



EMBRACE
YOUR VICTORY

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HEADLINES OF YOUR OWN?
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election

From The Stoneridge Group

ADVOCACY
MEETS
ACTION

How a 501(c)4 changed
the game in 13
Congressional districts



INSIDE

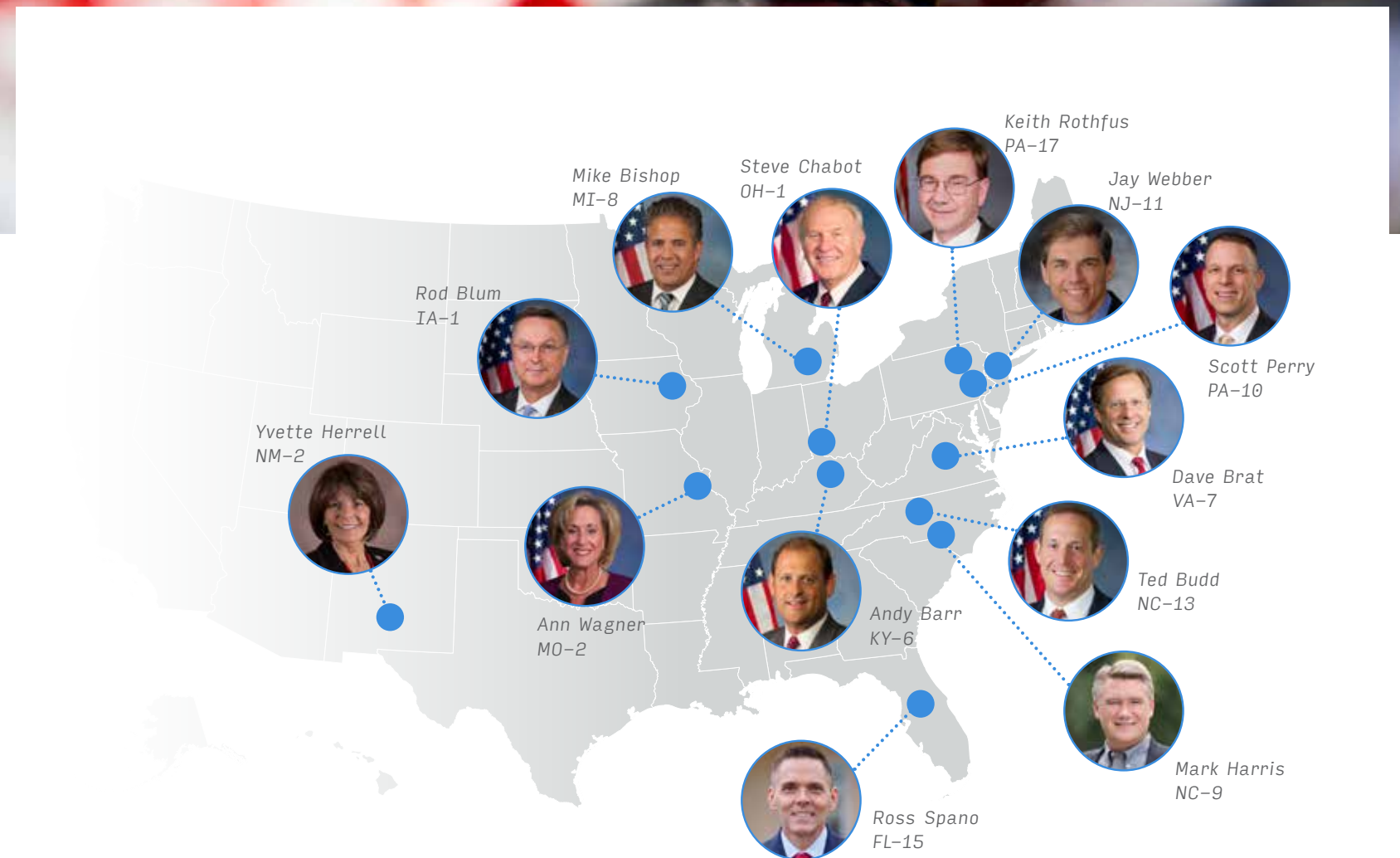
- + How to build a cohesive campaign across all platforms
- + Finding your audience online
- + Make waves in the national press



SETTING THE STAGE

Heritage Action for America approached Stoneridge to help launch their first foray into electioneering. During the 2018 election cycle, Heritage Action chose to get involved in **13 key Congressional Districts across the country** to support their allies and

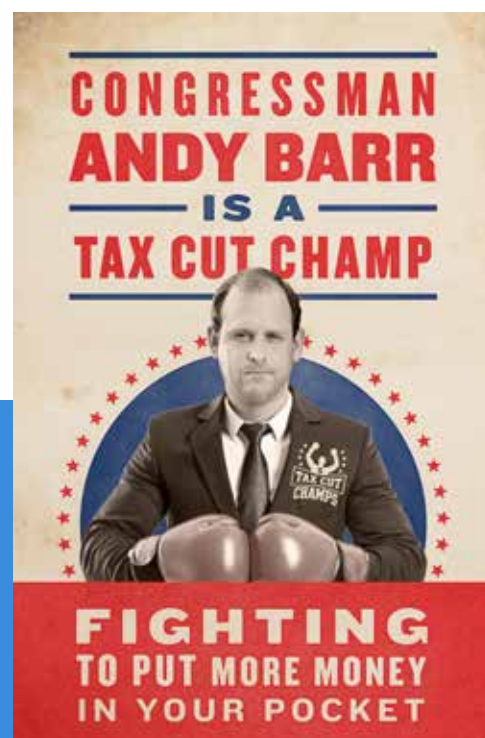
protect a conservative majority. As the sister organization to The Heritage Foundation, Heritage Action was uniquely situated to combine top-notch conservative research with the passion of grassroots conservatives to impact these critical elections.



BUILDING A BRAND

Stoneridge worked closely with Heritage Action to develop a theme for this national campaign. Our team designed **three thematic concepts to choose from** – each offering its own unique

take of the issue of tax cuts. Creating a brand that is unique, attractive, and ubiquitous across all 13 districts and all digital and print platforms is the critical first step.



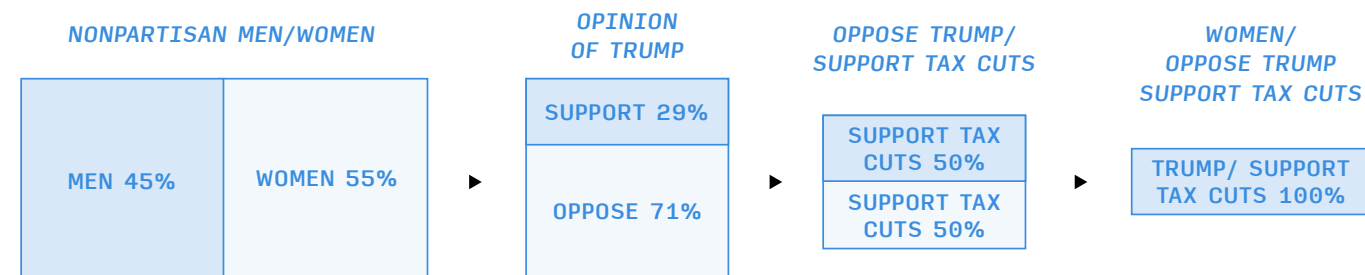
Ultimately, Tax Cut Champs was chosen as the most effective and impactful message.



FINDING YOUR AUDIENCE

SRG has partnered with leading data firms to provide our clients with the edge they need to win any election. In a race that could potentially be decided by a few thousand or even a few hundred votes, it is important to **make the most of all the data available to you in order to connect with your audience and drive home a message that will**

resonate with very specific segments of voters. Unlike our competitors, we don't just target voters based on their vote history. We combine this information with other modeling to peel away the layers and target specific segments of voters with specific messages that will resonate with them the most.

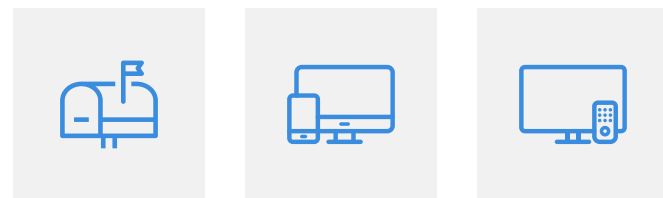




A MESSAGE FOR EVERY VOTER, ON EVERY PLATFORM

SRG worked tirelessly to bring the best creative collateral to our client for this campaign. Together, we helped **convert dense tax savings data into concise messages** for the voters to understand exactly how their congressman had been fighting for them – and would continue to if re-elected. SRG was uniquely able to **combine a cohesive print, digital, and television strategy** in order to reach voters on any platform. Using

the same messaging and branding, voters were surrounded with the Tax Cut Champs theme in each of the key districts.



OWNING THE CONVERSATION ONLINE



SRG built a **robust digital campaign** to reach targeted conservative voters online. Through a combination of photo and video ads we **surrounded voters with the Tax Cut Champs theme**. Our multi-platform approach ensured that we reached voters on any device and site they were on, including: Facebook, YouTube, Google, and a vast inventory of demand-side advertising.



OUR RESULTS



15 MILLION IMPRESSIONS ON FACEBOOK



3 MILLION IMPRESSIONS ACROSS VIDEO PRE-ROLL



7.2 MILLION GOOGLE SEARCH IMPRESSIONS

Unique messaging tailored for each platform and audience helped the tax cut champ message resonate with voters.

CONNECTED DIRECTLY WITH HOUSEHOLDS

Direct Mail is targeted at swing voters who have a high likelihood of supporting tax cuts at the federal level. This universe was achieved by using party registration of nonpartisan, Independent, or leans Republican. By layering in mid to high ballot drop off, we specifically added the “Trump voter” that is a less engaged voter but strong supporter of his policies. Finally, using modeling we targeted mid to high likelihood to support tax cuts at the federal level, while suppressing Democrats and Republican primary voters, who are already likely to be committed voters.






MAKING WAVES ON TELEVISION

Working with Heritage Action we placed a competitive ad buy on both broadcast and Fox News Channel in each district, dependent on the district and demographics specifically. Broadcast partnered with the direct mail program to reach swing voters in several of the target districts. Meanwhile, other key districts were targeted on Fox News to encourage conservative turnout on Election Day.

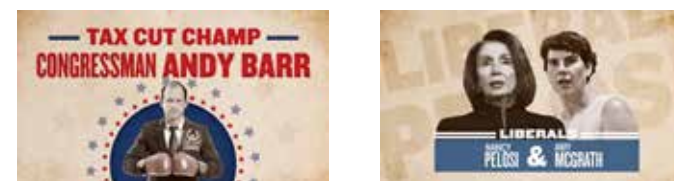
OUR RESULTS



-  **333,634** HOUSEHOLDS
-  **12** TARGET DISTRICTS
-  **3-4** UNIQUE MAIL PIECES PER HOUSEHOLD

OUR RESULTS

-  **30 SECOND** COMMERCIAL
-  **3 WEEK** LONG BUY ON FOX NEWS OR BROADCAST



Competitive ad buys ensured the right message was reaching voters.



OUR RESULTS

2018 Marked The First Time Heritage Action Was Involved in Elections, And it Was Noticed

MORNING CONSULT

"ARMED WITH DIGITAL AD TOOLS, ADVOCACY GROUPS TO SPEND MORE ON ISSUE ADS IN 2019"

December 7, 2018

THE WALL STREET JOURNAL

"HERITAGE ACTION ADVOCACY GROUP SHIFTS TO BOLSTERING GOP CANDIDATES"

July 17, 2018

McClatchy DC BUREAU

"CONSERVATIVE DC GROUP THROWS MONEY TO MCGRATH'S OPPONENT, 11 OTHER REPUBLICANS"

AUGUST 08, 2018

7 out of 13 Congressional Races Resulted in VICTORY for the candidates Heritage Action Backed

LEXINGTON HERALD LEADER

"BARR KNOCKS BACK BLUE WAVE, DEFEATS MCGRATH ON HIS WAY TO FOURTH TERM IN CONGRESS"

NOVEMBER 06, 2018

USNews

"REPUBLICAN REP. ANN WAGNER FIGHTS OFF CHALLENGE AND WINS ELECTION TO FOURTH TERM"

NOVEMBER 06, 2018

WINSTON-SALEM JOURNAL

"TED BUDD HANDILY DEFEATS CHALLENGER KATHY MANNING IN N.C.'S CONTENTIOUS 13TH DISTRICT"

NOVEMBER 07, 2018

Tampa Bay Times

"U.S. HOUSE DISTRICT 15 RESULTS: ROSS SPANO DEFEATS DEMOCRATIC CHALLENGER KRISTEN CARLSON"

NOVEMBER 06, 2018



Heritage Action Backed Ally Is Poised to Take Over the House Freedom Caucus

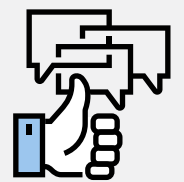
THE HILL

"THREE REPUBLICANS BATTLE TO SUCCEED MEADOWS AT HOUSE FREEDOM CAUCUS"

NOVEMBER 30, 2018



62.35 MILLION
IMPRESSIONS SERVED ON FACEBOOK, GOOGLE, AND OTHER DIGITAL PLATFORMS



NEARLY 4X
THE DIGITAL ENGAGEMENT ON HERITAGE ACTION'S FACEBOOK PAGE



333,634
HOUSEHOLDS REACHED DIRECTLY VIA MAIL



3 WEEK
LONG AD BUY ON FOX NEWS CHANNEL