

CASE STUDY: DIGITAL + PRINT

Jacobs for Mayor (Knox County, Tennessee)

In the 2018 race for mayor, Republican Glenn Jacobs partnered with Majority Strategies in an uphill battle against a large field of candidates that included multiple well-known and better-funded county commissioners.

THE PLAN

While Jacobs' primary opponent focused on television and radio, Majority Strategies focused on our client's message, not the medium, and delivered powerful ads through direct mail and targeted digital advertising (daily reach of 720-1,900 likely GOP county primary voters). That, combined with our client's aggressive grassroots campaign that knocked on 40,000 targeted doors, made the difference.

That targeting included splitting direct mail drops between early voting and Election Day voters. (Tennessee has one of the highest early vote turnouts in the nation.)

GLENN JACOBS AND MAJORITY STRATEGIES

- \$65,000** 6 Pieces of Targeted Direct Mail
- \$15,000** Targeted Digital Advertising (Facebook, :15 video, remarketing, search, and social media content)
- \$0** Television Advertising
- 40,000** Doors

THE OPPONENT

- \$0** Direct Mail
- \$0** Digital Advertising
- \$90,000** Television Advertising
- 0** Doors

THE RESULTS:

Better funded, endorsed, and highly favored, the opponent went into Election Day predicted to win. On Election Day, 40,500 votes were cast in the primary.

Our client won by 23 votes.

Our client was outspent, but not outworked. The combination of on-the-ground grassroots voter contact with targeted advertising over television made the difference on Election Day.

