

COUNSEL OF MARKETERS

BRAND AWARENESS

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HOW THIS RE-ELECTION CAMPAIGN CONVERTED

CASE STUDY



V07262024

CASE STUDY: PREFACE



Incumbent Parlier City Mayor, Alma Beltran, sought to secure her re-election during the 2022 election cycle. This amid fierce opposition from determined candidates and growing public dissatisfaction, our team provided an array of vigorous tools to help secure her re-election, including a 3-minute video outlining her accomplishments, a 30-second election teaser reminding citizens to vote, and a 30-second Ad Buy on Fresno's ABC 30 Network.

STRATEGIES EMPLOYED

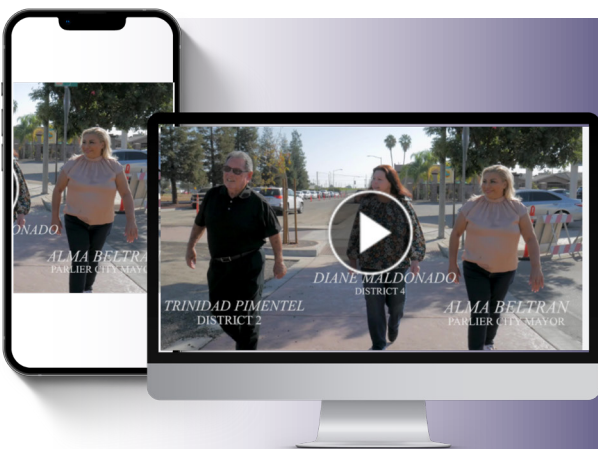
1. VIDEO & BRAND DEVELOPMENT

We devised strategic tactics to strengthen the mayor's public image among citizens. In doing so, we wrote a voice over script that aligned with her policy priorities with her existing brand and helped coordinate her campaign message in a way that appealed to undecided & uninformed voters.



2. INFLUENCING PUBLIC OPINION

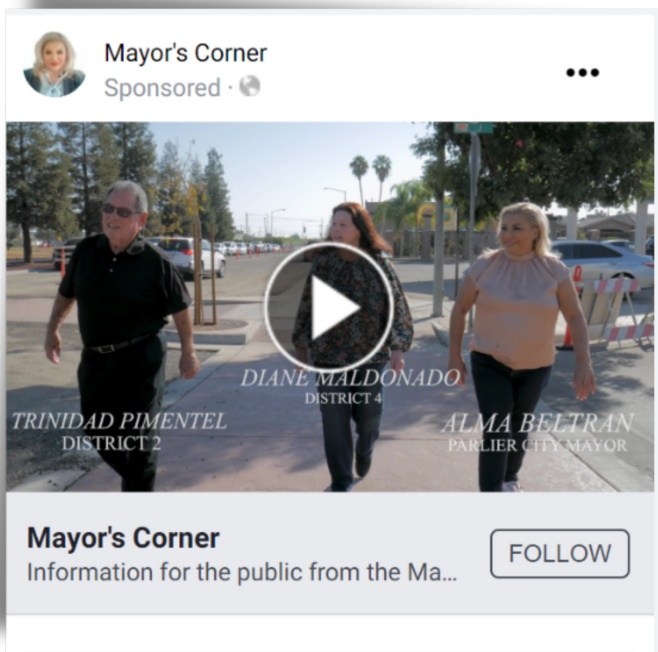
Our efforts served to bolster her public image by highlighting her numerous accomplishments and forshadowing her future efforts. Our production of personalized videos were effective in swaying voters opinions in her favor which resulted in her ultimate victory at the ballot box. The two videos included: a 30-second TV commercial, and a 3-minute video for Facebook.



STRATEGIES EMPLOYEED

3. POWERFUL ADVERTISING

Our team ensured her campaign ads reached the right people and that they called these people to action to secure her re-election. Our advertisement efforts advanced her public policy platform, public brand and image, and convinced voters to re-elect her as their City Mayor. We advertised on ABC TV network and Facebook Ads.



CASE STUDY:

CHALLENGES & RESULTS

CHALLENGES

- **Increased Opposition**
- **Decreased voter engagement**
- **Introducing new policy priorities**

RESULT

- **Electoral Victory**
- **Increased constituent support**
- **1,700+ Social Ad views**
- **Television Ad buy produced and secured during a crowded election cycle**

