



## RE: Request for help with a proposal

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

To: Interns@purple-state.org



Interns,

Thanks again for all of your help with our campaign for the WI 3<sup>rd</sup> Congressional District candidate Doty Lafallit! With your assistance, we have put together a pitch to persuade the Lafallit team that our design will meet and exceed their campaign goals.

Based on your work, we project that television ads in La Crosse - Eau Claire and Wausau-Rhinelanders will be most effective because this media type reaches a wide audience, and these two markets have the largest populations of our target audience. In Minneapolis - St Paul, we will use direct mail because most of the market's population resides in Minnesota, and those voters have no effect on this election. Direct mail will let us target Wisconsin voters without spending money in Minnesota, and so it is much more affordable than a television ad. Finally, we will not run any ads in the Madison media market due to high prices and low 3<sup>rd</sup> district population.

Attached you will find our Pitch Deck and a recording of our pitch for the RCCC as well as the company's Pitch Presentation Guide. Please review the recorded pitch as it will serve as a model for your own campaign designs. This was a complicated campaign because the congressional districts do not align with the media markets where we purchase ads. Your next assignment will not be this complex, but the pitch will still be a helpful model going forward. The Presentation Guide is a resource we use to craft quality pitches and will be a useful tool when you make your own.

Now that you have completed your training, you are ready to begin your internship in earnest. You will soon hear from one of our Account Executives about your next assignment. Thanks again for your help with this work – our campaign design would not have been as strong without you!

Matt

Matthew Gonzalez  
Account Manager  
Campaign Design Team

**purple state**