

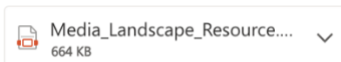


## RE: Request for help with a proposal

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From: Matt Gonzalez <mtgonzalez@purple-state.org>

To: Interns@purple-state.org



Dear Interns,

Thanks for your help identifying target audiences for this campaign! We have decided to focus our campaign on Republicans and Independents between the ages of 45-54 who make less than \$25,000 dollars a year. Our client requested that we focus on Republicans and Independents in order to win votes by persuading people from outside their party. Our age and income choices were based on the highest percentage of uncertain responses within each of these demographic categories.

We would now like your help in locating these demographic groups within the VA 5<sup>th</sup> District. You will need to identify which counties have the largest numbers of our target population and which media markets these counties are in. This will help inform our decisions later on regarding which media channel and media market to target for our proposed campaign.

Using our proprietary [PurpleState Strategic Map Tool](#), please determine which three counties in the VA 5<sup>th</sup> District have the largest populations of our target audience. The congressional district layer will help you find counties within the 5<sup>th</sup> District, and the different filter tools will help find your target audience. You will need to use your Intern ID to access our online tools.

Then, using the media market layer in the Map Tool, recommend the media market(s) you think we should target for our proposed campaign. Please include rationale and evidence from your research with your response. I have attached our *Media Landscape Resource* if you need any help with the map tool or have questions for this task.

Thanks again for your help! You are really supporting our team out during a busy time of year.

Matt

Matthew Gonzalez  
Account Manager  
Campaign Design Team

[purple state](#)