



# CASE STUDY:

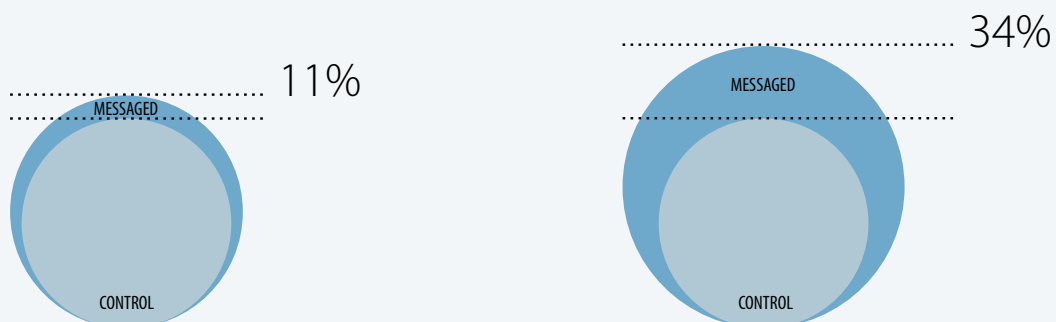
## JOHN BOLTON SUPER PAC

### THE BRIEF:

Our brief was to elevate voter perception of national security and increase public awareness of our client's goals with a targeted messaging campaign across Arkansas, North Carolina and New Hampshire.



### RESULTS:



Percentage uplift in individuals who were aware of Ambassador Bolton in three targeted states.

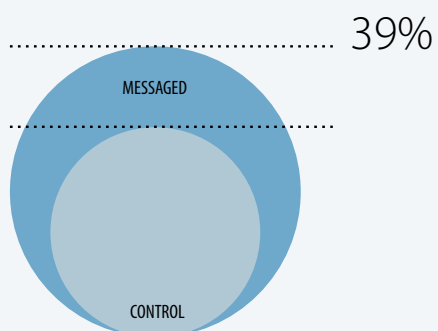
Percentage uplift in individuals who listed national security as their most important issue.

## TARGETED TV SPOTS:

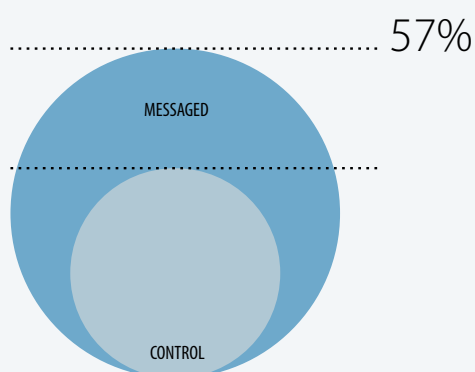
Highly agreeable viewers were shown an advert that downplayed political conflict and promoted peaceful security.



Highly neurotic viewers were shown an advert that highlighted the failures of recent national security policies.



Percentage uplift in reported Republican Party voters in one of our most heavily targeted groups.



Uplift in score at which individuals ranked the importance of national security on a scale of 1-10.