRATEGIC APPROACH

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

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

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





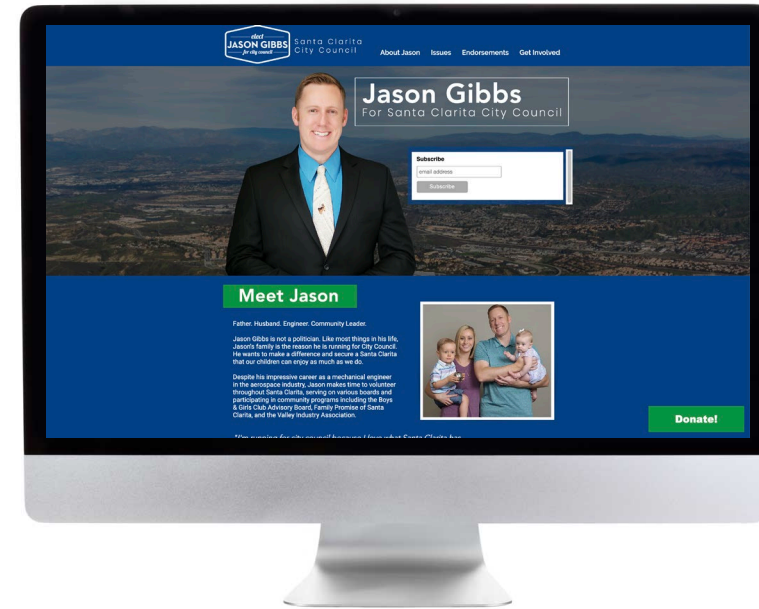
## ACTION: FORMED A DATA-DRIVEN CAMPAIGN PLAN

- We worked with Jason's campaign team to **create a year-long plan** before the general election with specific milestones and goals that achieved results
- We polled Santa Clarita residents to craft specific messaging **based on data-driven conclusions**
- We helped Jason **prep for media questions and public statements** by nailing down his platform points, important issues, and collecting his endorsement list



# ACTION: IMPLEMENTED A DIGITAL AND COMMUNICATIONS STRATEGY

- We created a digital presence for Jason by **writing and designing his campaign website** and running his social media
- **We ran digital advertising campaigns** based on specific target audiences within Jason's district, hitting the right people at the right time with the right message
- Our ads made over **460,000 digital impressions** that helped spread awareness in a completely virtual election season



## Endorsed By

- **Mike Garcia**, 25th Congressional District
- **Scott Wilk**, 21st State Senate District
- **Kathryn Barger**- 5th District Supervisor, LA County

Ad paid for by Jason Gibbs for City Council 2020  
ID #1419551

# ACTION: EXECUTED A DIRECT MAIL CAMPAIGN

- We designed and **mailed over 50,000** mail pieces and **35,000 slate cards** to target audiences in Santa Clarita





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

- We **collected the voter data** Jason needed to target the right audiences to move his campaign forward
- We **set up Jason and his team with a canvassing app** and the appropriate data to execute an efficient and effective canvassing campaign
- Our data streamlined Jason's outreach to **eliminate wasted time and money** on unwinnable voters







# Jason Gibbs

SANTA CLARITA CITY COUNCIL CANDIDATE

## ACTION: PRODUCED VIDEO ADS

- We wrote, shot, edited, and placed **15 second display video ads** to increase Jason's awareness and promote interaction during a pandemic-election
- The video ads received over **200,000 digital impressions** in less than a month





## RESULT: JASON WINS THE OPEN SEAT

- In a rocky time for our country, **we helped elect a pro-business candidate that supports law enforcement**
- Our bespoke campaign strategy **pushed Jason over the finish line** by ~3,000 votes in a competitive field of qualified candidates
- Our strategic execution in creative material and digital advertisements **moved the dial on public opinion** about Jason Gibbs, leading to a winning vote count

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

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