

Scott Walker Wins!

America Wins!

Scott Walker Wins Wisconsin Recall Vote – Case Study

OBJECTIVE: We worked with Faith & Freedom Coalition during the month of May & June sending messages out targeting Wisconsin Republican Christians & Republican Registered Voters across the state, especially in rural and exurban areas across the state. We reached over 327,143 Wisconsin Republican Christians voters by Email and SMS ...

We also sent out 3x campaigns targeting Business Executives 64,258 executives in the entire state promoting the Wisconsin Faith & Freedom Coalition message. We also used Mobile banners ads within our Mobile News Network in Wisconsin, over 1 million Impressions reminding voters to vote.

Our text messages were focused on comparing the Governor candidates vote for Faith & Freedom and other text message was driving people to the polls to vote.

RESULTS

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The first governor in U.S. history to survive a recall election and the first governor to have been elected twice in one term. Surviving recall elections on Tuesday were the state's Republican lieutenant governor, Rebecca Kleefisch, and three Republican state senators.

If Walker had received the same number of votes that he did in 2010, he would have lost the recall. Barrett increased his 2010 haul by 158,000 votes, but Walker gained an additional 206,000. He couldn't have hoped for a more decisive victory. We believe our Interactive Marketing Services with SMS, B2B, Mobile Banners, and Emails targeting Republican Christians had a major part in the win, not to mention boots on the ground in the last few weeks.

Faith & Freedom Coalition



MOBILE SPORTS GROUP

The Wisconsin Recall Election

Republican Walker wins rural/exurban counties and state

