



# CASE STUDY

## MUNICIPAL ELECTION 2021

### TURNING OUT FIRST-TIME VOTERS FOR THE WIN

In the 2021 Round Rock, Texas municipal election, our client was a conservative candidate for a non-partisan post on city council. The campaign wanted to turn out Republicans to vote in the municipal election, especially those who do not historically vote in municipal elections.

Ring was provided a list of 1,000 Republicans who were reliable voters, but who had *never* voted in a municipal election, and we advertised to that group for a blitzkrieg 2-day campaign, serving 33 impressions per household, and sending one SMS to the voters.

After this 2-day GOTV effort, **Ring turned out 201 of the 1,000 voters to vote** for the very first time in a municipal election, and **helping our client secure a decisive victory.**



**2-DAYS**



**1000 VOTERS**

RECEIVED

**33**

ADS AND 

1 SMS TEXT MESSAGE



**200**

FIRST-TIME VOTERS  
TURN OUT TO SECURE  
THE CANDIDATE'S

**ELECTION VICTORY**