

Mueller for Sheriff Campaign

– Case Study: Traditional and Digital Marketing –

Overview

After working for 26 years at the Pennington County Sheriffs office, where he moved his way up to Chief Deputy, Brian Mueller decided to make his run for Pennington County Sheriff in the June 7, 2022 election and enlisted us to run his campaign.

Process

Our team went to work building a comprehensive plan for the Mueller for Sheriff campaign. Our designers took care of all the campaign pieces, including signs, palm cards, business cards, stickers, banners, name tags and magnets. Traditional and digital billboards were utilized, as well as targeted CTV, digital audio, and video. In addition to front page stickers on the Rapid City Journal, there were also ads placed in weekly papers in Wall and Hill City. Positive messaging was a priority for this campaign and was maintained throughout its duration.







RESULTS:

The Mueller for Sheriff campaign was a huge success, capturing an unprecedented 66% total votes and winning in all but three precincts.

66%



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LET'S WORK TOGETHER

Dawn Claymore
President/CEO
dawn@mwmsd.com
605.716.5666

