

## Handing Dean Heller his first ever political loss

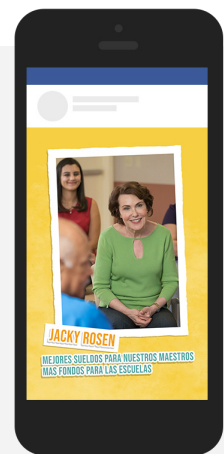
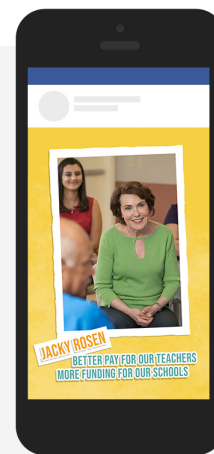
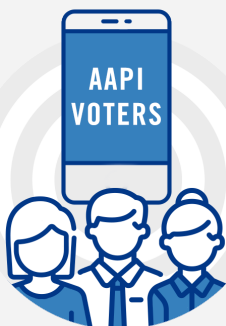
An all-woman team at RTI worked with the Rosen campaign to build a winning digital plan to defeat Dean Heller and flip Nevada to blue.

Rising Tide Interactive's targeted, digital-first approach started a dialogue with critical voting blocs, especially young voters and Nevada's Latinx community, early in our campaign. As a result, voter turnout among some of these groups grew by more than 320 percent. As anyone who's been part of a tough campaign knows, mobilizing supporters can be key to winning or losing - and with RTI's help we were able to flip Nevada's Senate seat to blue.

### Senator Jacky Rosen

## Targeted Outreach

In addition to our Latinx-specific tracks, we used polling and historical turnout data to narrowcast messages to specific groups online.



## Engaging Latinx Voters

We built a media plan that prioritized Latinx voters from Day One.

RTI developed digital-only creative that focused on issues Latinx voters care about, and targeted voters based on their browser's language settings. Additionally, we served this historically low turnout demographic persuasion advertising with a GOTV push beginning five months before the election.

**Nevada Rep. Jacky Rosen's Senate campaign announced its first major digital buy Friday, launching ads in both English and Spanish aimed at Latino voters.**

Roll Call, 4/13/2018

# Jacky Rosen for Senate



## Digital That Complements, Not Competes

In addition to communicating with core digital targets that are difficult to reach through more traditional channels, we ran a broad program that helped reinforce paid media ran through TV and mail.

- We matched the mail list to online profiles and ran digital-only creative that reinforced the campaign's direct mail health care message.
- We analyzed previous election results and gave extra impressions to voters in key counties we needed to win.
- We built out multiple targeting groups so we could reallocate impression levels and shares based on whether they were likely to see paid media from traditional sources like TV or radio.
- We produced and conceptualized digital-only content, including direct-to-camera video with the candidate.
- And we developed digital-only creative that reinforced the TV and traditional pre-roll message in a bite-sized, consumable way for social media channels.



## Persuade AND Turn Out

Digital campaigns are no longer just for persuasion. Our program helped turn out the critical voters we needed to turn Nevada blue.

**Nevada early voting turnout was up from 2014 by 364 percent among 18- to 29-year-old voters, 327 percent among African-American voters, 157 percent among Hispanic voters and 133 percent among Asian-American and Pacific Islander voters.**

Las Vegas Sun, 11/7/2018

In addition to the GOTV targets we matched through the voter file, we were able to scale in a targeted way by running GOTV ads to critical and difficult to reach Latinx and young voters with democratic and geographic targeting.

We also developed digital-only creative for specific turnout targets, and used traditional social pressure tactics.

To see video creative, visit [www.risingtideinteractive.com/case\\_study/jacky-rosen-senator](http://www.risingtideinteractive.com/case_study/jacky-rosen-senator)