
Strategic Development

Well before the first ad is cut, we're working with your team to develop a message architecture and narrative for your campaign. Our senior political consultants work closely with you to shape research and core positioning that frames a clear choice for voters.

Advertising

Political spots aren't just competing for attention with other candidates; they must stand out from the high-production value commercial ads that fill the airwaves. We've brought together Madison Avenue creatives with the best political pros – to make sure your spots are strategically on target and have the creativity and production value to stand out in today's media environment.

Media Buying

You need to make sure the right voters see the right spots – it's just as important as producing great creative. Our experienced media buyers overlay the latest market research with quantitative and qualitative research to identify key audiences and target voters with messages that move them. We negotiate highly-targeted, cost-efficient media plans that reach them with pinpoint precision. We continually track the media activities of opponents and independent expenditure campaigns so you can adjust tactics, often before the other side goes up. Media Week named our spot buyers the best in the country – and our opponents agree.

Broadcast Production

Our veteran producers and editors deliver the highest quality film, video and audio production to meet your needs and budgets. Each campaign is assigned a senior producer who knows your story, your messaging framework, your values, and your footage. In-house editing and graphics capabilities help us produce memorable ad campaigns, and allows us to rapidly produce response spots at a moment's notice.

Candidate Prep & Media Training

Helping you find your true voice is an important part of what we do. Speechwriting, media training and other services help candidates engage audiences and communicate messages effectively.

Rapid Response & Crisis Management

Our team is right there with you on the front lines. We prepare you for any crisis, and when one unfolds, we help manage and frame it in favorable terms. Our ability to skillfully handle situations is greatly enhanced by our unique position as a full service firm: every department is synched for rapid response.

Digital/Online

The online environment is a central hub of a political campaign, and our digital team invents innovative ways to build and strengthen your relationships with key audiences. Through integration of strategy, design and technology, we provide solutions that utilize the interactive landscape to its fullest potential: social media, website development, online advertising, email advocacy and viral campaigns.