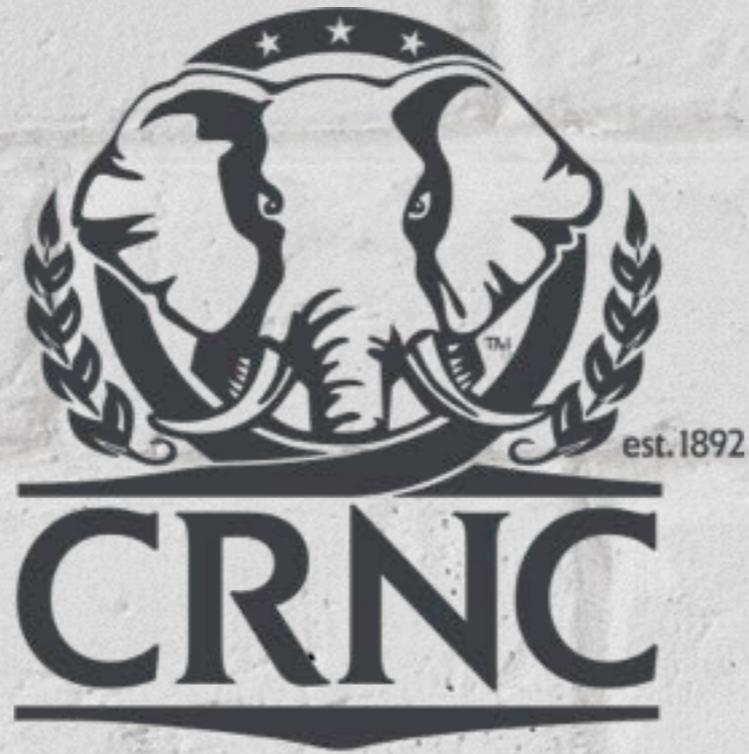


# THE COLLEGE REPUBLICAN NATIONAL COMMITTEE

*Rebranding the Republican Party  
on Campus*



*2012 & 2013 Recap*



**IF VOTING HAD STARTED AT AGE 30,  
MITT ROMNEY WOULD BE PRESIDENT.**

# THE COST OF IGNORING YOUNG VOTERS

## *The National Popular Vote*

NATIONAL	Total Vote*	18-29 Year Old Vote (19%)**
Barack Obama	65,446,032 (50.91%)	14,655,479 (60%)
Mitt Romney	60,589,084 (47.13%)	9,037,546 (37%)
Difference	4,856,948 votes	<b>5,617,933 votes</b>

\*National and State Vote Totals:  
<http://www.archives.gov/federal-register/electoral-college/2012/popular-vote.html>

\*\*Young Voter Exit polls:  
<http://elections.nytimes.com/2012/results/president/exit-polls>

# THE COST OF IGNORING YOUNG VOTERS

## *The Electoral College*

Florida (29 EVs)	Total Vote*	18-29 Year Old Vote (16%)**
Barack Obama	4,237,756 (50.01%)	894,873 (66%)
Mitt Romney	4,163,447 (49.13%)	433,878 (32%)
Difference	74,309 votes	460,995 votes

\*National and State Vote Totals:  
<http://www.archives.gov/federal-register/electoral-college/2012/popular-vote.html>

\*\*Young Voter Exit polls:  
<http://elections.nytimes.com/2012/results/president/exit-polls>

# THE COST OF IGNORING YOUNG VOTERS

## *The Electoral College*

Ohio (18 EVs)	Total Vote*	18-29 Year Old Vote (17%)**
Barack Obama	2,827,621 (50.67%)	597,707 (63%)
Mitt Romney	2,661,407 (47.69%)	332,059 (35%)
Difference	166,214 votes	265,648 votes

\*National and State Vote Totals:  
<http://www.archives.gov/federal-register/electoral-college/2012/popular-vote.html>

\*\*Young Voter Exit polls:  
<http://elections.nytimes.com/2012/results/president/exit-polls>

# THE COST OF IGNORING YOUNG VOTERS

## *The Electoral College*

Virginia (13 EVs)	Total Vote*	18-29 Year Old Vote (19%)**
Barack Obama	1,971,820 (51.25%)	445,895 (61%)
Mitt Romney	1,822,522 (47.37%)	263,151 (36%)
Difference	149,298 votes	182,744 votes

\*National and State Vote Totals:  
<http://www.archives.gov/federal-register/electoral-college/2012/popular-vote.html>

\*\*Young Voter Exit polls:  
<http://elections.nytimes.com/2012/results/president/exit-polls>

# THE COST OF IGNORING YOUNG VOTERS

## *The Electoral College*

Nevada (6 EVs)	Total Vote*	18-29 Year Old Vote (18%)**
Barack Obama	531,373 (52.66%)	123,520 (68%)
Mitt Romney	463,567 (45.94%)	54,494 (30%)
Difference	67,806 votes	<b>69,026 votes</b>

\*National and State Vote Totals:  
<http://www.archives.gov/federal-register/electoral-college/2012/popular-vote.html>

\*\*Young Voter Exit polls:  
<http://elections.nytimes.com/2012/results/president/exit-polls>

# FINDING OUT WHAT WENT WRONG

## Research

6 focus groups in  
San Diego, Orlando,  
and Columbus

and

2 national surveys  
of voters ages  
18-29 years old





# THE MAIN TAKEAWAY

**Young voters agree with us in limiting the size and scope of government, but they do not connect these principles to the Republican Party brand.**

# *The Old Guys*



**“GOVERNMENT SHOULD DO MORE  
TO SOLVE PROBLEMS.”**

***73% to 20% say it should***

**PEW SURVEY, JULY '14**





# *The “Liberal” Millennials*

“GOVERNMENT IS TRYING TO DO TOO MUCH”

*50% to 44% say it is*

PEW SURVEY, JULY ‘14

“THEY CAME OF AGE IN AN  
ANTI GOVERNMENT ERA  
WHEN GOVERNMENT DOESN’T WORK.”

ANDREW KOHUT

NEW YORK TIMES, JULY 15, 2014

THESE OLD IDEAS NEED TO BE TOLD ANEW AND  
EXPRESSED IN TERMS THIS GENERATION UNDERSTANDS.

*Freedom* WILL ALWAYS BE NEEDED,  
BUT IT MUST BE ARTICULATED FOR THE TIMES WE LIVE.



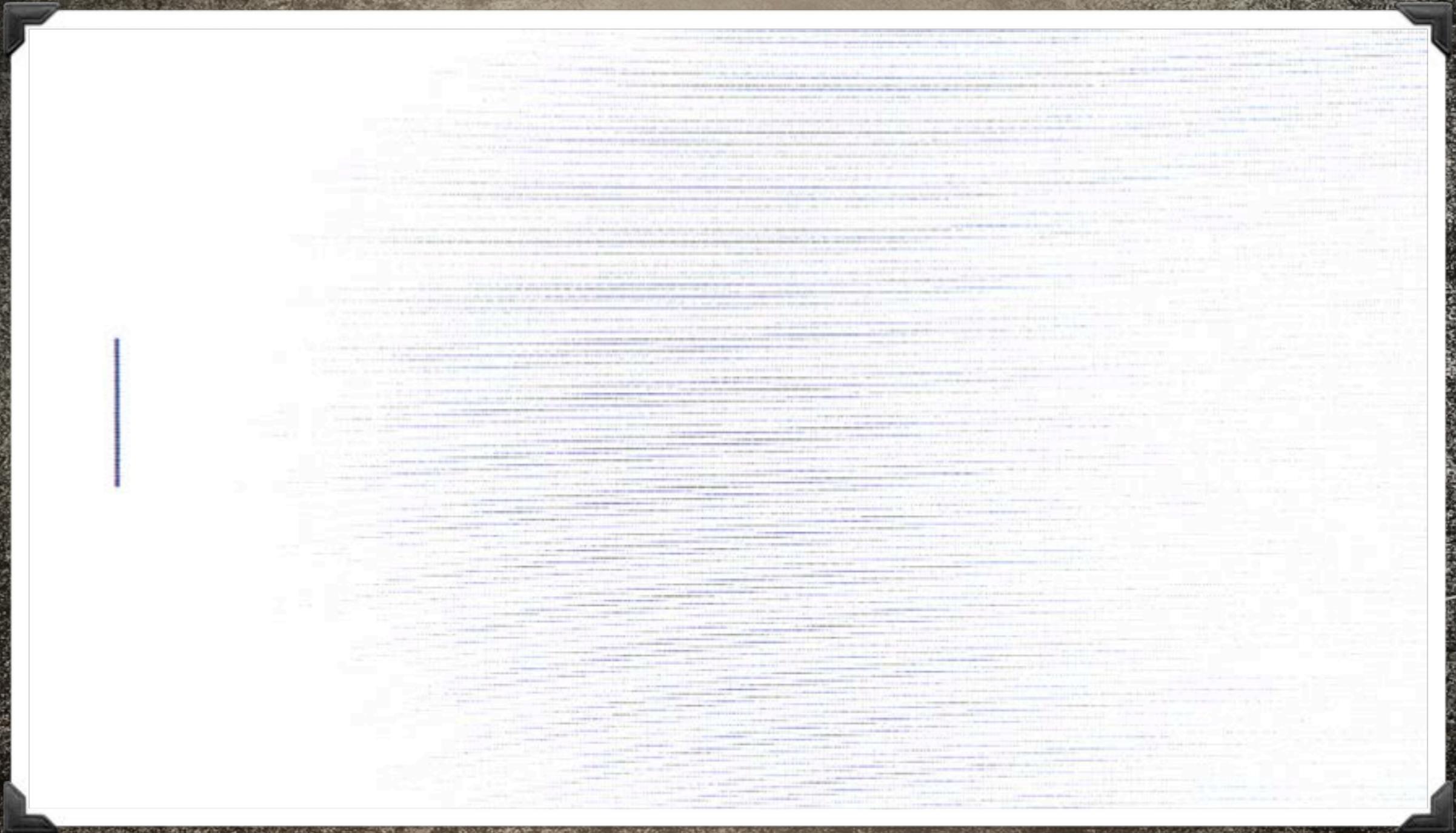
# **OUR OWN PRESCRIPTION**

**We need to go where young people are  
and give them something to share.**



[terryfish.org](http://terryfish.org)

# TERRYFISH



# “TERRYFISH”

## *The Results*

**1.5  
million**

Number of impressions purchased on channels like, Hulu, Spotify, YouTube, etc.

**18-24**  
year old females

Demographic targeted exclusively by the ads.

**3.5  
weeks**

Length of time the ad ran online in Virginia.



KEN CUCCINELLI

WINS 18-24

YEAR OLDS

*by*

6

*points*





# *The Michigan Experiment*

# THE CANDIDATE

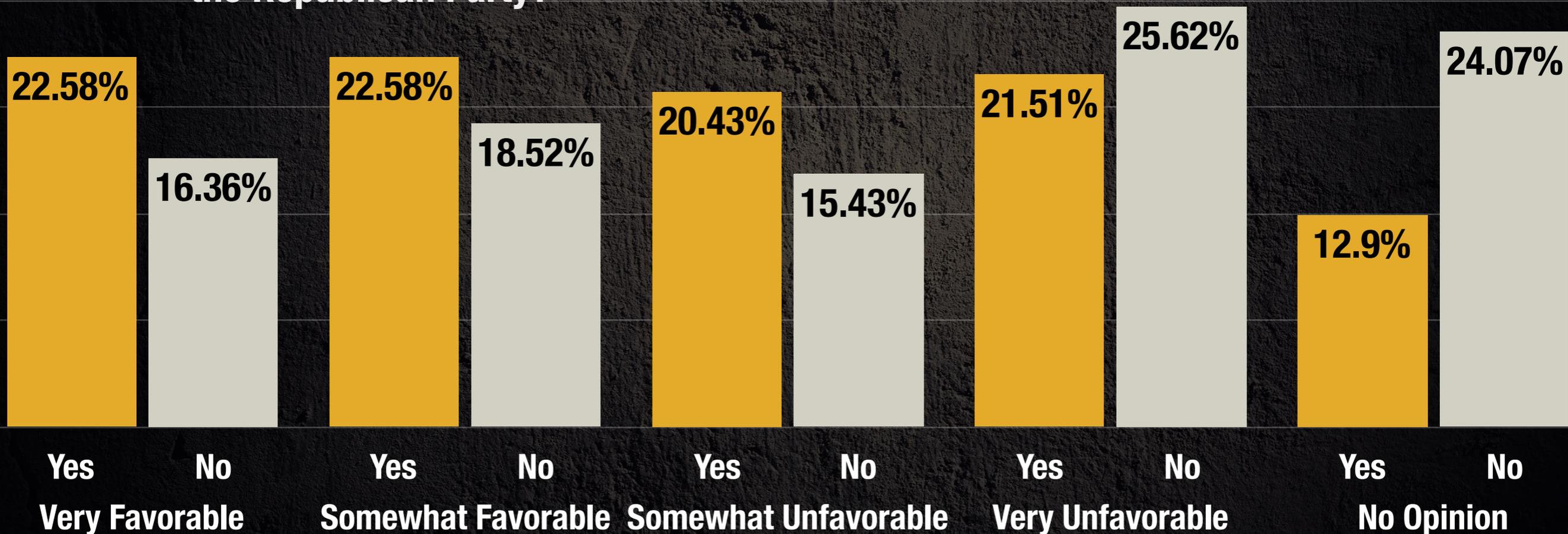


[youchoosethecandidate.com](http://youchoosethecandidate.com)

# PROJECT MICHIGAN

*Messaging Test: "The Candidate"*

**Q:** Turning now to the major political parties, what is your view of the Republican Party?



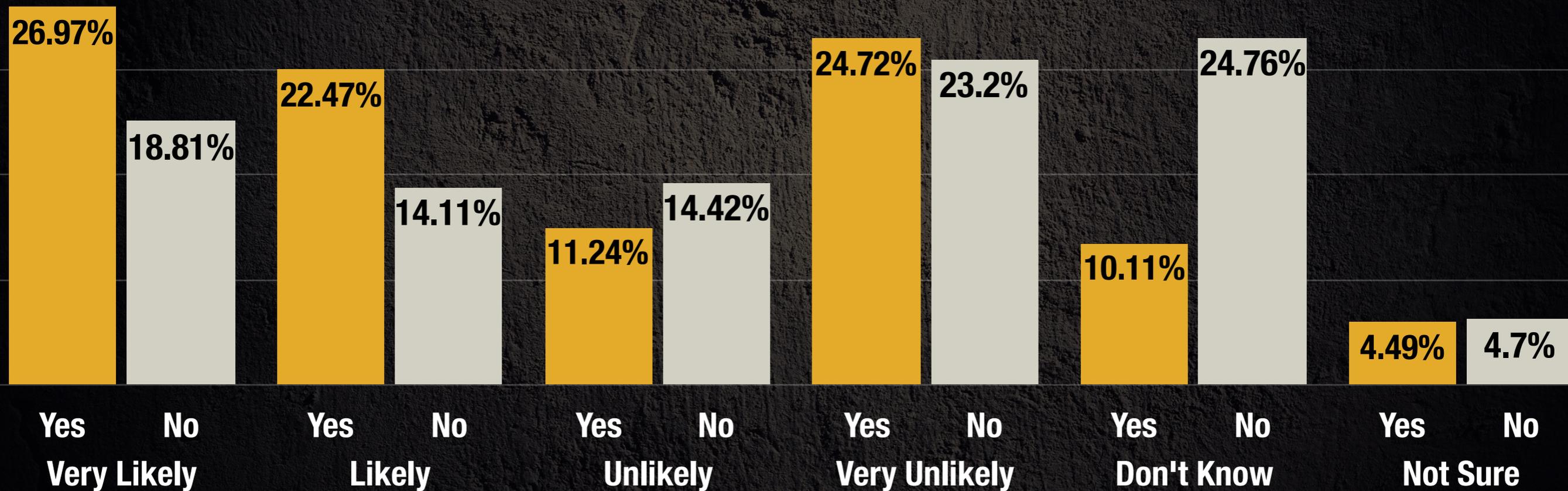
 **DID YOU SEE THE AD?**

CRNC & VICTORY PHONES POST-ENGAGEMENT POLL  
490 respondents, 18-29 years old  
May 4-13, 2014

# PROJECT MICHIGAN

## *Messaging Test: "The Candidate"*

**Q:** If the election were today, how likely are you to vote to re-elect Governor Rick Snyder?



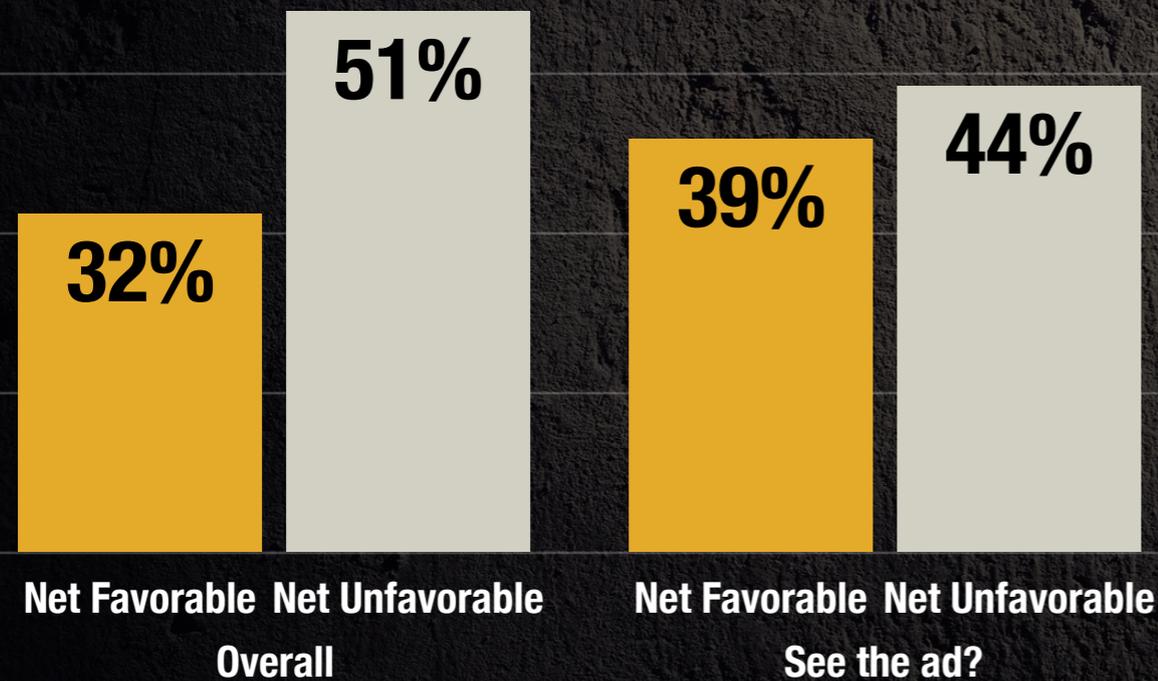
 **DID YOU SEE THE AD?**

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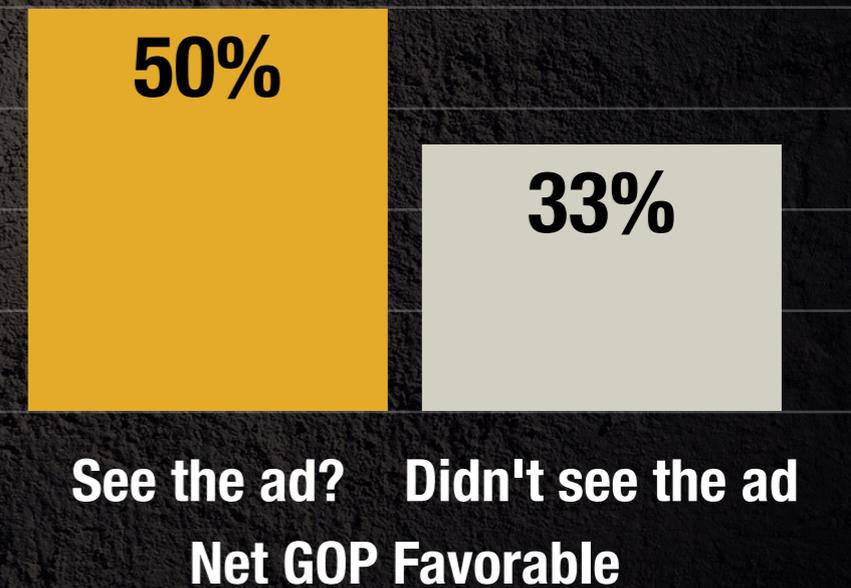
# PROJECT MICHIGAN

*Messaging Test: "The Candidate"*

## Women



## African Americans



# PROJECT MICHIGAN RETURN ON INVESTMENT

To reach 114,000 unique  
18-29 year olds **ONLINE**  
in our target zip codes,  
the CRNC spent

**\$60,000**

*AND guaranteed that each  
saw the ad on average of 21.5  
times and completed the ad  
average of 13 times.*

To reach 114,000 unique  
18-29 year olds **ON TELEVISION**  
in our target zip codes, the  
CRNC would have had to spend

**\$300,000**

*with no guarantees about  
frequency or completion.*

# PROJECT MICHIGAN

## *The Results*

THE WALL STREET JOURNAL.

June 5, 2014, 10:55 AM ET

### College Republicans Test Ads to Help GOP Capture Millennials

The College Republican National Committee has spent the last year and a half trying to figure out why the GOP has failed to connect with voters under the age of 30. The group unveiled a report this week that offered two case studies for connecting with college-age voters.

# NEW LANGUAGE FOR TIMELESS PRINCIPLES



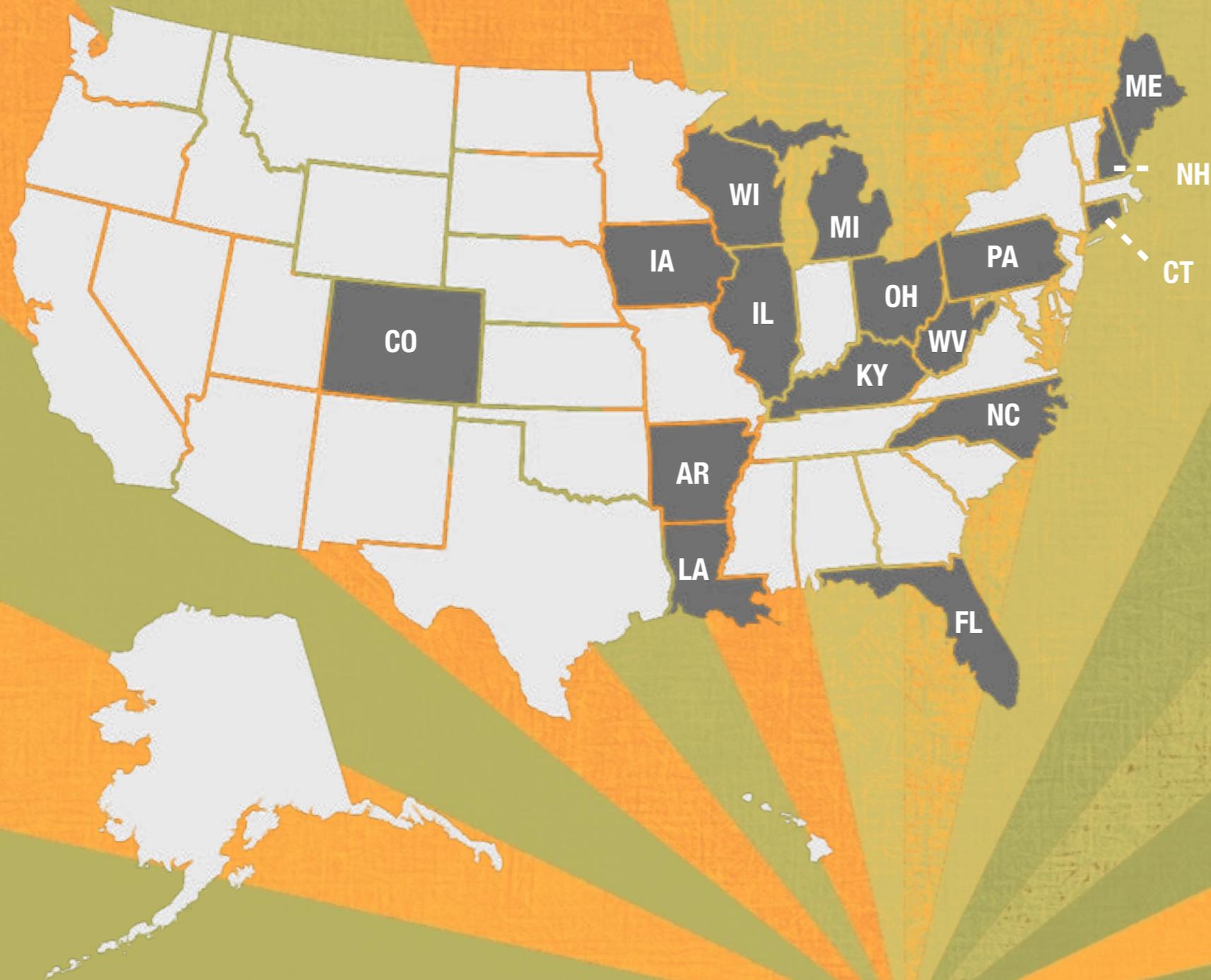
[whyiam.gop](http://whyiam.gop)



# *2014 Field Program*

# OPERATION RED CAMPUS

## *Overview*



**ON CAMPUS**

**ONLINE**

**\$2M+ INVESTED**

# OPERATION RED CAMPUS

*The Results*

# POLITICO

## **\$2M field plan for college GOP group**

“We will not cede any vote or any space,” Smith said. “We are willing to go wherever it is to get new faces.”

*Politico, 8/14/14*



HITTING THE **GROUND**

# *Following the* CORPORATE MODEL

Find **influential groups and students** on campus to represent the brand.

Become a part of the **campus community** through sponsorships and outreach.



# KENTUCKY



*We introduced ourselves  
with personalized gifts.*

# FLORIDA

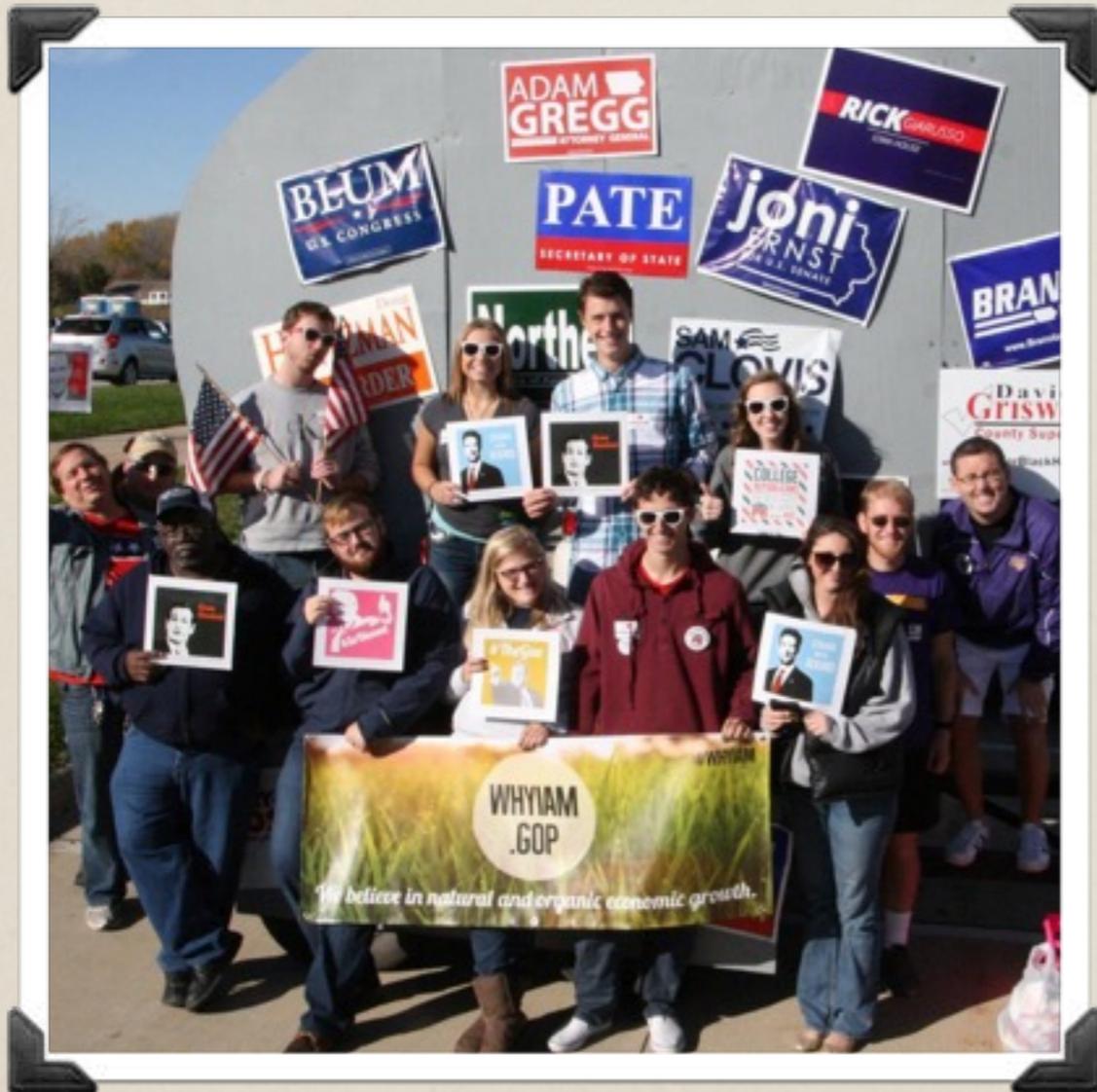


*Fraternity brothers*

*display our*

*“Why I Am” banner.*

# IOWA



*Students rally at  
our tailgate.*

# PENNSYLVANIA



*Fraternity brothers  
display our "Why I Am"  
banner.*

# NEW HAMPSHIRE



*Scott Brown surprises  
students at our tailgate*

# IOWA



*Branstad-Reynolds  
surprise students at  
a fraternity event  
we sponsored.*

# NEW HAMPSHIRE



*Senator Rand Paul  
rallies students at a  
pizza party.*



**GOING ONLINE**

# OPERATION RED CAMPUS

## *The Results*

- ➔ **Five Advertisements**
- ➔ **Exclusively online in targeted states**
- ➔ **Varying lengths: 60, 30, & 15 seconds**
- ➔ **31 million impressions delivered to persuadable 18-29 year olds over the month of October**

SHARKVOTE



[sharkvote.com](http://sharkvote.com)

*Operation Red Campus: Advertising*

“SHARKVOTE”

*The Results*

# National Journal

## College Republicans Enter the Shark Tank

October 6, 2014

Instead of referring to specific candidates and assigning a wedding-dress pattern to them as in the earlier spots, the new ads (titled "Shark Vote") portray generic, money-grabbing Democrats facing off against the savvy, bald-capped young investors.

# EL CANDIDATO



*Operation Red Campus: Advertising*

## Got viral videos?

By DARREN SAMUELSON | 10/7/14 8:45 AM EDT



**“Fueled by partisan frustration with Obamacare and edgy online spots featuring everything from wedding dresses to pig castration, GOP ad makers have cooked up their own digital secret sauce for getting the word out about their slate of candidates.”**

POLITICO, October 7, 2014

# Campaigns & Elections

## REED AWARD WINNERS

*“Sharkvote”*

Best Web Video of 2014

*“El Candidato”*

Best Spanish Language Web Video





# POLLIE AWARD WINNERS



**Website - Best Use of Humor**

*"sharkvote.com"*



**Best Independent Expenditure  
Campaign - Governor**

*"E&J: Wisconsin"*

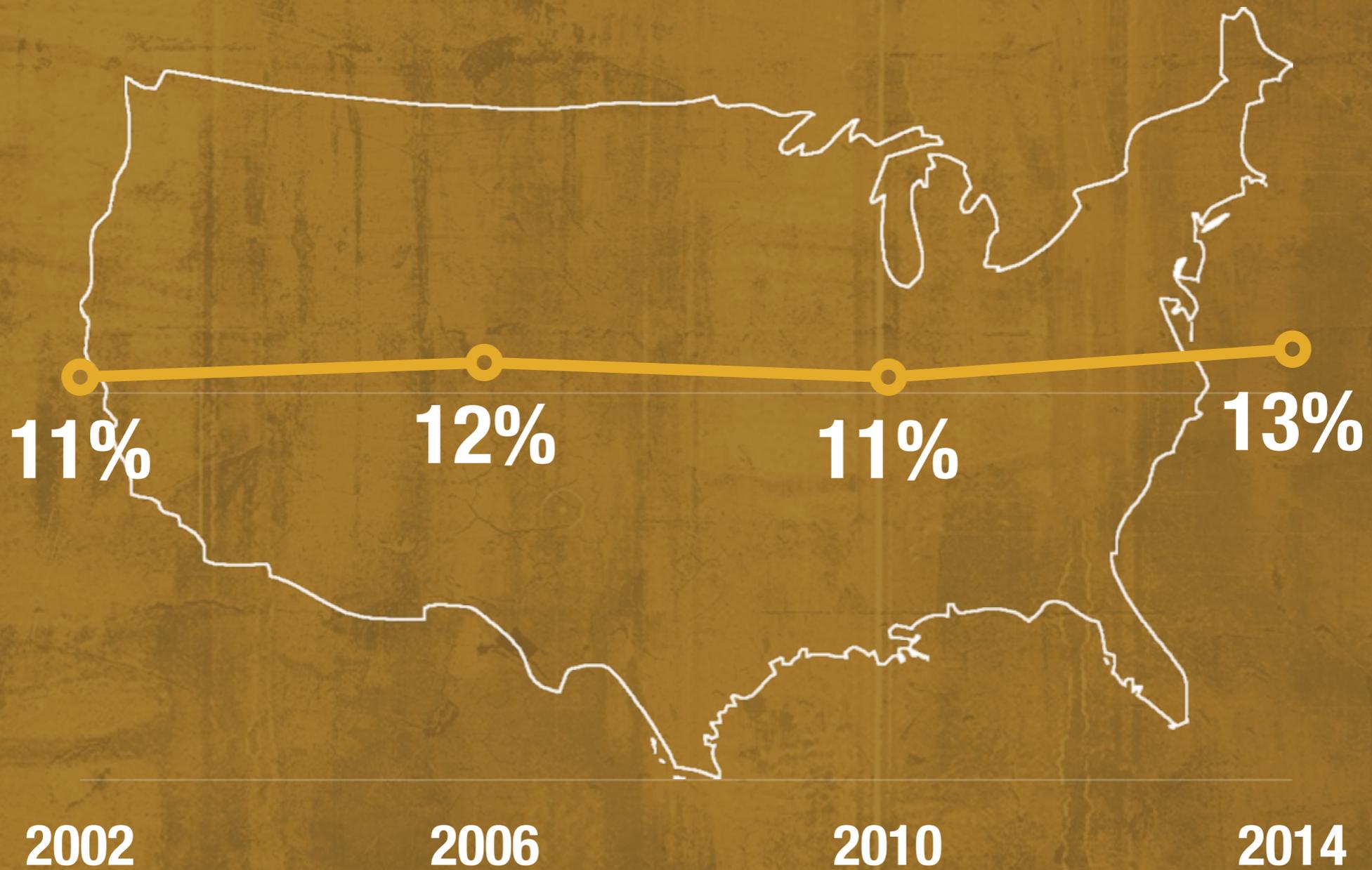


**Best Internet Campaign**

*"Reality TV Campaign"*

# NATIONAL YOUTH VOTE SHARE

## *Overview*



# FLORIDA



**2010 vs. 2014**

	Sink (D)	Scott (R)
<b>FINAL</b>	<b>48.70%</b>	<b>48.9%</b>
<b>18-29 Year Olds (8%)</b>	<b>59%</b>	<b>39%</b>

	Crist (D)	Scott (R)
<b>FINAL</b>	<b>47.1%</b>	<b>48.1%</b>
<b>18-29 Year Olds (14%)</b>	<b>51%</b>	<b>41%</b>

# FLORIDA



# 31.3%

## Recall the ads

CRNC & VICTORY PHONES POST-ENGAGEMENT POLL

510 respondents, 18-29 years old, +/- 4.30%

November 11-18, 2014

# FLORIDA

## By Race



### African-Americans

35%

13%

### Hispanics

35%

19%

### White Non-Hispanic

44%

37%

% VOTED FOR  
RICK SCOTT

*= saw the ads*

*= did not see the ads*

CRNC & VICTORY PHONES POST-ENGAGEMENT POLL

510 respondents, 18-29 years old, +/- 4.30%

November 11-18, 2014

# FLORIDA

## By Gender

### Women

37%

30%

### Men

43%

28%

% VOTED FOR  
RICK SCOTT

*= saw the ads*

*= did not see the ads*

CRNC & VICTORY PHONES POST-ENGAGEMENT POLL  
510 respondents, 18-29 years old, +/- 4.30%  
November 11-18, 2014

# FLORIDA

## By Party



### Democrats

20%

10%

### Independents

47%

24%

### Republicans

80%

69%

% VOTED FOR  
RICK SCOTT

*= saw the ads*

*= did not see the ads*

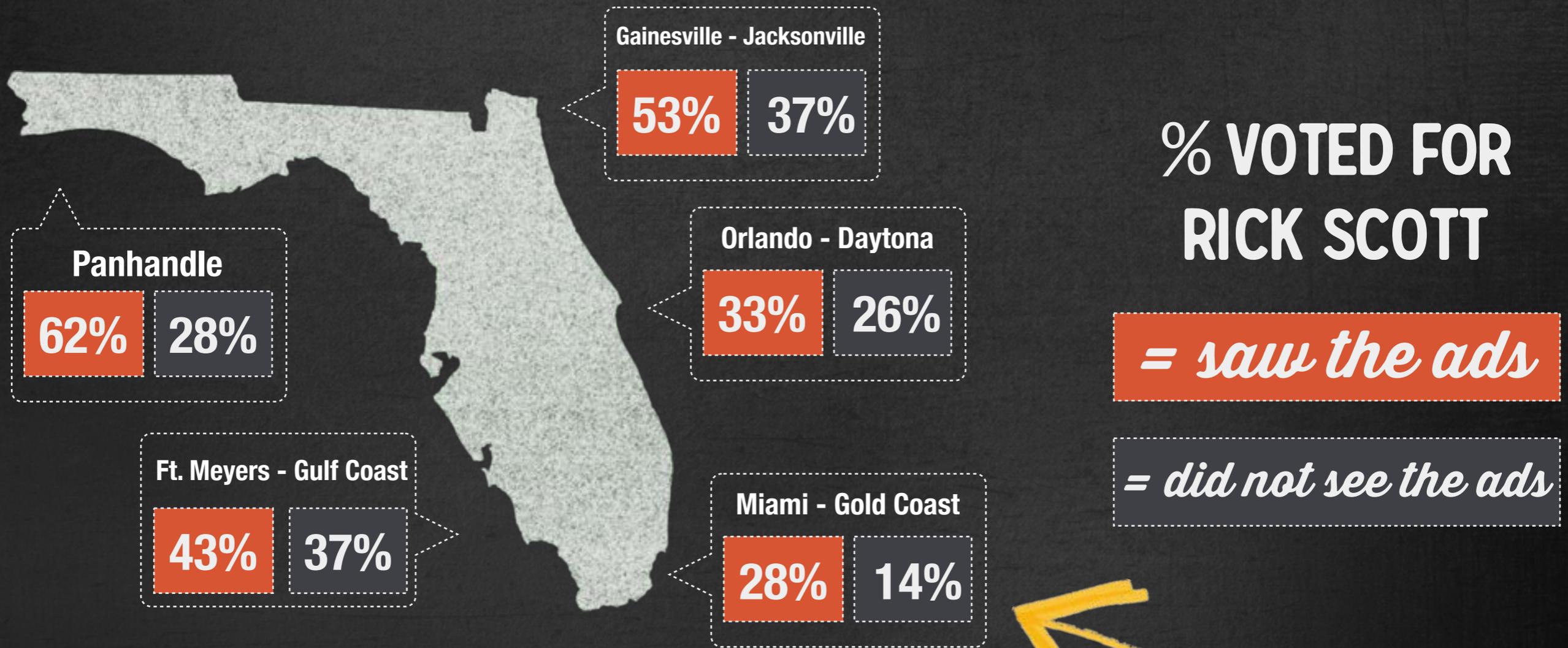
CRNC & VICTORY PHONES POST-ENGAGEMENT POLL

510 respondents, 18-29 years old, +/- 4.30%

November 11-18, 2014

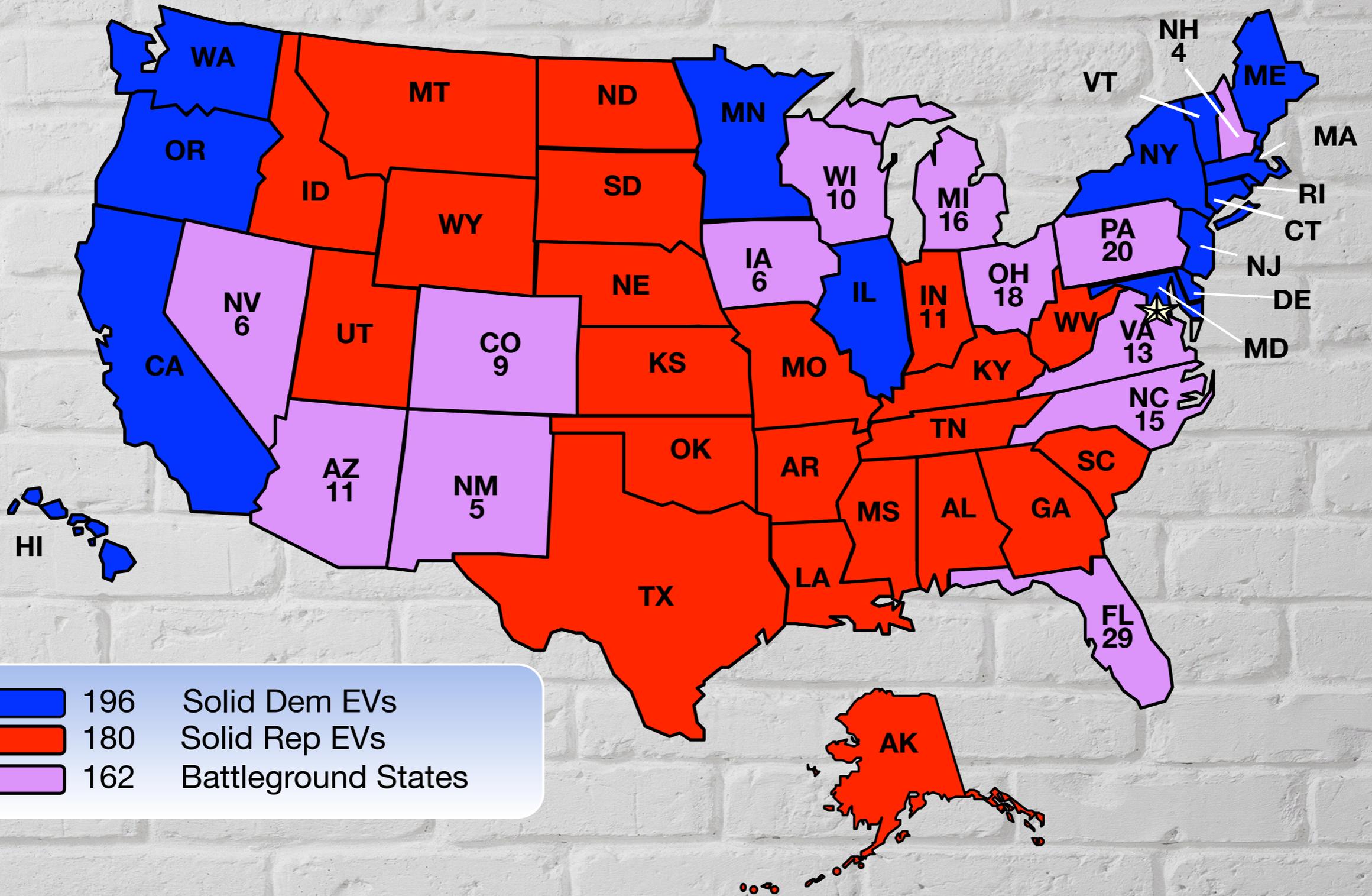
# FLORIDA

## By Region



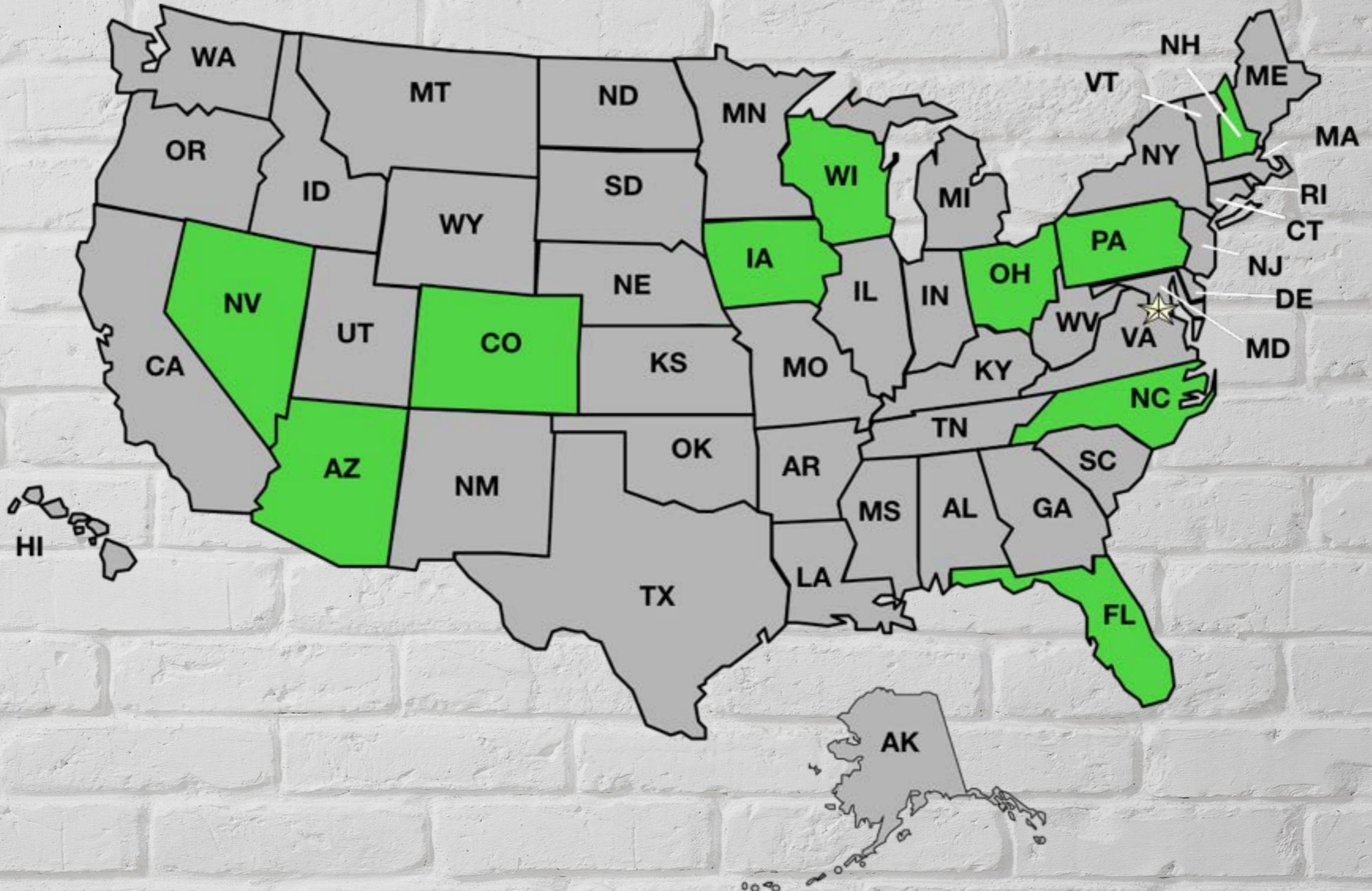
CRNC & VICTORY PHONES POST-ENGAGEMENT POLL  
510 respondents, 18-29 years old, +/- 4.30%  
November 11-18, 2014

# POTUS BATTLEGROUND TO 270

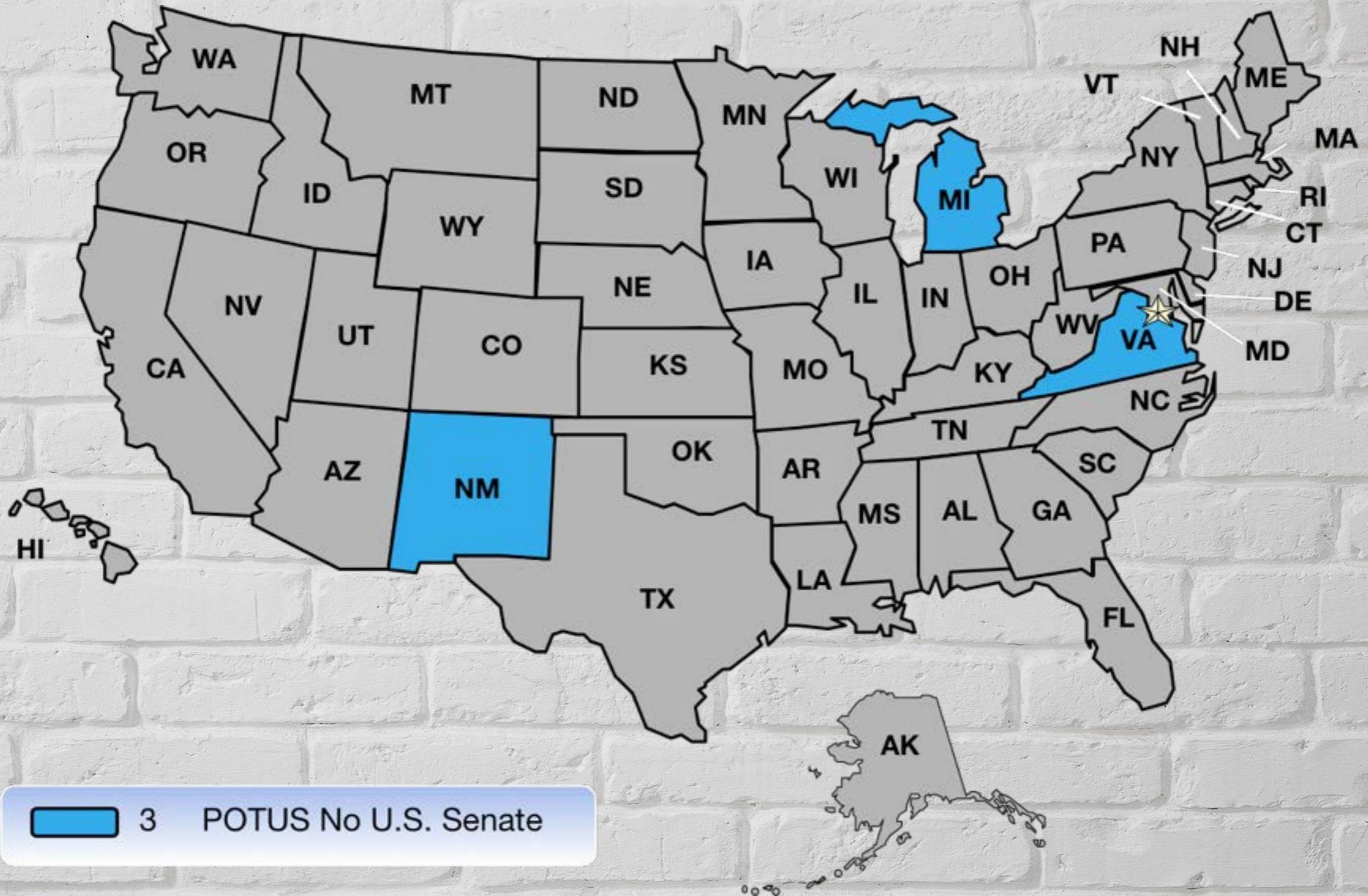




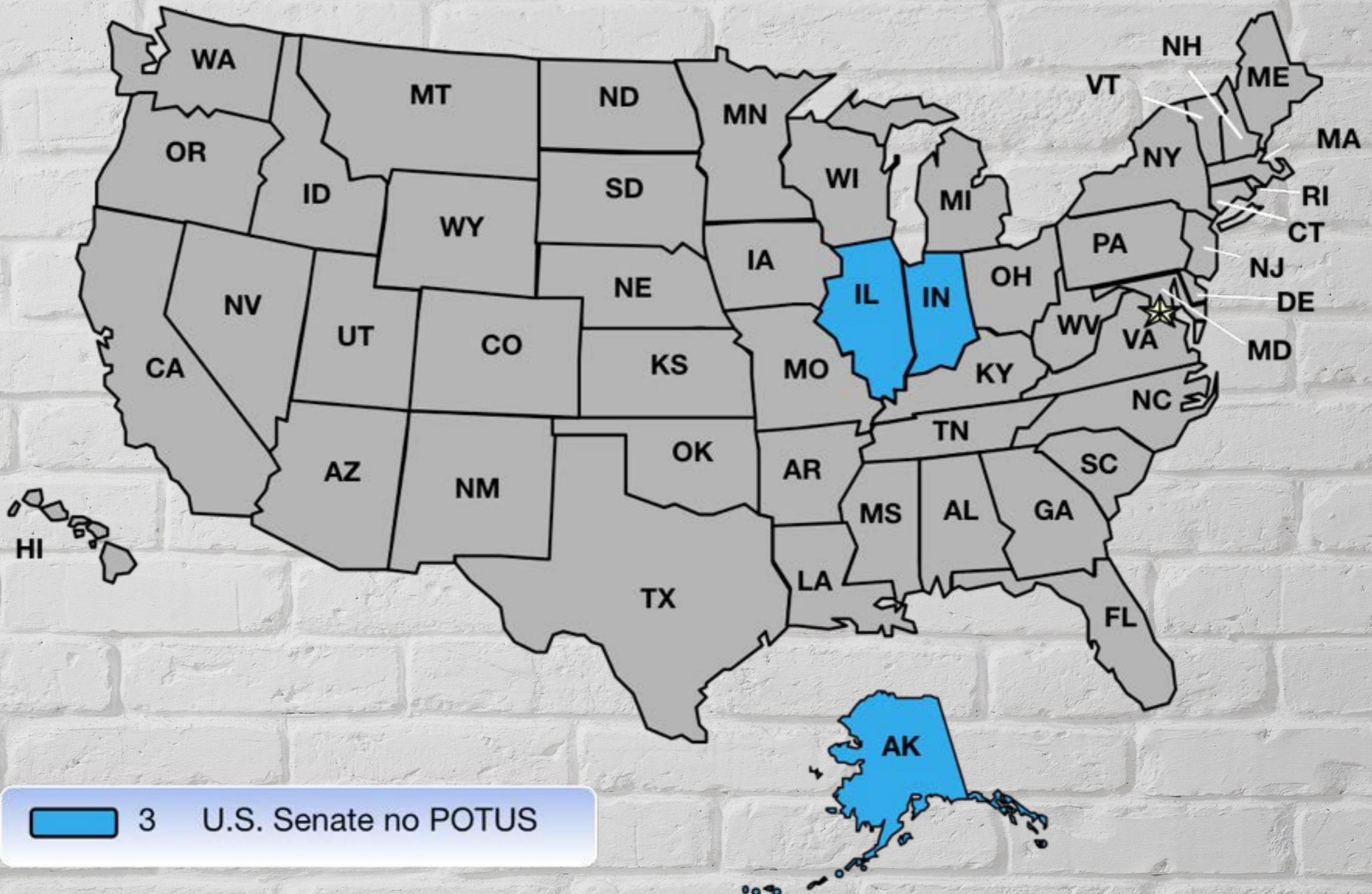
# POTUS & U.S. SENATE OVERLAP



# POTUS NO U.S. SENATE



# U.S. SENATE ALIENS



# SWING STATE TURNOUT BY DEMOGRAPHIC SEGMENT

State	Year	Women				Youth (18-29)				Hispanic			
		Voting Electorate		18+ Citizen Pop.		Voting Electorate		18+ Citizen Pop.		Voting Electorate		18+ Citizen Pop.	
		2008	2012	2008	2012	2008	2012	2008	2012	2008	2012	2008	2012
Arizona		51%	50%	62%	55%	17%	26%	47%	38%	16%	19%	37%	40%
Colorado		50%	51%	69%	72%	-	-	52%	56%	13%	14%	51%	52%
Nevada		52%	53%	60%	60%	15%	18%	49%	42%	15%	19%	52%	52%
New Mexico		-	-	65%	64%	-	-	47%	46%	-	-	54%	56%
Iowa		53%	54%	73%	71%	17%	15%	63%	57%	-	-	65%	43%
Michigan		-	-	71%	68%	-	-	56%	48%	-	-	48%	70%
Ohio		52%	52%	66%	66%	17%	17%	55%	50%	-	3%	52%	57%
Wisconsin		51%	51%	72%	76%	22%	21%	58%	58%	-	4%	44%	44%
Pennsylvania		54%	52%	64%	63%	18%	19%	53%	46%	4%	6%	50%	45%
North Carolina		54%	56%	69%	70%	18%	16%	55%	56%	-	4%	65%	56%
South Carolina		-	-	69%	69%	-	-	53%	56%	-	-	49%	42%
Virginia		54%	53%	71%	69%	21%	19%	59%	52%	5%	5%	56%	67%
Florida		53%	55%	65%	63%	15%	16%	53%	46%	14%	17%	62%	62%
New Hampshire		52%	52%	73%	72%	18%	19%	62%	56%	-	-	59%	64%
United States		53%	53%	66%	64%	18%	19%	51%	45%	9%	10%	50%	48%

Source: <http://elections.nytimes.com/2012/results/president/exit-polls>

# THE COLLEGE REPUBLICAN NATIONAL COMMITTEE

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Washington, D.C. 20005

[www.crnc.org](http://www.crnc.org)

[twitter.com/crnc](https://twitter.com/crnc)

[facebook.com/collegerepublicans](https://facebook.com/collegerepublicans)

[youtube.com/nationalcrs](https://youtube.com/nationalcrs)

[instagram.com/teamcrnc](https://instagram.com/teamcrnc)