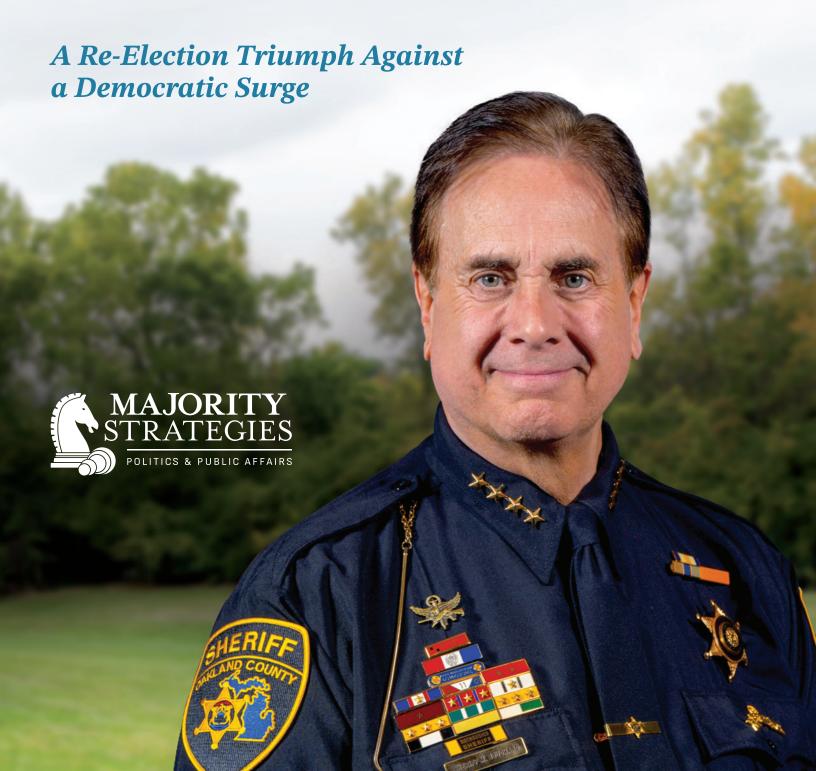
# **CASE STUDY:**

VICTORY IN A POLITICALLY SHIFTING COUNTY





#### 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.



### The Facts

Law Enforcement Experience

MICHAEL	HIS
BOUCHARD	Opponent
37 years as an officer of the law, including 25 as sheriff	<b>⊗</b> None

Police Funding

MICHAEL	HIS
BOUCHARD	OPPONENT
Stands with fully funding our police and delivering the tools they need to keep us safe	Wants to defund our police

Serving the People

### 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.

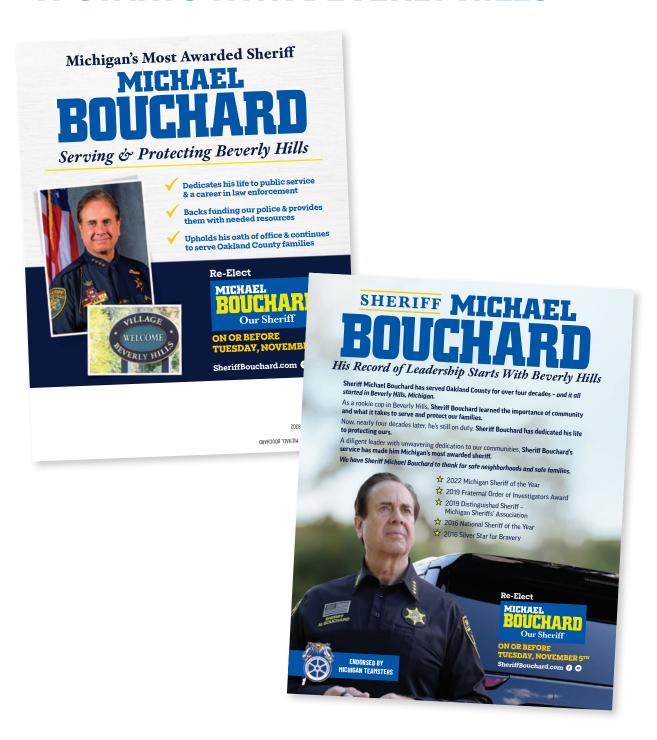
#### INTRO

## "EXPERIENCED"



#### **BEVERLY HILLS**

### "IT STARTS WITH BEVERLY HILLS"

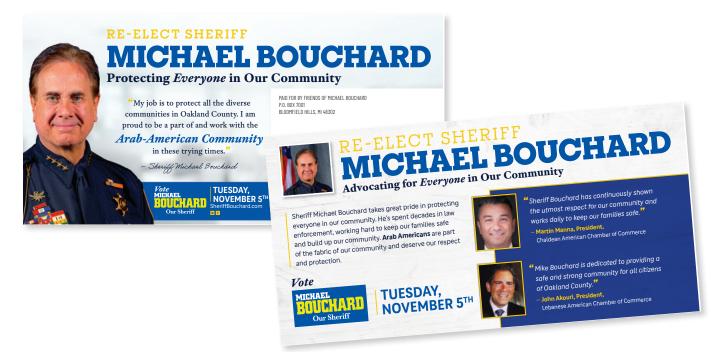






#### ARAB AMERICANS

### "EVERYONE"



#### CONTRAST

## "QUALIFIED"



#### POSITIVE

### "NO STRAIGHT TICKET!"



#### 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.



MAJORITYSTRATEGIES.COM 0 0 0 -

# 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













MajorityStrategies.com

info@majoritystrategies.com

904-567-2008