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Portfolio of Digital Creative

Too Extreme for Virginia

Safe. Clean. Colorado.

Keep Colorado Local

Perlmutter for Colorado


Western Values Project

Who voted to ban Birth Control?
Find out more @
**TOO EXTREME
FOR VIRGINIA**



PAID FOR BY DEMOCRACY FOR AMERICA. NOT AUTHORIZED BY ANY CANDIDATE.

What do you know
about Joseph Yost?



TOO EXTREME

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Who voted for Trans-vaginal Ultrasounds?
Defunding Planned Parenthood?
Banning Birth Control?
Find out more @ **TOO EXTREME FOR VIRGINIA**



What do you know about **Tom Rust**?
He voted to **ban** common forms of **birth control**.
Click to learn why Rust is **TOO EXTREME FOR VIRGINIA**

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Click to learn why
**DAVID
RAMADAN**
is



**TOO EXTREME
FOR VIRGINIA**



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WHO VOTED FOR TRANS-VAGINAL
ULTRASOUNDS? 

PAID FOR BY DEMOCRACY FOR AMERICA. NOT AUTHORIZED BY ANY CANDIDATE.

Trans-vaginal Ultrasounds
Defund Planned Parenthood
Ban Birth Control



Click to
LEARN
who is



**TOO EXTREME
FOR VIRGINIA**

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She voted
TO BAN
abortion,
even in cases
of rape
and incest.

Click to learn why
**BARBARA
COMSTOCK**
is



**TOO EXTREME
FOR VIRGINIA**

TOO EXTREME FOR VIRGINIA

This campaign was built and executed as a highly targeted communications effort as part of our larger “Purple to Blue” Independent Expenditure activity in Virginia during the 2013 statewide elections. Banner ads (shown above) and a series of micro-sites of the same design were deployed to affect the voting behavior of a specific “Turnout Universe” – those that had a 65% or greater chance of supporting Democratic candidates, but only a 30-70% of actually showing up to the polls on Election Day. The messaging and imagery of the communications were designed to first invoke a combination of curiosity and shock, while gradually transitioning the reaction to one of anger and repulsion that would inspire higher voter turnout.



COLORADO:
495 FRACKING
SPILLS IN 2013

FIGHT BACK NOW!

PAID FOR AND AUTHORIZED BY COLORADANS
FOR SAFE AND CLEAN ENERGY



END **FRACKING**
NEAR COLORADO
HOSPITALS.

JOIN THE FIGHT »

PAID FOR AND AUTHORIZED BY COLORADANS
FOR SAFE AND CLEAN ENERGY



END FRACKING
NEAR COLORADO
SCHOOLS.

JOIN THE FIGHT »

PAID FOR AND AUTHORIZED BY COLORADANS
FOR SAFE AND CLEAN ENERGY



END **FRACKING**
NEAR COLORADO HOMES.

JOIN THE FIGHT

PAID FOR AND AUTHORIZED BY COLORADANS
FOR SAFE AND CLEAN ENERGY



END **FRACKING**
NEAR CO HOSPITALS.

JOIN THE FIGHT »

PAID FOR AND AUTHORIZED BY COLORADANS
FOR SAFE AND CLEAN ENERGY



CLEAN UP
FRACKING
IN COLORADO

JOIN THE FIGHT »

PAID FOR AND AUTHORIZED BY COLORADANS
FOR SAFE AND CLEAN ENERGY

SAFE. CLEAN. COLORADO.

Coloradans for Safe and Clean Energy (Safe. Clean. Colorado.) was an issue committee group supporting a common set of ballot initiatives that maintained clear and decisive language in support of local control, sensible setback limits and responsible protections for Colorado families from the practice of Fracking. We were starting this campaign entirely from scratch, and needed a robust acquisition plan in order to quickly build a responsive email list for action and donor solicitations. In addition to various partnership agreements that we facilitated, these display ads (and numerous other variations) were deployed on local newspaper sources, targeted network buys and Facebook for an initial two month period of growth. All said, we gained nearly 8K new list subscribers from this ad campaign with an average CTR of .28%.



DID YOU KNOW?

320 COLORADO BREWERIES ARE AT RISK!



KEEPCOLOCAL.COM

COLORADO IS AT RISK OF

LOSING

1600	320
INDEPENDENT LIQUOR STORES	CRAFT BREWERIES
135	72
LOCAL WINERIES	DISTILLERIES



KEEPCOLOCAL.COM



LOVE YOUR CRAFT BEER?

MAKE SURE IT'S ALWAYS HERE!



KEEPCOLOCAL.COM



LOVE YOUR CRAFT BEER?

SIGN THE PETITION



KEEPCOLOCAL.COM

KEEP COLORADO COOL, CRAFTED & INDEPENDENT



KEEPCOLOCAL.COM



SAVE YOUR BREWERY!

ADD YOUR NAME!

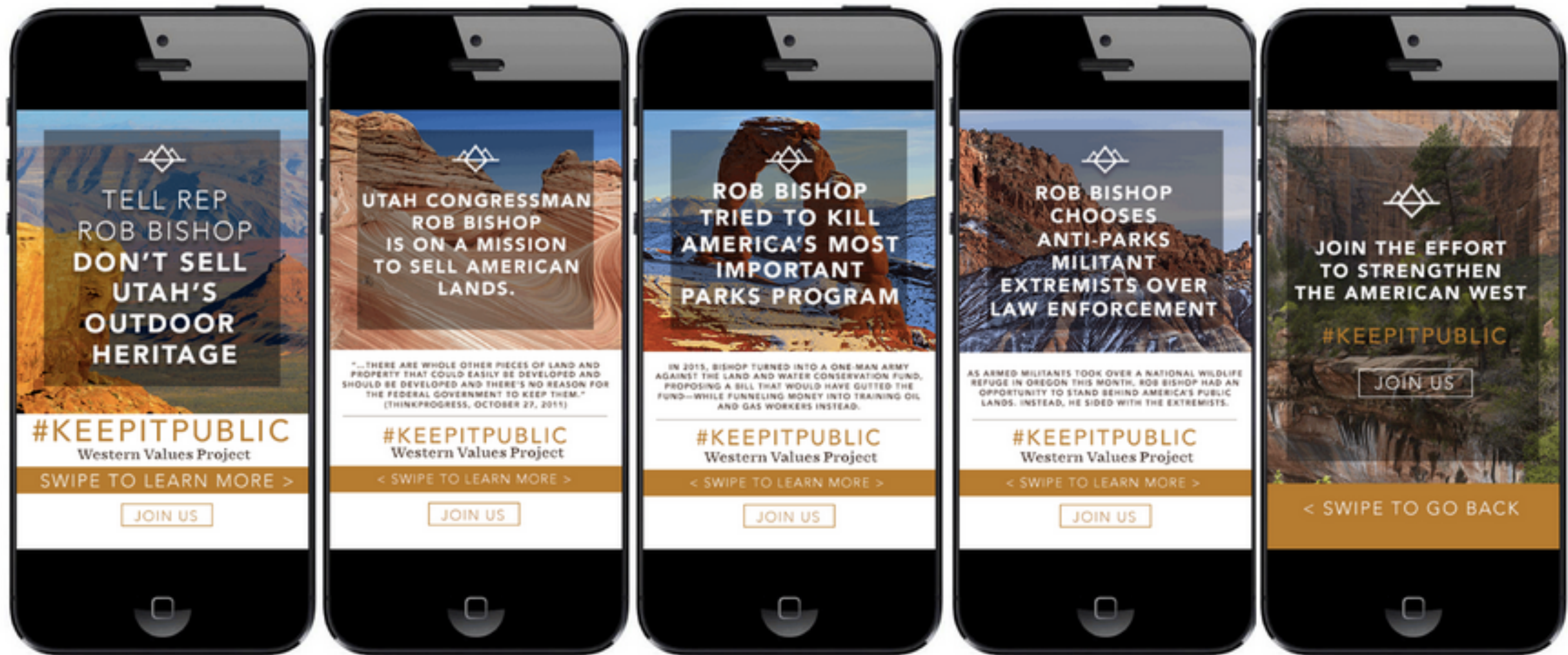
SIGN ON



KEEPCOLOCAL.COM

KEEP COLORADO LOCAL

Keep Colorado Local, a coalition of Colorado’s craft brewers, distillers, vintners and local liquor store owners is currently fighting a proposal backed by giant out-of-state corporate interests (Walmart, Safeway, Kroger, etc) that would risk the destruction of Colorado’s thriving craft economy. In service to that effort, an early digital advertising campaign (targeted to unique geo-grids and IP addresses surrounding prominent liquor stores and big-box stores), a grassroots engagement campaign (Tablet kiosks in ten high-traffic liquor stores and breweries) and a partner acquisition effort (Daily Kos and Care2 opt-in list arrangement) began running during the Nov. 15th - Jan. 31st holiday peak season. We structured the campaign to take advantage of significantly increased consumer traffic at liquor stores, breweries and big-box grocery store chains during this holiday rush, giving them timely and relevant content, while encouraging list growth for future communications and donor solicitation activity down the road.



*****GOLDIE AWARD WINNING*****
Best Overall Digital Campaign in the Public Affairs Division

UTAH FOR SALE / #KEEPITPUBLIC - WESTERN VALUES PROJECT

Working against a Congressional action on the potential sale of public lands, the Western Values Project wanted to call attention to Utah Congressman Rob Bishop's worrisome stance on selling off those lands -- including portions of the Arches National Park, home to the world-famous Delicate Arch near Moab, UT. WVP is a non-profit that advocates for policies that better manage the use of energy assets on public lands and parks. The biggest challenge was to move with events that were not within our control taking advantage of earned media as it occurred. The ultimate goal was to merge earned media on the legislation's passage with paid ads highlighting Rep. Bishop's actions. Relying strictly on online ad placements on desktop and mobile devices (phones and tablets), Western Values Project was able to quickly and effectively raise this issue on its terms to a receptive and interested audience. A secondary goal was to raise the profile of Western Values Project as an organization that would be carefully monitoring Bishop and other law and policy makers' as they worked to create and write public land regulation. This campaign expanded the organization's influence at crucial time in its development and helped raise its public profile.