

Case Study: Tiffany Johnson-Wilson's Improbable Victory

Tiffany Johnson Wilson's campaign victory for Summerville Town Council in November 2023 was a tactical, strategic, gritty, and shocking win that made waves through Summerville, South Carolina. Tiffany was a successful businesswoman with no political ties or experience that upset not just one incumbent Councilman who was first elected in 1992, but also another incumbent Councilman who moved to the district to challenge his former colleague. The three way race had two well known and long serving politicians running, and Tiffany.

Tiffany defeated both men because she executed her strategy flawlessly. She was the hardest working candidate of the field. Chiefly important in that strategy was a well executed and targeted ground game. Our team pulled the latest registered voter lists and implemented cutting edge political campaigning apps so volunteers could reach voters at the door and on the phone with Tiffany's message and capture valuable data that would be essential in the final days of the campaign.

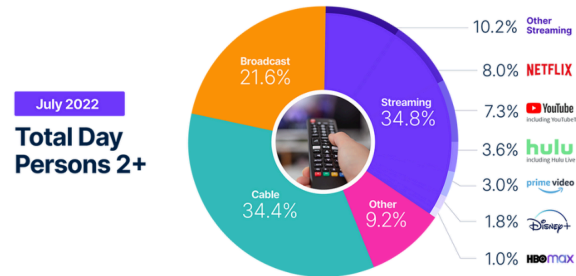
With the help of her team of 19 volunteers her team knocked 4,500+ doors and made 3,000+ phone calls. This aggressive ground game strategy began in early September, when most campaigns weren't starting their ground operations until early to mid October. Tiffany's team hosted phone banks where they used an automated dialing software that plays music for volunteers in between connecting them to registered voters in the district.

Another aspect of Tiffany's campaign was her social media presence which was first to have a pulse in the race. She featured compelling content that helped voters get to know her personally, her positions on the important issues, and become familiar with her branding. She launched her website and social presence more than 3 months away from the election date before her opponents. Her website captured supporters' emails and donations. She began running targeted ads to registered voters in early September, long before her opponents to get a head start on making her case to registered voters. She implemented a classy color scheme in her logo & branding that made for well designed and aesthetic social posts and social ads to earn trust and credibility with voters.

Tiffany didn't stop at social media, she used programmatic display ads to target registered voters in her district with key messaging that mattered to different parts of the electorate. Persuasive display advertisements followed registered voters on their favorite websites, apps, and cell phone games making Tiffany's campaign appear to be omnipresent.

While knocking doors for Tiffany's campaign, multiple volunteers reported hearing from voters they had seen Tiffany's Connected TV ads. These were 15-30 second, simple, straight to camera video ads highlighting Tiffany as an outsider businesswoman running to shake up the status quo and protect voters' pocketbooks. Connected TV platforms like Peacock, Hulu, Disney+, and others make up the larger share of viewing eyeballs compared to linear television

as of August 2022 according to Nielson reports. CTV is also a more cost effective way to deliver your message to television screens. Our team was able to deliver 68,000 impressions to less than 3,500 voters in her district - saturating voters with connected devices with her message.



Tiffany's opponents relied heavily on attack mailers to all registered voters in the district. Most of these mailers became negative and personal. Tiffany's message of "turning the page on the drama of the past" and staying focused on the issues in each of her four political mailers cut through the noise and proved to be a better strategy than her opponents. Tiffany focused on issues that mattered to voters, dedicating mailers to issue based themes, and using her final mailer as a contrast between her record and her two opponents.

A CAREER PROBLEM SOLVER NOT A CAREER POLITICIAN

Tiffany Johnson-Wilson brings 22+ years of BUSINESS experience creating jobs and solving problems. She understands how to balance budgets and expenses and plans to get Summerville's fiscal house in order.

Tiffany wants to SAVE YOUR FAMILY MONEY while local career politicians go on WASTEFUL SPENDING SPREE'S and RAISE YOUR TAXES during the highest inflation in 40 years.

While other candidates focus on personality disputes and unproductive fighting, Tiffany is leading with clear actionable solutions that will help YOUR monthly budget, create more high paying jobs, and ensure a brighter future for Summerville.

VOTE NOVEMBER 7th
May Johnson-Wilson for Summerville District 2
Paid for by Vote for Tiffany

TIFFANY IS OUR BEST CHOICE FOR SUMMERVILLE TOWN COUNCIL:
YOU CAN'T TRUST CAREER POLITICIANS TO FIX THE PROBLEMS THEY CREATED

	Actively Working to Solve the Homeless Issue	Supports Term Limits	Voted For Overdevelopment & More Traffic	Voted To Increase Taxes & Fees	Active Community Volunteer
Tiffany Johnson-Wilson	✓	✓	✗	✗	✓
Terry Jenkins	✗	✗	✓	✓	✗
Bill McIntosh	✗	✗	✓	✓	✗

SUMMERVILLE NEEDS LESS POLITICIANS AND MORE PROBLEM-SOLVING BUSINESS OWNERS ON SUMMERVILLE TOWN COUNCIL!

Vote for Tiffany Johnson-Wilson for Summerville Town Council District 2 on Election Day November 7th
Paid for by Vote for Tiffany



With in-person early voting now a cemented part of our political process post Covid-19, getting out the vote has changed with campaigns to adjust to new norms. Tiffany utilized texting tools that allowed her to notify registered voters about important early voting dates and locations, while also reinforcing key messages that they had been hit with at the mailbox, on digital, and at the door, furthering her omnipresent campaign. Tiffany executed 4 text blasts at various times during early voting and on election day to each registered voter in the district which helped her grab the attention of her target audience with curated messages that helped reinforce the picture she had been painting.

Get out the vote efforts were in place for the final weeks. Tiffany utilized email marketing to send emails daily in the final days to volunteers, donors, supporters, and friends about the progress of the campaign - and more importantly to invite them to help phone bank and man each voting location. Tiffany's campaign hosted multiple phone bank nights in the final days to prospective voters, and were also able to call through a list of positive IDs to remind voters about early voting after having a positive conversation with them at the door earlier in the campaign. Leading up to election day, Tiffany's team was able to organize volunteers to have someone at each polling location, all sharing the same message to each voter as they walked in to vote. Tiffany's team was the only team of the 3 campaigns to have volunteers at each polling location.

"Vote Tiffany today for a career problem solver - not a career politician!"

When all votes had been cast for the day, the local election commission posted the election results at each polling location. Since Tiffany had volunteers at each location, they were able to gather results quickly before they were released to the public. Once early voting numbers were official, Tiffany was able to celebrate her hard fought victory with her team. As a candidate she knocked over 1,000 doors herself, made hundreds of phone calls, and sent hundreds of hand written letters to voters.

Her victory secured an upset against two well known incumbents in one election and shocked the Town of Summerville. Our team brings a culture of leaving nothing on the field, having the contagious optimism about what is possible, and executing thoughtful strategies for our clients.