



Campaign 2012

The 24 second news cycle

Vincent Harris
www.harrismediallc.com




The Video that Started it all....



<http://www.youtube.com/watch?v=r90z0PMnKwl>





The internet can't win an
election by itself (yet)
but
it can certainly lose one



Large Shift in Communications

60%

Of Adults 25-29 live in cell phone only homes

Those who cite the web as their main news source (PEW)

41%

45%

Smart phone users who have used their phones to read social comments on a candidate (PEW)

1 in 75

Americans have donated to Obama, largely online (Obama email)



Digital Will Lead Campaigns (soon)

- Every year more voters go to the internet for their news
- Online fundraising is on the rise and is fueling insurgent candidates
- Twitter/Facebook permeate society with journalists and the hyperactive “political elites” get their news via social media



The internet vs. television



Video: Fundraising and Persuasion



- “content is king”
- Shift towards more videos, cheaper videos, rapid-response videos
- User generated videos
- Videos can be created for and delivered to niche audiences
- Live Video (Ustream)



Opposition Video- “Romney on Guns”



- Released as campaign headed into Southern states
- Accompanied by an aggressive targeted banner ad campaign go gun owners & on gun sites
- Own words are most credible

Gingrich for President 2012 campaign

http://www.youtube.com/watch?v=APPc_VrXysY



Viral Video- “Electric Fences”



- Piers Morgan said it was the “worst political video” he’d ever seen
- Passed around social media & blogosphere
- Helped underfunded candidate get a round of media

Roland Sledge for Texas Railroad Commission
<http://www.youtube.com/watch?v=wCpBibIt100>



User Generated Video- “Last Conservative Standing”



Gingrich for President 2012 campaign

<http://www.youtube.com/watch?v=oGxGrPf4PHY&feature=plcp>

- Gingrich campaign put out a request for video submissions via email & social media
- Took best videos and made a compilation
- Real voters, filmed themselves
- Cheap to produce and tie together



Pop Culture Video “MariObama”



ForAmerica, Inc.

<http://www.youtube.com/watch?v=Pejsohp8DnU>

- Studies show voters gravitate to “soft news”
- Educates and entertains
- Plays off of pop culture to older audience
- A lot of referring traffic came via Twitter
- Animation time consuming



Rapid Response

- Campaigns must run an unrelenting digital campaign, one that never sleeps
- Fundraising, data capture, and message delivery all rely on rapid communications when stories break to take advantage of the media spotlight

Sponsored [See All](#)

Rick Perry: Outsider
rickperry.org



Cain Supporters: Texas Governor Rick Perry is the only Washington outsider left in the Presidential race. Click to learn more.



Rapid Response

- Twitter ads : the only instant form of advertising
- Critical during debates

Results for rick santorum

Tweets · **Top** ▾

Refine results »



TeamRickPerry Team Rick Perry 11 45 Retweets



Rick Santorum is unelectable and we need to defeat Barack Obama! Watch our latest video: [youtube.com/watch?v=zt6XCZ...](https://www.youtube.com/watch?v=zt6XCZ...)

18 hours ago

 Promoted by Team Rick Perry



Gingrich 2012: By the Numbers

- Gingrich raised over 10 million online (\$1.5 million in 24 hours following SC)
- 95% less than \$250
- 178,000 individual donations
- Facebook a top 5 referrer in donations
- Twitter a top 10 referrer
- E-mail “king” in aggressive fundraising.
- Roughly 1/3 organic, 1/3 email, 1/3 other means

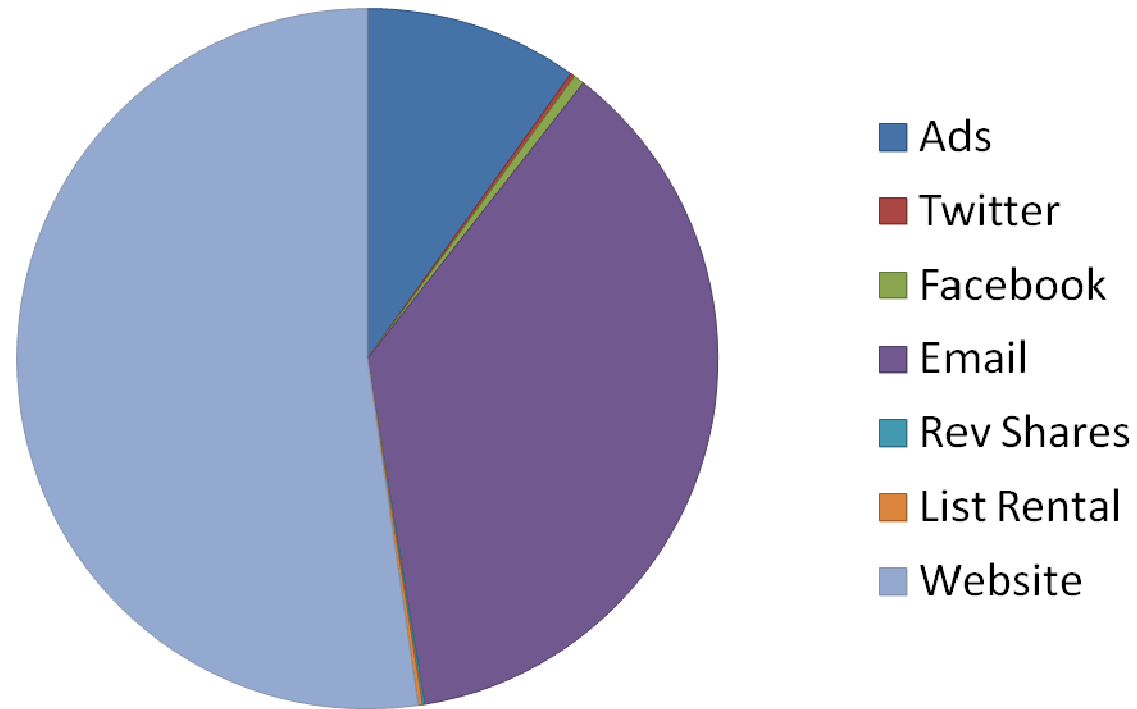


Video Overlays

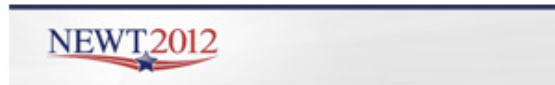


Where Does the Money Come From?

Breakdown of Ted Cruz Donations



Email – King to Online Fundraising



Dear Fellow Conservative,

This afternoon I took the stage at CPAC to deliver a message to the Washington establishment in both parties: "Your days are numbered."

For decades, the forces of the status quo in Washington have stood in the way of the bold conservative changes we need to remain safe, prosperous and free. We can't continue to let those forces continue to dominate the day – that is why I need [your support](#).

When conservatives propose bold solutions like personal social security accounts for younger Americans, an optional flat tax that can be filled out on a postcard, eliminating the death tax and getting rid of ineffective and destructive government bureaucracies and agencies, we are told to stop being "unrealistic."

My friends, the American people have a history of doing incredible things. We don't accept that any idea which will improve the future for our children and grandchildren is "unrealistic".

The mission of our campaign is to unleash the American people to rebuild the America we love. Show your commitment to this mission by [making a contribution of \\$100, \\$50 or even \\$20 right now](#).

We have put together a "Conservative Dream Team" to win the nomination, defeat Barack Obama, and then break the back of the Washington establishment which stands in the way of bold, conservative change.



It includes conservatives like Governor Rick Perry, Fred Thompson, Herman Cain, Chuck Norris, Kellyanne Conway and more in supporting my campaign. I ask you right now to join the conservative dream team right now by [making a generous donation](#) to keep this campaign strong.

Your friend,

Newt

P.S. Please share this image on Facebook by [clicking here](#). You can make a donation by click [this LINK](#).

DONATE TODAY
TO SUPPORT THE CAMPAIGN

Dear Audrey,

Our South Carolina Chairman Katon Dawson had this to say about the race, "South Carolina is not going to let Iowa pick the nominee!" I couldn't agree more. I plan on winning South Carolina but I need your help to do that. [Will you please take a moment and make a donation?](#)



When I got into this race I knew it wasn't going to be easy but our country is heading in the wrong direction and someone needed to put her back on track. Reckless spending by Washington insiders is bankrupting our country and saddling future generations of Americans with unnecessary debt. While my opponents share Barack Obama's love for Big Government policies, I have reduced government and balanced six budgets in Texas.

This race is incredibly fluid and let's make no mistake about it: I am the only conservative in the race. With your help we will win South Carolina and take a giant step towards sending President Obama back to Chicago. [Will you please make a donation and help us reach our \\$250,000 online goal?](#)

Your support is greatly appreciated.

Rick Perry

P.S. [Let's prove the liberal media wrong. We are in this to win and need your help to do so. Please click here to donate.](#)

DONATE TODAY

Ted Cruz Average Donation through Emails:

\$116.54



Email Acquisition

Targeted Ads Around Current Events and Hot Button Issues



Taking Advantage of the Media



Raising Money on Facebook



RickPerry.org



Ted Cruz Average Donation
through Facebook:

\$66



Raising Money on Facebook

Promoted Post



Rick Perry

Help us win South Carolina by donating here:

<http://www.rickperry.org/facebooksc/> This rac...



787 353 101

Ted Cruz Average Donation
through Facebook:

\$66



Raising Money on Facebook

Ad to External URL

Help Perry Win SC
rickperry.org



There's only one conservative left in the Presidential race: Rick Perry. Click here to help him win South Carolina by making a donation.

Ted Cruz Average Donation
through Facebook:

\$66



Raising Money on Twitter

Twitter Bombs

-  **Team Rick Perry** @TeamRickPerry 19 Dec
Linda, William, Jason, & David thanks to you we reached our goal!
Keep the momentum going by getting involved at rickperry.org
Expand
-  **Team Rick Perry** @TeamRickPerry 19 Dec
Dan, Sharon, Michael, and Barrett- Thanks for contributing! Looking
for just 2 more donors from Twitter: rickperry.org/momentum/
Expand
-  **Team Rick Perry** @TeamRickPerry 19 Dec
June, Garrett, & John, thank you for supporting @GovernorPerry's
vision for more jobs for America! 7 more donors to go: rickperry.org/momentum/
Expand
-  **Team Rick Perry** @TeamRickPerry 19 Dec
Joel, thank you for keeping the momentum going! Looking for 10
more to support @GovernorPerry's vision for more jobs for America!
[/momentum/](http://rickperry.org/momentum/)
Expand
-  **Team Rick Perry** @TeamRickPerry 19 Dec
3 donations from Twitter so far! Thank you! Will you help the campaign?
Expand
-  **Team Rick Perry** @TeamRickPerry 19 Dec
Can we get 15 donations from Twitter? Donate to help us reach our goal!
Expand

Ted Cruz Average Donation on Twitter:

\$52

-  **Ted Cruz** @tedcruz 15h
Wow! Over 250 patriots have joined our #LevinSurge! Will you join
them? Contribute & RT secure.pirya.com/donate/MuvqSNz... #txsen
Expand
-  **Ted Cruz** @tedcruz 15h
RT @JohnDrogin HOLY COW: Over 150 donations in just 15 mins of
Official Levin Surge! Donate, RT: bit.ly/P1VubU #txsen #levinsurge
Expand
-  **Ted Cruz** @tedcruz 15h
It's an Official Levin Surge! Pls donate, RT now: bit.ly/P1VubU Stand
w/ @marklevinshow! #txsen #levinsurge
Expand
-  **Ted Cruz** @tedcruz 15h
Join Levin Surge! Stand with @marklevinshow and donate now, then
RT: bit.ly/P1VubU #txsen #levinsurge
Expand



The Future:Text-to-Donate



Quick | Cutting Edge | Easy

As soon as the carriers decide to hop on board, hopefully prior to the November election, the future of donations-by-text is bright.



Infographics and Visuals

COMPARING TIME *in* LEADERSHIP

GINGRICH vs SANTORUM

JOB CREATION

2.8
MILLION
(A YEAR)

.78
MILLION
(A YEAR)

BALANCED BUDGETS CREATED

4*



0

NATIONAL DEBT AS % OF GDP

DECREASED
9.7 POINTS
(49.1% TO 39.4%)



INCREASED
3.8 POINTS
(32.5% TO 36.3%)

NEWT.ORG

* BALANCED BUDGET ACT OF 1997 ESTABLISHED BALANCED BUDGETS FOR THE NEXT 4 YEARS

PAID FOR BY NEWT 2012

Some targeted ads...

**IF WASHINGTON
IS THE PROBLEM**

**WHY TRUST A
CONGRESSMAN TO
FIX IT?**

PAID FOR BY RICKPERRY.ORG, INC.

CLICK HERE TO FIND OUT HOW >

PERRY
PRESIDENT

*It's an
Old Fashioned
American
Story*

HEAR IT FROM
ANITA PERRY

PAID FOR BY RICKPERRY.ORG, INC.

- Individual based targeting
- Remarketing
- Behavioral
- Mobile (to 3 meters)



Some targeted ads...

MITT ROMNEY
Dislikes 
2nd Ammendment Rights

LEARN MORE

PAID FOR BY NEWT 2012

THE TRUTH
on
ROMNEY'S GUN RECORD

LEARN MORE

PAID FOR BY NEWT 2012

MITT ROMNEY,
CAN'T TRUST HIM
ON 2ND AMMENDMENT RIGHTS

LEARN MORE

PAID FOR BY NEWT 2012



Some targeted ads...

**"I THINK WE ALL NEED
GOD'S HELP."**

PERRY
PRESIDENT

LEARN MORE

PAID FOR BY RICKPERRY.ORG, INC.

**NEWT
GINGRICH**

**ENTITLEMENT
REFORMS**

LEARN MORE

PAID FOR BY NEWT 2012

**Rick Santorum
Defends Earmarks**

PAID FOR BY RICKPERRY.ORG, INC.

PERRY
PRESIDENT

**MITT ROMNEY'S
\$10,000 BET**

PAID FOR BY RICKPERRY.ORG, INC.



Questions?

vincent@harrismediallc.com

harrismediallc.com

@vincentharris

