

Local Sheriff Campaign

– Case Study: Traditional and Digital Marketing –

Overview

A longtime member of the Pennington County Sheriff's Office decided to make a run for Pennington County Sheriff and enlisted Midwest Marketing to run his campaign.

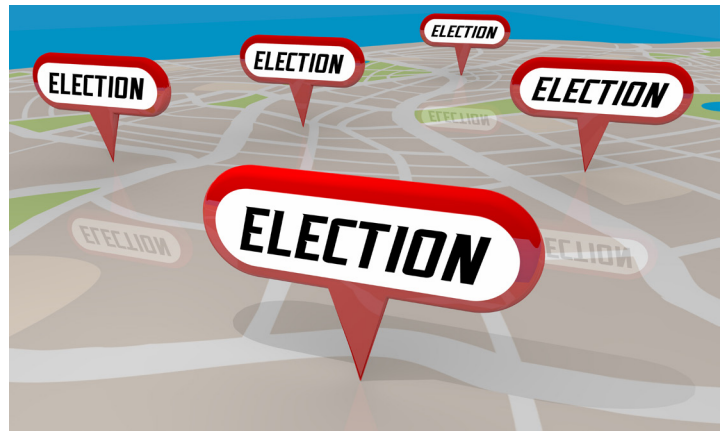
Process

Our team went to work building a comprehensive plan for the candidate's 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 local newspaper, there were also ads placed in weekly papers in other nearby communities. Positive messaging was a priority for this campaign and was maintained throughout its duration.







RESULTS:

The 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

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