



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! Based on the strategies you and the other interns identified, we will call our campaign *Our Rights!* and will use local testimonials that focus on personal protection and that support conceal and carry rights. Moreover, we will use a strong positive message tone, which we believe will appeal to Republican voters and mobilize them to get out and vote. Now, we need to decide the best media channels for our target markets.

We are exploring media buys in the La Crosse - Eau Claire, Madison, Wausau-Rhineland, and Minneapolis - St Paul markets. Using your previous research, we believe that these markets are the most important to focus on. However, we are unsure what type of media to use in these markets, and we are also debating whether television or direct mail will be more influential and cost effective.

Please use the [PS Campaign Simulator](#) to project the impact of a strong positive support message within these four markets. Using the Simulator, please make two recommendations:

- 1) in each market, which is more cost effective, direct mail or television?
- 2) if our budget only allows for ads in three of the four markets, which three markets should we choose and why?

Remember, our goal is to reach the largest target audience for the least amount of advertising costs. Along with your market and media type recommendations, please include the projected number of Republicans influenced and the cost per person in your response.

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

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