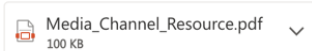




RE: Request for help with a proposal

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

To: Interns@purple-state.org



Hello Interns,

Thanks for your help identifying key strategies for our campaign! You and the other interns suggested using testimonials and appeals to emotion due to the heated nature of the assault weapon debate and its effect on families. We will call our campaign *Virginia Parents Against Assault Rifles* and will use personal stories from parents throughout the VA 5th district. We believe this moderate, family-centered message will better appeal to Independent voters and undecided Republicans. Now we need to decide the best type of media to use.

We believe the best target markets are Charlottesville and Roanoke-Lynchburg. Given the small size of the Charlottesville market, we will run two cycles of a moderate direct mail campaign to make sure we reach Independent voters. In Roanoke-Lynchburg, we will run one cycle of moderate television ads to reach the more dispersed target audience.

After these buys, we will still have \$11,000 and are unsure how to best use it. One option is to run two cycles of television ads in Roanoke-Lynchburg instead of one. Using the [PS Campaign Simulator](#), we project that would influence 2,619 additional Republican and Independent voters. However, since the Campaign Simulator shows results for the entire media market and only 1/3 of the market population lives within the VA 5th district, the projected number is more like 873.

Another option is to make a new media buy in a different market. Using the [Campaign Simulator](#), please let me know if the \$11,000 is better used by running two television cycles in Roanoke-Lynchburg or by making a new buy in either the Richmond-Petersburg or Raleigh-Durham market. Remember, our goal is to influence the greatest number of Republicans and Independents and stay within budget. Please include the projected number of Republicans and Independents influenced and the cost per person, and if a new buy is better, let us know what media type you suggest we use. Remember that only part of each market falls within the VA 5th district.

I've attached the *Media Channel* resource and *Campaign Simulator Tutorial* in case you have questions. Thanks again – we are close to finalizing our campaign strategy!

Matt

Matthew Gonzalez
Account Manager
Campaign Design Team