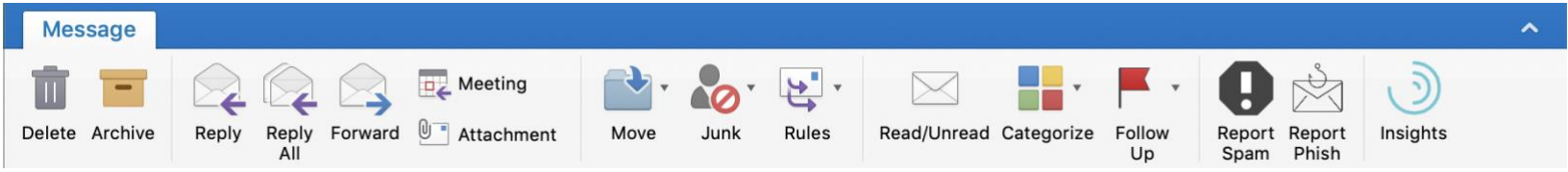

RE: Request for help with a proposal

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

To: Interns@purple-state.org

Media_Landscape_Resource....
664 KB

Dear Interns,

Thanks for your help identifying target audiences for this campaign! From your input and that of other members of our team we have decided to focus our campaign on white Republicans under the age of 45 who make less than $40,000 per year. Our client requested that we focus on Republicans in order to win votes by mobilizing party voters. Our age and income choices were based on the highest percentages of supporting responses within those demographic categories. Even though polls show disparities, our decision for race was ultimately based on the demographic makeup of the WI 3rd population, as seen in the map tool (linked below).

We would now like your help to figure out where this demographic group is located in the WI 3rd 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 WI 3rd District have the largest populations of our target audience. The congressional district layer will help you find counties within the 3rd 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