

Situation

Senator Shaheen came to RTI to run a sophisticated digital persuasion campaign for her reelection. Together, our program started communication early, invested in talking to the right targets, and maintained message discipline, all of which contributed to a successful digital program.

How We Did It

Localized and Authentic

Our work with Senator Jeanne Shaheen's campaign in communicating with Trump and swing ticket voters was so successful that, according to Inside Elections, she outperformed the Democratic baseline by 6.7% — the highest outperformance of any Democrat in 2020.

We kept our core message consistent and disciplined — that Jeanne Shaheen makes a difference for New Hampshire.

Rather than allowing the national race to define our messaging, we kept our program localized, and focused on the issues that matter most to Granite Staters.

We used first person validators for both persuasion and GOTV ads to ground the campaign message with real Granite Staters.

Reaching the Right Targets

New Hampshire is a purple state with an independent electorate — so we focused on key areas throughout the state and demographics like non-college educated women and current college students, to identify those individuals who were most likely to be undecided or persuadable voters.

Early and Sustained Investment

Starting in April, we began boosting news articles from local sources on social media focusing on Senator Shaheen's COVID relief work.

We established the central theme of "Jeanne Shaheen making a difference" early on — and were able to shore up our positives ahead of any attack ads.

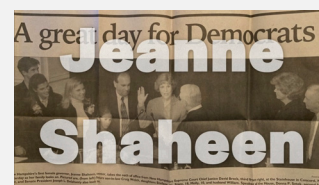


New Hampshire is a swing state, so I knew from Day One of this campaign that building a top notch digital persuasion and GOTV program would be **critical to our success**. Rising Tide Interactive put together a customized plan that reached a coalition of New Hampshire voters with **impactful and authentic creative**. RTI's work helped us outperform the top of the ticket and they did it by moving Trump voters to support our campaign. The digital program they ran focused on issues that matter to Granite Staters across party lines, like securing funding to support New Hampshire's small businesses.

— SENATOR JEANNE SHAHEEN

Creative Video Examples

Password: Shaheen



"Get It Done"
bit.ly/Shaaheen-GetDone

"Make A Plan"
bit.ly/Shaaheen-MakePlan



Ensuring Wins Up and Down the Ballot

In collaboration with the Shaheen campaign, we identified key zip codes targeted to crucial down-ballot races and increased budget in those zip codes.

This work helped elect 10 state Senators and 148 state Representatives, and increased the vote share for Democrats significantly compared to 2016, the last time there was both a Senate and Presidential election on the ballot.