

Case Study



CONSTELLATION

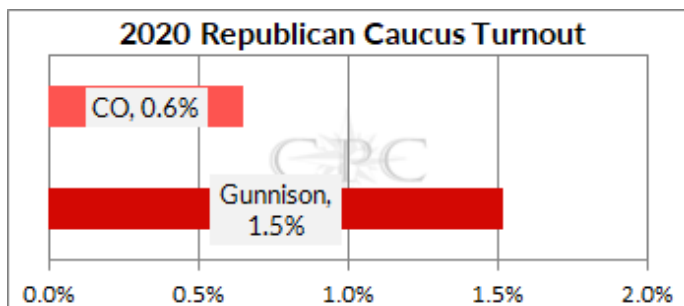
PROMOTING YOUR EVENTS

GUNNISON COUNTY CAUCUS

A county's caucus can make or break its election cycle. Most people's political involvement begins with attending their caucus, but caucus attendance is falling as more candidates choose to petition. The Gunnison GOP recognized this and knew they needed new recruitment tactics. But as a small county party, they had limited resources to promote caucus.

Enter [Constellation](#). We designed a multi-channel caucus promotion campaign targeted at the individual level. We targeted potential attendees via Facebook, phone, and text. With a budget of only \$400, we were able to saturate potential attendees with contacts because there was no bleed in our targeting.

Ultimately, we were able to drive Republican caucus turnout to 1.5%, compared to a 0.6% average for Colorado. Gunnison County's Republican caucus turnout was the fifth highest in the State.



Caucus turnout is calculated as a county's final pre-registration total divided by the number of registered Republicans in that county as of February 2020.

Problem

Since the high-water mark in 2012, caucus attendance has been declining. With more candidates choosing to petition and Colorado switching to a Presidential Primary, people don't feel the need to attend. But caucus is where most volunteers engage for the first time.

Challenge

Everyone in politics has limited resources, but county parties especially so. How then to get the word out about events? Compounding the problem, most base their cost estimates on experience with direct mail. This leads many to believe mass media is either too expensive or ineffective at driving change in large audiences.

Solutions

The Gunnison GOP needed an extremely targeted digital ad campaign to grow caucus attendance with a small budget. [Constellation](#) was able to design a multi-channel campaign with zero-waste. The campaign targeted every impression at the individual level and recorded every interaction.

In the Future

Thanks to a thoughtful first effort, it will be much easier for the Gunnison GOP to run future ad campaigns. The data they captured will allow the party to improve its targeting and cut costs in the future.

Running the caucus process is a county party's chief responsibility, yet most put no resources into promoting it. Gunnison GOP launched a small ad campaign of only \$400 to drive attendance. Their campaign doubled caucus turnout to 1.5% compared to a 0.6% average in 2020. This shows many people want to attend their caucus, if they just knew how.

Additional Benefits

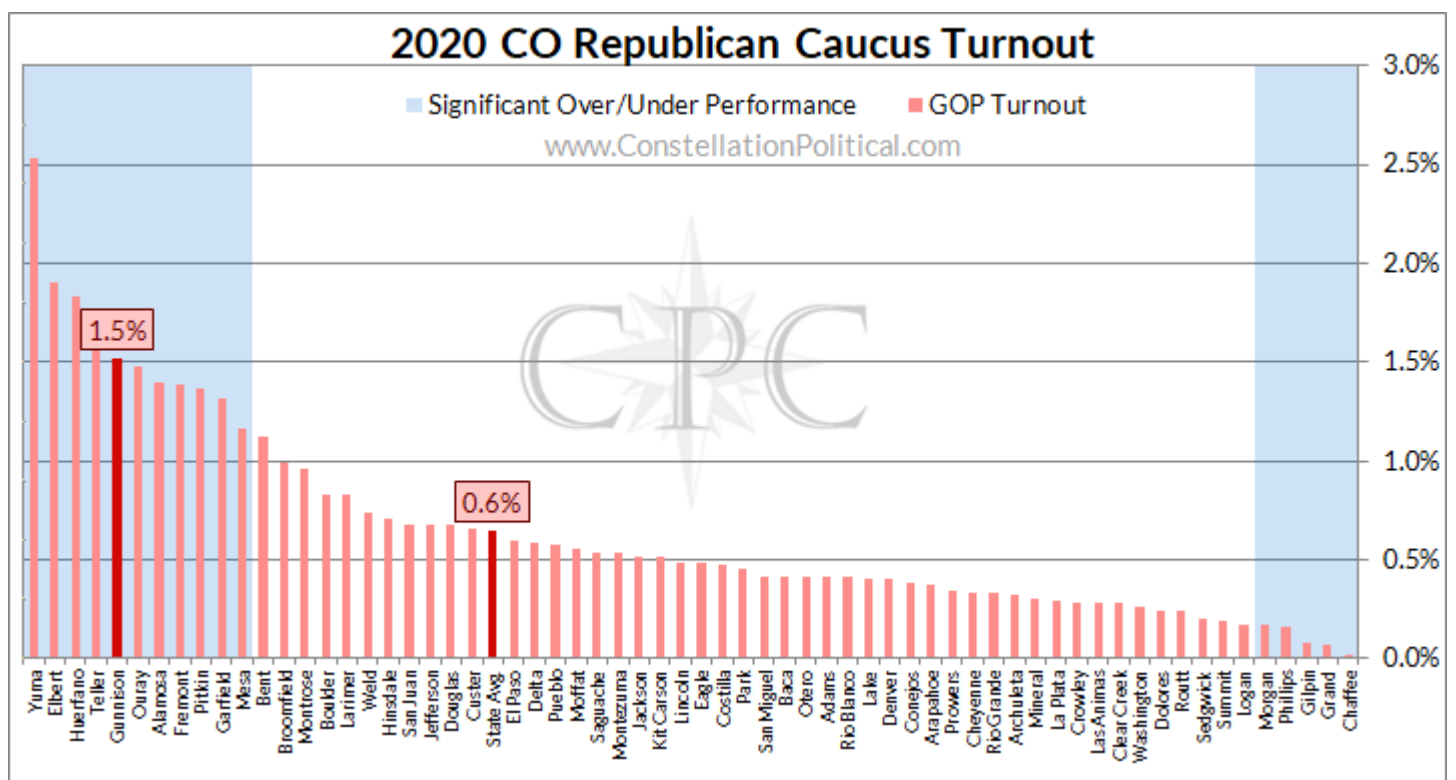
The chief goal of our campaign for the Gunnison GOP was to increase caucus attendance. However, we designed their ad campaign to capture data at every stage of user interest. To do so the campaign funneled users through channels that would let us engage with them in the future.

By designing the campaign this way, we not only **doubled caucus turnout**, but grew Facebook likes by **6.3%**.

In addition to acquiring verified user data, we also captured ID's for the computers and cellphones of **2.5%** of the Republicans in Gunnison County. We can now re-target those devices in all future ad campaigns.

But most importantly, Gunnison County had one of the highest caucus turnout rates in Colorado, with only four other small counties having a greater turnout rate.

Example Ads



Results

With a small budget of only \$400 to promote caucus attendance in a mountain county we were able to:

- **Double** caucus turnout over the course of our ad campaign.
- Achieve the **fifth highest** caucus turnout rate of any county in Colorado.
- Increase “Likes” for the Gunnison GOP Facebook page by **6.3%**.
- Capture device ID's for **3%** of the Republicans in Gunnison County for future re-marketing.

The Gunnison GOP case proves a low-budget ad campaign can yield big results. All it takes is a smart strategy and robust targeting.

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