

# CASE STUDY:

## VICTORY IN A POLITICALLY SHIFTING COUNTY

*A Re-Election Triumph Against  
a Democratic Surge*



**MAJORITY  
STRATEGIES**

POLITICS & PUBLIC AFFAIRS





## *The Problem*

Sheriff Mike Bouchard, a longtime incumbent Republican, faced a tough challenge in his 2024 re-election bid in Oakland County, Michigan. Over Sheriff Bouchard's 25-year tenure, Oakland County had shifted dramatically more Democratic, leaving Sheriff Bouchard as the sole countywide Republican officeholder. Another wrinkle: the 2024 presidential race with Kamala Harris and Donald Trump at the top of the ballot intensified straight-ticket voting risks and threatened to overshadow Sheriff Bouchard's long-standing record and positive name ID.

## *The Goal*

The campaign needed to break through straight-ticket voting, so the goal was set high to outperform the top of the ticket. To do so, we needed to remind voters that Sheriff Bouchard's re-election revolved around "Service, Experience, and Qualifications" and not politics. We needed to stay hyper-consistent with the message and repeatedly reinforce that Sheriff Bouchard was a sheriff for *everyone*.

On the other side of the race, Sheriff Bouchard's Democratic opponent was a radically liberal musician and activist with no law enforcement experience, a record of drug and legal issues, and statements he made questioning his own commitment to the Sheriff's job should he be elected.

All of that provided a clear contrast that we highlighted and leveraged through positive and contrast messaging.

## *The Plan of Action*

Majority Strategies crafted a comprehensive, omni-channel plan to highlight Sheriff Bouchard's strengths and pull in the support of non-traditional voters.





## *Positive Messaging*

We focused on the theme of “Service, Experience, and Qualifications” to contrast Sheriff Bouchard’s record with the opponent’s extremism.

## *Data-Driven Targeting*

We identified custom audiences for persuasion and activation/turnout, including targeting Swing and Independent voters and traditional Democrat voters who had come to know, respect, and appreciate the Sheriff’s decades of commendable service.

Custom audiences were also built from various local and ethnic communities where Sheriff Bouchard had a long history of working on issues.

## *Creative Content*

We coordinated across print and digital, including social media, digital advertising, video, radio, search advertising, and web, to ensure we stayed on message and delivered the repetition needed to persuade and activate voters.



# THE DETAILS

## Website

The campaign's website brought a fresh, modern look to the campaign and served as a vehicle for videos, information about Sheriff Bouchard, and details about his accomplishments. The site also provided supporters with a way to sign up for more information and stay engaged with the campaign.



## Digital Advertising

Our digital advertising audiences focused on Republican voters, Swing general election voters, and Lean Democrats, aimed at increasing Sheriff Bouchard's positive name ID, highlighting his qualifications, experience, and leadership, and turning out voters. Over two months, social media and video advertising reached over 450,000 voters on Facebook, Instagram, programmatic video, YouTube, and OTT. Over 4 million impressions were delivered through digital display ads, and search ads targeted law enforcement and election keywords to drive traffic to the campaign's website.



# Direct Mail

Over 600,000 pieces of direct mail were created, printed, and delivered over several weeks, targeting Swing absentee voters, high-turnout Lean Democrats, Swing voters with children, and seniors. Voters in communities like Pontiac, Madison Heights, and Beverly Hills, as well as Jewish and Arab American voters, were also sent specific messages related to Sheriff Bouchard’s early law enforcement experience, his work as a former state legislator, and his heavy involvement in those communities.

## INTRO

# “EXPERIENCED”

**Re-Elect Sheriff**  
**MICHAEL BOUCHARD**  
ON THE JOB FOR OUR FAMILIES AND COMMUNITIES

“I’m running for re-election for sheriff because with the recent shootings and loss of two of our deputies, the threats our families and communities face have never been more clear. I’m committed to doing whatever it takes to make Oakland County safe on our streets, in our schools, and in our communities.”  
- Sheriff Michael Bouchard

- ★ Decades of Experience
- ★ Always On Duty for Oakland County
- ★ Committed to Safety & Service

**Sheriff Michael Bouchard is the Only Candidate Qualified to Keep Us Safe!**

**Re-Elect Sheriff**  
**MICHAEL BOUCHARD**

VOTE Absentee, Early, or on Election Day  
**Tuesday, November 5<sup>th</sup>**

SheriffBouchard.com

**Re-Elect Sheriff**  
**MICHAEL BOUCHARD**  
QUALIFIED. EXPERIENCED. ON DUTY FOR OAKLAND COUNTY.

Sheriff Michael Bouchard began his law enforcement career as a police officer in Beverly Hills, Michigan. He worked as a Bloomfield Township police officer and was named Oakland County Sheriff in 1999. He’s been on duty for us ever since.

**MICHIGAN’S MOST AWARDED SHERIFF**

- ★ 2022 Michigan Sheriff of the Year
- ★ 2019 Fraternal Order of Investigators Award
- ★ 2019 National Sheriff of the Year
- ★ 2019 Distinguished Sheriff - Michigan Sheriffs’ Association
- ★ 2016 Silver Star for Bravery

**Sheriff Michael Bouchard is the Only Candidate Qualified to Keep Us Safe!**

Scan for Voting Information

**Re-Elect Sheriff**  
**MICHAEL BOUCHARD**

VOTE Absentee, Early, or on Election Day  
**Tuesday, November 5<sup>th</sup>**

SheriffBouchard.com

## BEVERLY HILLS

# “IT STARTS WITH BEVERLY HILLS”

**Michigan’s Most Awarded Sheriff**  
**MICHAEL BOUCHARD**  
*Serving & Protecting Beverly Hills*

**Re-Elect**  
**MICHAEL BOUCHARD**  
Our Sheriff

**ON OR BEFORE**  
**TUESDAY, NOVEMBER 5<sup>th</sup>**

SheriffBouchard.com

- ✓ Dedicates his life to public service & a career in law enforcement
- ✓ Backs funding our police & provides them with needed resources
- ✓ Upholds his oath of office & continues to serve Oakland County families

**SHERIFF MICHAEL BOUCHARD**  
*His Record of Leadership Starts With Beverly Hills*

Sheriff Michael Bouchard has served Oakland County for over four decades - and it all started in Beverly Hills, Michigan.

As a rookie cop in Beverly Hills, Sheriff Bouchard learned the importance of community and what it takes to serve and protect our families.

Now, nearly four decades later, he’s still on duty. Sheriff Bouchard has dedicated his life to protecting ours.

A diligent leader with unwavering dedication to our communities, Sheriff Bouchard’s service has made him Michigan’s most awarded sheriff.

**We have Sheriff Michael Bouchard to thank for safe neighborhoods and safe families.**

- ★ 2022 Michigan Sheriff of the Year
- ★ 2019 Fraternal Order of Investigators Award
- ★ 2019 Distinguished Sheriff - Michigan Sheriffs’ Association
- ★ 2016 National Sheriff of the Year
- ★ 2016 Silver Star for Bravery

**Re-Elect**  
**MICHAEL BOUCHARD**  
Our Sheriff

**ON OR BEFORE**  
**TUESDAY, NOVEMBER 5<sup>th</sup>**

SheriffBouchard.com

ENDORSED BY MICHIGAN TEAMSTERS

ARAB AMERICANS

“EVERYONE”

RE-ELECT SHERIFF

**MICHAEL BOUCHARD**

Protecting *Everyone* in Our Community

“My job is to protect all the diverse communities in Oakland County. I am proud to be a part of and work with the *Arab-American Community* in these trying times.”

— Sheriff Michael Bouchard

PAID FOR BY FRIENDS OF MICHAEL BOUCHARD  
P.O. BOX 7001  
BLOOMFIELD HILLS, MI 48302

Vote **MICHAEL BOUCHARD** Our Sheriff

TUESDAY, NOVEMBER 5<sup>TH</sup>

RE-ELECT SHERIFF

**MICHAEL BOUCHARD**

Advocating for *Everyone* in Our Community

Sheriff Michael Bouchard takes great pride in protecting everyone in our community. He's spent decades in law enforcement, working hard to keep our families safe and build up our community. **Arab Americans** are part of the fabric of our community and deserve our respect and protection.

“Sheriff Bouchard has continuously shown the utmost respect for our community and works daily to keep our families safe.”

— Martin Manna, President,  
Chaldean American Chamber of Commerce

“Mike Bouchard is dedicated to providing a safe and strong community for all citizens of Oakland County.”

— John Akouri, President,  
Lebanese American Chamber of Commerce

Vote **MICHAEL BOUCHARD** Our Sheriff

TUESDAY, NOVEMBER 5<sup>TH</sup>

CONTRAST

“QUALIFIED”

RE-ELECT SHERIFF

**MICHAEL BOUCHARD**

The Only Candidate *Qualified to Keep Us Safe*

Michigan's Most Awarded Sheriff

- ★ 2022 Michigan Sheriff of the Year
- ★ 2019 Fraternal Order of Investigators Award
- ★ 2016 National Sheriff of the Year
- ★ 2016 Silver Star for Bravery

VOTE Absentee, Early, or on Election Day TUESDAY, NOVEMBER 5<sup>TH</sup>!

VOTE FOR CREDENTIALS, NOT STRAIGHT TICKET.

VOTE for Sheriff Michael Bouchard on your ballot.

PAID FOR BY FRIENDS OF MICHAEL BOUCHARD  
PO BOX 1835  
BIRMINGHAM, MI 48012

Decades of Experience  
Always on Duty for Oakland County  
Committed to Safety & Service

RE-ELECT SHERIFF

**MICHAEL BOUCHARD**

The Only Candidate *Qualified to Protect Us*

Sheriff Michael Bouchard	HIS OPPONENT
✓ Decades of Public Service	X None
✓ Career in Law Enforcement	X None
✓ Stands for Safe Communities	X 'Wants to Defund the Police'
✓ Michigan's Most Awarded Sheriff	X 'Doesn't Meet Entry-Level Requirements'
✓ Will Serve the People	X 'Won't Serve if Elected'

Scan for Voting Information

VOTE Absentee, Early, or on Election Day TUESDAY, NOVEMBER 5<sup>TH</sup>. Vote for Credentials, Not Straight Ticket!

**VOTE FOR SHERIFF MICHAEL BOUCHARD**

SheriffBouchard.com

POSITIVE

“NO STRAIGHT TICKET!”

Choose the Most *Qualified* Candidate

RE-ELECT SHERIFF **MICHAEL BOUCHARD**

- ✓ Michigan's Most Awarded Sheriff
- ✓ Dedicated to Safety & Service
- ✓ Backed by Democrats & Republicans

Vote for **CREDENTIALS**, NOT STRAIGHT TICKET.

PAID FOR BY FRIENDS OF MICHAEL BOUCHARD  
P.O. BOX 7001  
BLOOMFIELD HILLS, MI 48302

Vote on or Before TUESDAY, NOVEMBER 5<sup>TH</sup>

SheriffBouchard.com

Democrats and Republicans Agree ...

SHERIFF **MICHAEL BOUCHARD**

Is the Best Person for the Job

Endorsed by Teamsters Local Union #243

Backed by Democrats & Republicans

These days, it's rare to see people on both sides of the aisle agree. But Democrats and Republicans are saying the same things about Sheriff Bouchard. They know he has kept our communities safe.

“I want to offer my sincere congratulations to you on having been named the 2022 Sheriff of the Year by the Michigan Sheriffs' Association. I want you to know that I see the hard work you put in every day to make the community a safer place. I know the past few years have likely been among the most challenging of your career, but please know how proud I am that you are representing Oakland County on so many levels and with so many organizations. Please know that you have my continued support at the federal level. Congratulations again!”

— Elissa Slotkin, Member of Congress (D-MI)

“As a lifelong Democrat, a former sheriff, and now county executive, I know the importance of having public safety professionals leading large police organizations. Sheriff Bouchard is distinguished and the only qualified choice.”

— Mark Hackel, County Executive (D-Macomb)

Vote for **CREDENTIALS**, NOT STRAIGHT TICKET. Vote for Michigan's Most Awarded Sheriff

Vote on or Before TUESDAY, NOVEMBER 5<sup>TH</sup>

SheriffBouchard.com

Radio

Radio ads featuring a voiceover by morning show personality Paul W. Smith were run on top Southeast Michigan stations like WJR-AM, helping to reach millions.

# THE RESULTS

Sheriff Bouchard won re-election with over 60% of the vote, defying Oakland County’s 53% Democratic and 45% GOP straight-party voting trend. Sheriff Bouchard also improved upon his 2020 margin of victory by +11.7%.

Total Votes (Oakland County)		
	Total Votes	Percent of Total Votes
Michael Bouchard	445,395	60.3%
Amrit Kohli	292,790	39.7%
Vote Difference	152,605	20.6%

Straight Party Ticket Voting (Oakland County)		
Democratic Party	238,356	53.27%
Republican Party	202,444	45.24%

Voter Contact Impact Toplines		
Total Voters Contacted	704,259	
Turnout Rate	497,624	70.7%
Turnout Lift v. Expected Turnout	46,842	+6.7%



# KEY TAKEAWAYS

Majority Strategies helped to secure Sheriff Bouchard's re-election through a comprehensive use of all the tools in our toolbox — from creative videos and custom audiences to multi-channel outreach, including digital and print — over a well-funded, long-term campaign. **The "Service, Experience, and Qualifications" message, tailored to specific custom audiences of Swing, Lean Democrat, or targeted community voters, ensured the right people received the right message at the right time on the right medium.**

**Oakland Democrats dominate except  
that GOP's Sheriff Bouchard well ahead**

Detroit Free Press, 11/6/24

**Sheriff Bouchard is Oakland County's top  
vote getter; Democrats continue to hold  
most leadership positions and commission**

The Oakland Press, 11/6/14





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