

Presented by  
**Christina  
Johnson**

# Creating Compelling Campaigns

*President  
On 3 Public Relations*

# Winning Strategies

- Know Thyself
- Know the District
- Know the Ballot
- Know Voter's Attitudes
- Know the Opponent





# Know the District

- 100% Constituents
- 66% Eligible
- 40% Registered
- 25% Voters
- 8% Primary Voters

# Know the Ballot

- Presidential Year
- Non-Presidential Year
- State and Local Ballot Amendments
- Redistricting Year



# Know Voter's Attitudes

- Recent polling
- Past local, state, federal campaigns
- City, county, state initiatives
- Past debates, forums, roundtables

# Know Your Opponent

## SWOT Analysis

Strengths  
Weaknesses  
Opportunities  
Threats

# S

## STRENGTHS

- Things your company does well
- Qualities that separate you from your competitors
- Internal resources such as skilled, knowledgeable staff
- Tangible assets such as intellectual property, capital, proprietary technologies etc.

# W

## WEAKNESSES

- Things your company lacks
- Things your competitors do better than you
- Resource limitations
- Unclear unique selling proposition

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## OPPORTUNITIES

- Underserved markets for specific products
- Few competitors in your area
- Emerging need for your products or services
- Press/media coverage of your company

# T

## THREATS

- Emerging competitors
- Changing regulatory environment
- Negative press/media coverage
- Changing customer attitudes toward your company

# Screening Hearts, Saving Lives

"It's The Easiest Test You'll Ever Take!"

The CAS Foundation & All Children's Specialty Physicians  
Working Together to Ensure Children are Safe

Congratulations to Hillsborough Public Schools,  
Leading the Way in the Fight Against Sudden Cardiac Arrest

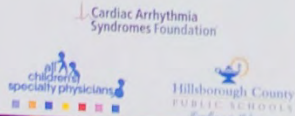
up now at [www.SafeBeat.org](http://www.SafeBeat.org)



Cardiac  
Syndr



Screening Hearts, Saving Lives  
[www.SafeBeat.org](http://www.SafeBeat.org)



# Storytelling





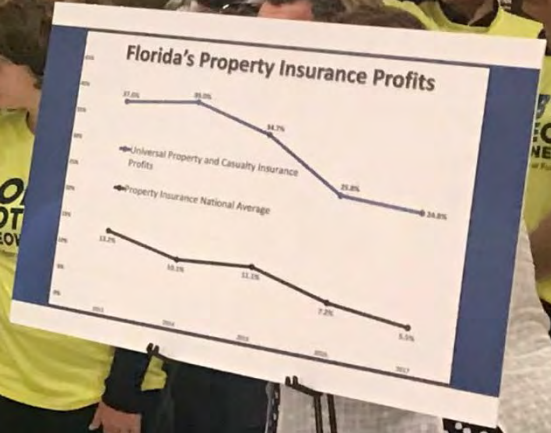
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PAY YOUR CLAIMS!

PAY YOUR CLAIMS!

PAY YOUR CLAIMS!

**RAF**  
RESTORATION ASSOCIATION OF FLORIDA  
www.RAFlorida.org



Storytelling

# Storytelling



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# Q&A

***President  
On 3 Public Relations***