

Joe Slade White & Company

New York – Washington D.C. – Texas
www.joesladewhite.com

202 470 0412
info@joesladewhite.com

“The whole is greater than the sum of the parts” - Aristotle

To win a tough legislative campaign, we create an environment where you appear to be *everywhere*... communicating in a disciplined way so that decision makers and opinion leaders truly believe you are everywhere – communicating with voters and persuading constituents.

That takes more than a single radio ad. It takes planning. And it takes more than the expected self-interested messaging.

We know how to leverage new technologies and launch innovative targeting that transforms new media and traditional media into a unified strategy that is more than the sum of the parts.

And most important – we make sure that all of the elements sing together in a unified and sophisticated message strategy that demands attention and action to help your legislative team persuade and win.

Wisconsin League of Conservation Voters

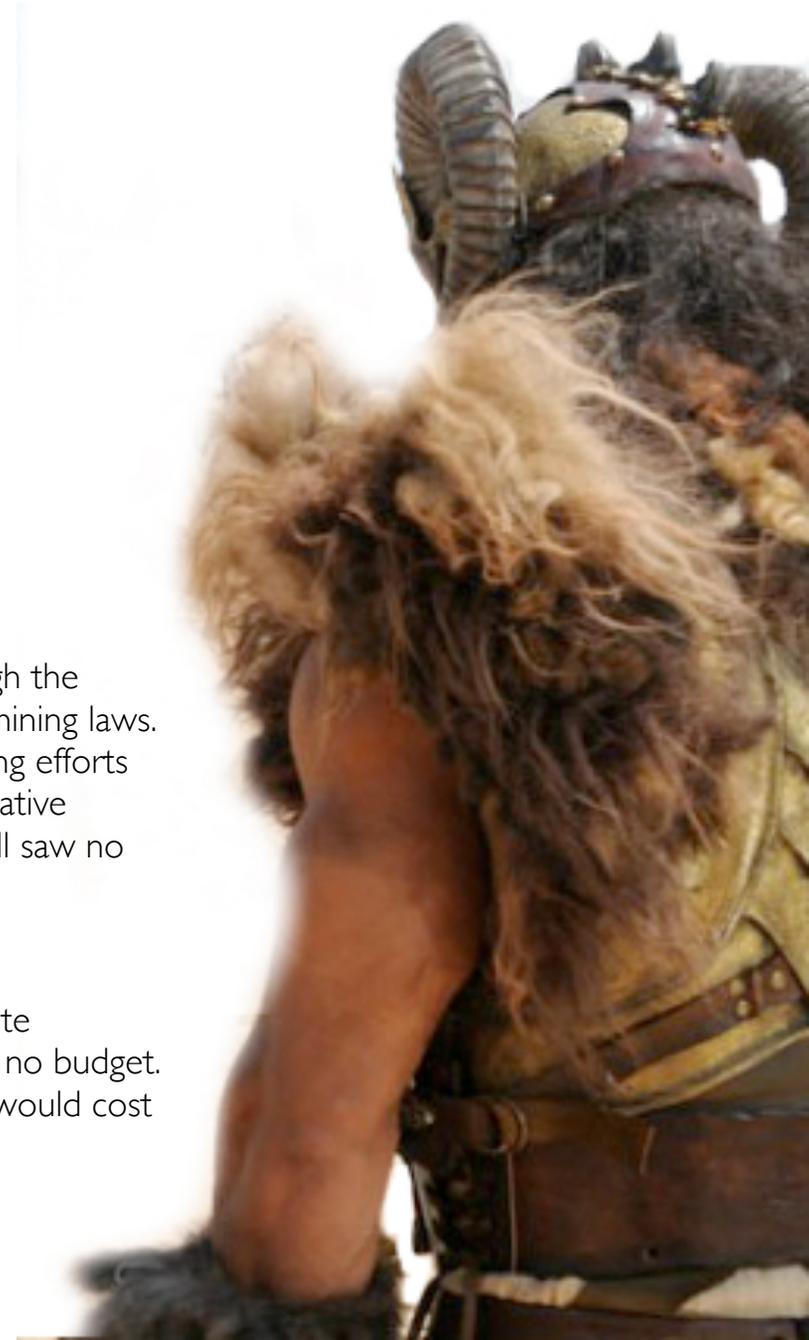
A small stone and a sling shot.

Facts – The Situation

Powerful mining interests had been working for a year to pass a bill through the Wisconsin legislature to weaken environmental protections in the state's mining laws. They had spent hundreds of thousands of dollars in advertising and lobbying efforts to assure its passage. The Governor of Wisconsin, Scott Walker, and legislative leaders made the bill their top priority for 2012. Even opponents of the bill saw no possible way to stop it.

Challenge – David vs. Goliath

The Wisconsin League of Conservation Voters approached Joe Slade White Communications, and asked for our help to stop the bill. They had almost no budget. So we went to work – to create a single simple ad and a media plan that would cost very little, utilizing unique targeting techniques that we had pioneered and trademarked for other clients -Targetcasting™.



Opportunity – A New Approach to Winning Media Campaigns

While small budgets are always a challenge in any public affairs campaign, they also force one to be innovative, disciplined, and creative. And that can lead to breakthroughs. Large budgets, ironically, often lead to clutter in the ads and waste in a time buy. The Responsive Chord technique we use works to enlist the audience in creating and releasing the power of a simple message. And Targetcasting™ give us the tools to identify a pivotal audience and then deliver the message with laser-like precision at a fraction of the cost of conventional TV buys. It was classic David vs. Goliath. A conventional campaign would lose. Instead, we had to create a single small stone, and just the right slingshot to deliver it.



The Strategy – Disciplined and Unconventional

There was no way to stop the bill in the House, but there was a very narrow opportunity that if we could change just one vote in the Senate, we might stall it and give opponents an opportunity to strip the bill of its most dangerous aspects. Three State Senators were identified who might possibly be persuaded to vote no.

We pored over maps of their districts and identified cable microzones that would cover the Senators' own homes, their neighbors, and their voters in their districts. Then we identified news programs in the state capital of Madison, as well as Green Bay and Milwaukee that were watched religiously by political insiders, opinion leaders, and legislative staffers. Targetcasting™ made it affordable, at a fraction of what the mining interests had spent.

Creative – A Single Small Stone

We dug into the research on the type of mining being proposed, and discovered that scientific studies had shown the mining would release deadly chemicals and elements such as mercury, lead, and arsenic into the water table and nearby lakes and streams.

the audience and created by the audience, it is much more powerful and authentic. We wrote the script and our production team went on the Internet and found stock film footage of a crystal clear glass being filled with refreshing cool water. We wouldn't even need to do a shoot. The words were simple. The images were simple. And the effect was powerful. The entire production cost of the spot was less than \$10,000.

Delivery – The Slingshot

Targetcasting™ identified cable microzones that reached the Senators' homes, neighbors, and voters. And we identified the TV programming that reached decision makers and opinion leaders. Soon there was a buzz in the state capital as political insiders, legislators, journalists, and staffers were seeing the spot while watching Sunday morning news shows like *This Week* and a local Wisconsin political show, *Up Front*. Legislative staffers were seeing the ad online on their Facebook pages.

Within days, one of the State Senators held a news conference and announced that he had serious doubts about the safety of the bill and was going to vote no.

The mining interests and political forces behind the bill scrambled and a conservative PAC, the Club for Growth, launched a massive conventional TV buy in support of the bill. It was wrong headed, and it was too late. Goliath was on the ground.

Outcome – Unexpected

At the start, no one thought the bill could be stopped. The most anyone hoped for was to stall the bill and allow time to alter it. But within a week, legislative leaders announced that the bill was dead.

It couldn't be passed at all. At a fraction of conventional costs – a fraction of what the bill's supporters had spent – a single, simple powerful spot and a revolutionary targeting system to deliver it allowed our client to pull out an unexpected victory. The campaign won a Gold Pollie Award (the Oscars of Political Advertising) for the Best Public Affairs Campaign in the Country.

Watch the Ad

<http://joesladewhite.com/project/wlcv-anti-mining-campaign/>

