



# Case Study: How GOP Candidates can Win with Texts

Republicans in deep-blue districts can win races with peer-to-peer texts.

## AT A GLANCE

### CHALLENGES

- 57% Democrat voting advantage
- 14-year Democrat incumbent
- 2x Democrat fundraising advantage
- Budget concerns

### RESULTS

- 10% boost in GOP turnout
- Flipped 14-year Democrat-held seat
- Down-ballot victories

## PROBLEM

New Jersey City Councilman Chris DiPiazza was running for Mayor in a Democrat-leaning city where, in the last presidential election, Democrats held a 57% voting advantage.

The same Democrat held the Paramus Mayoral seat for 14 years, and Democrat fundraising more than doubled that of Republicans.

At the onset of his campaign, Chris became the subject of severe political mudslinging: he and his supporters were called "cretins" and "morons."

Chris needed a large-scale way to respond to attacks quickly and effectively.

## SOLUTION

The CampaignHQ team worked with Paramus Republicans to create a strategic plan that maximized every contact and every dollar.

After Chris' opponent refused to debate him, CHQ texted voters reminding them of the importance of reasoned debates and the opponent's disappointing refusal. In addition to optimistic and deadline-oriented messaging, CHQ broke down Chris' data by voting preferences and reached out directly to voters with targeted, unique, strategically-timed messaging.

CHQ delivered 17 waves of text messages, totaling 49,743 texts sent. **When the ballots were counted**, Chris DiPiazza emerged victorious, flipping a 14-year Democrat-held seat by over 1,400 votes, resulting in a 10% boost in GOP turnout.