

Jacky Rosen: Executing one of the most sophisticated state-wide digital programs in Nevada

Targeted Outreach to a Diverse Electorate

Nevada was home to one of the most diverse electorates among states with top-tier Senate races in 2024. **Alongside the critical Hispanic voting bloc, holding ground with Black, AAPI, young, less frequent and rural voters would prove essential to reelecting Democrat Jacky Rosen.** This was especially true as voters of color and nonpartisans moved towards Donald Trump.



In addition to running digital advertising to increase recall of the general market and Spanish TV tracks, we used polling to **narrowcast messages to specific groups** online.

Defining the Opposition Early With a Nimble & Responsive Media Plan

We built the media plan to allow for **extensive segmentation** so that we could **nimbly respond** in the fast-paced election cycle.

Segmentation by language allowed us to communicate clearly with all of Nevada's Latino voters with a range of English, Spanish, and bilingual creative.

Splitting the media plan by DMA let us pivot when voters in the two main population centers of Clark and Washoe Counties needed to hear different messages.

Segmenting by race and age allowed us to adjust media weights, budgets, and messages, refining over the course of the campaign to most effectively communicate with our most critical and persuadable voters.

By beginning our paid media program in April, **we were able to reach all of our audiences** with advertising touting Rosen's accomplishments for the state as well as run extensive messaging about our opponent, Republican Sam Brown, defining him as an extreme MAGA Republican who wanted to cut Social Security and end abortion access – **before he had the chance to moderate his image.**

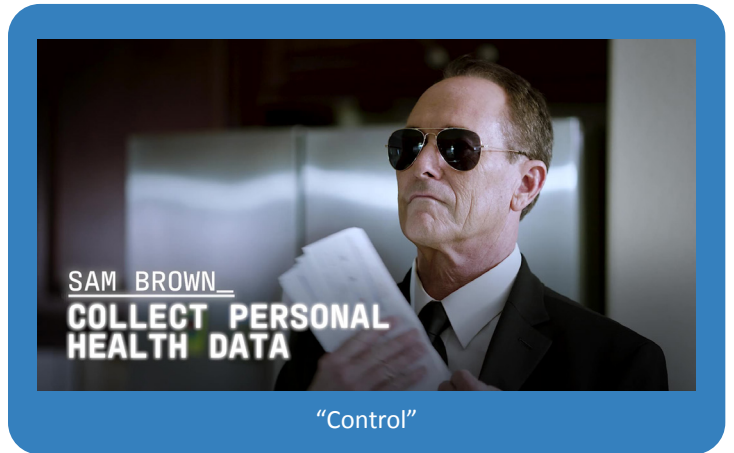
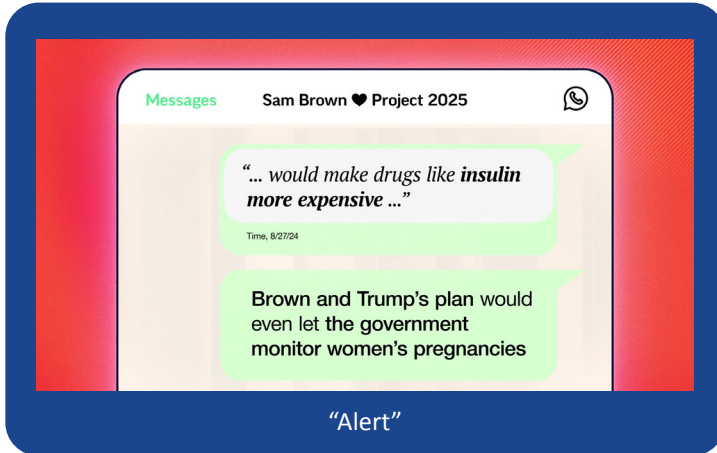
Persuasion & mobilization

Original video

Exposing Project 2025

In Nevada, every vote counts – and we knew that **support from younger and lower-propensity voters would be critical** in securing victory. A research deep dive into young and low-propensity voters revealed that this demographic was highly persuadable compared to the overall electorate, and was uniquely moved by messages about Project 2025.

We increased investments against these voters and targeted them with Project 2025-focused messages.



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** run through TV.

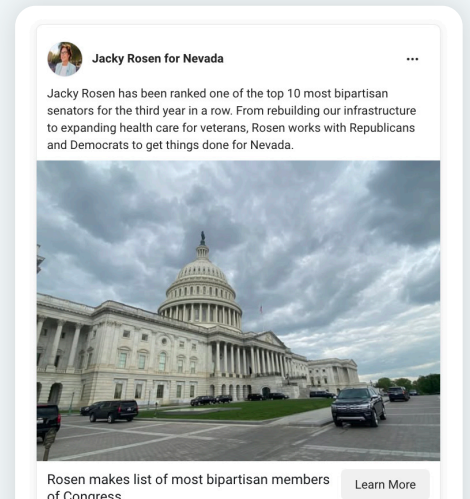
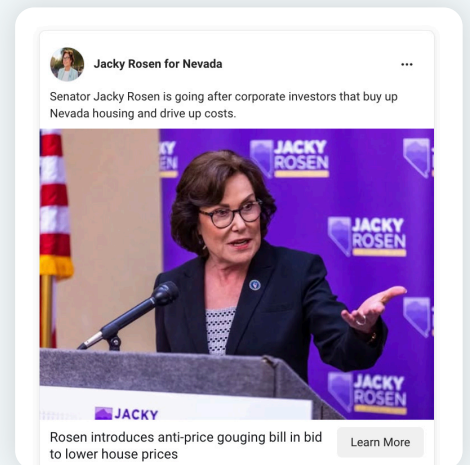
In addition to hitting our digital targets with a higher frequency across all messages, we worked in concert with the TV firm to ensure voters were seeing enough TV recall on CTV. We also developed **boosted news content** that reinforced the TV and traditional pre-roll messages with relevant news stories from trusted local sources.

We drafted **paid search creative** that both reinforced our messages to voters seeking general information about the race and pushed back against negative ads to voters searching for information about false claims made by our opponents.

Ad · rosenfornevada.com

Jacky Rosen for Nevada | Fighting for Nevada families

Jacky Rosen is ranked one of the most bipartisan and effective U.S. Senators.



Reaching Persuadable Voters and Turning Out the Base

Digital offered an opportunity to **reinforce turnout efforts while remaining laser-focused on persuasion**. While seeking to undercut Republican inroads with key portions of the Democratic base by highlighting tangible accomplishments Senator Rosen had delivered for Nevada, **we added reminders to the digital persuasion creative** reaching our turnout targets, like young voters and voters of color, to inform them about key voting dates.



One of the Most Effective Democratic Campaigns in the Country

The *Washington Post* recognized Jacky Rosen as one of the best candidates of 2024, crediting her emphasis on local Nevada issues contrasted with her opponent’s focus on national political controversies as crucial to her victory.

Senator Rosen outperformed the top of the ticket by nearly 5 points, allowing her to secure reelection despite Donald Trump becoming the first Republican presidential candidate to win Nevada in 20 years. Our targeted media strategy helped the Senator significantly outrun the top of the ticket in Nevada’s rural areas and run up the score in crucial Clark County.



In a tough election year for Democrats across the country, I turned again to Rising Tide Interactive to ensure my campaign reached Nevada’s diverse electorate with a winning combination of sophisticated media buys and authentic and effective creative. Rising Tide built a multi-dimensional campaign that served targeted communication to AAPI, Black, and Hispanic voters, as well as hard-to-reach young and infrequent voters who were critical to my victory. Thanks to Rising Tide Interactive’s work, my campaign was able to outperform the top of the ticket and keep Nevada’s Senate seat blue.”

– Senator Jacky Rosen

