

acr STRATEGIES

audience | content | results

Sweet Spot Solutions

“Sweet Spot Solutions”
for political, sports, schools and
organizations that reflect
Christian values and teachings.

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Political “SWEET SPOT SOLUTIONS” Target Audience, Cell Phones, Content

Target Audience – Who are the people without whom we cannot succeed?



Target Audience - Past voting history, known party affiliation, and demographic details

Cell Phones - Americans check their phones 344 times per day on average, meaning they check their phones once every four minutes



Cell Phones - The average American spends 4 hours and 23 minutes on their phone daily

Content - first 15 seconds of content needs to be of the highest quality possible in order to convince people to keep reading.



Content - A compelling headline must promise a benefit or reward for the reader, in trade for the valuable time it takes to read

AdMessenger – Anywhere in U.S.



A proven solution for local advertisers to effectively engage with consumers on their mobile devices and drive traffic to their events, stores, and services.



1. AdMessenger ads may appear on websites or mobile apps that accept third party ads
2. Geo-Fencing (X miles around your location)
3. Audience targeting
4. Scrolling 150 character message
5. Tap to your website or Facebook page
6. Advanced TTE (Tap To Expand) – a customized "Landing Page."



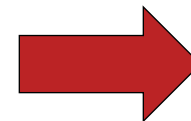
Targeting

Geo Targeting

- Congressional Districts
- State
- Zip/City/DMA
- Radius around a location

Political Targeting

- Party (Example – Republican)
- Eligible Voters
- Party and Voter Frequency
- Your CRM Data (2,500 min)

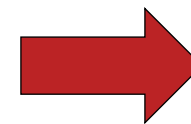




Targeting

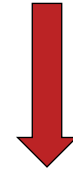
Additional Targeting

- Income
- Education
- Ethnicity
- Age
- Gender
- Sports & Recreation
- News & Politics
- Home & Family
- Relationship Status
- More



Winning Political Campaigns

Sweet Spot



Elections



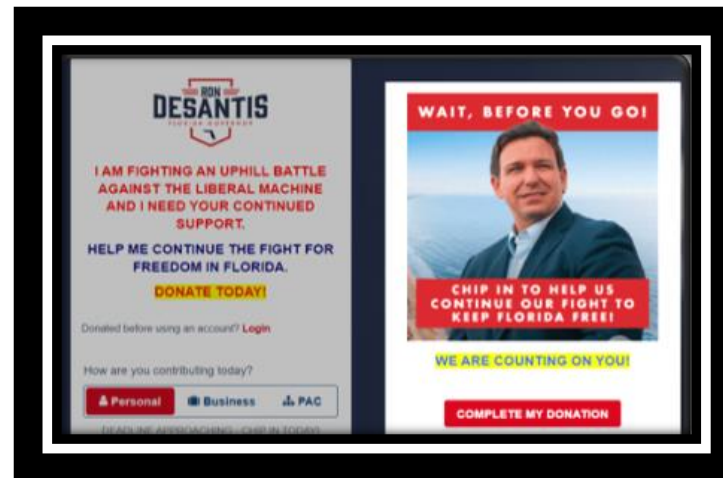
Get the Vote Out



Issues/Amendments



Fundraising

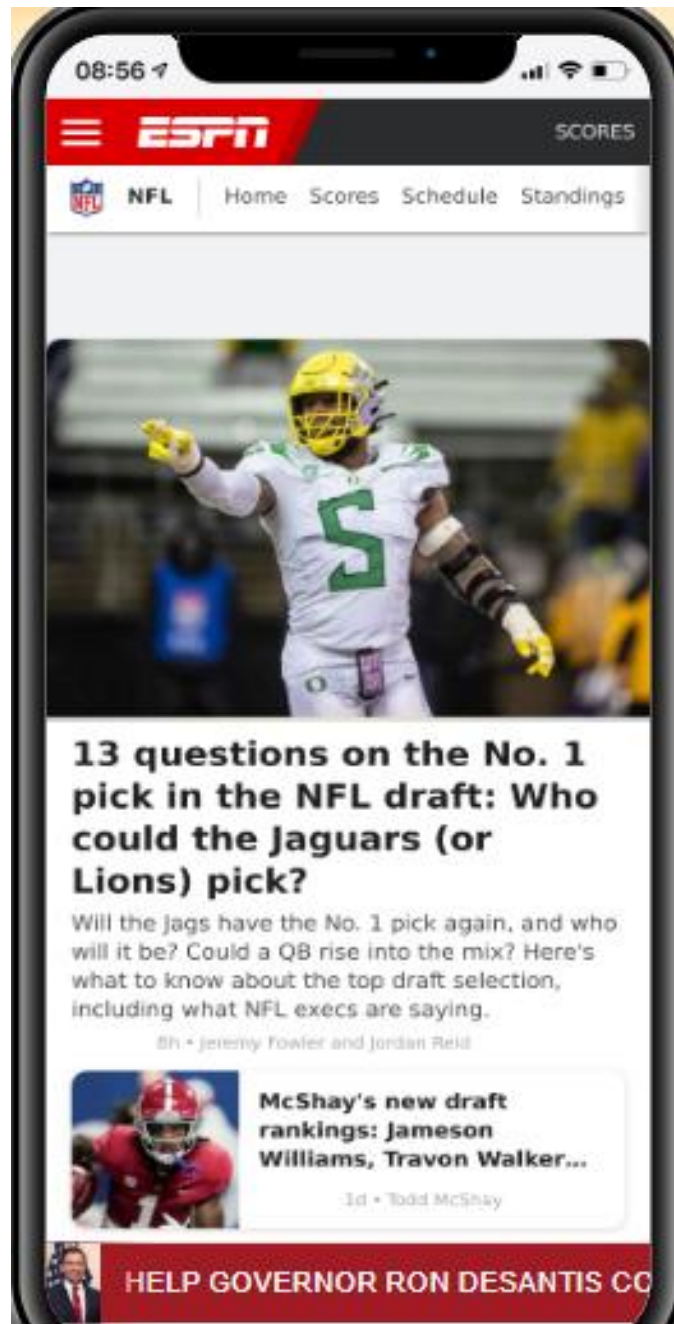


School Boards



Winning Political Campaigns

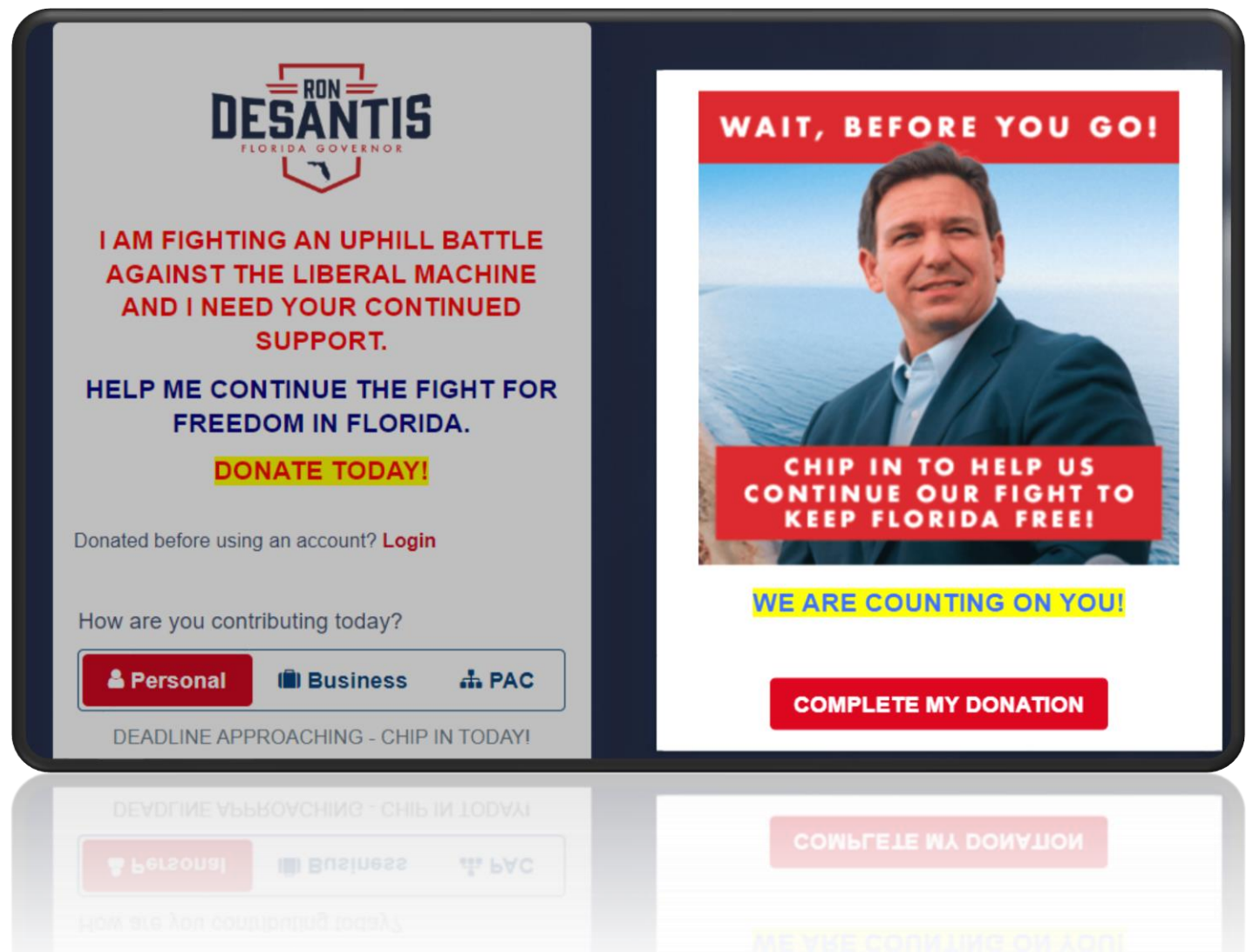
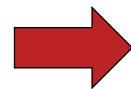
FUNDRAISING



Target = State of Florida, Republicans, Age 18+

Ron DeSantis - Fund Raising (TEXT)

<https://acrstrategies.myadmessenger.com/demotool#/2kpaOv>



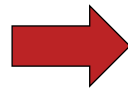
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State Representative - District 50

Target = District 50, Republicans or Independents, Age 18+

Jennifer Canady State representative demo (TEXT)

<https://acrstrategies.myadmessenger.com/demotool/#/QXg5R9>



A professional headshot of Jennifer Canady, a woman with blonde hair, wearing a dark blue top and a gold necklace.

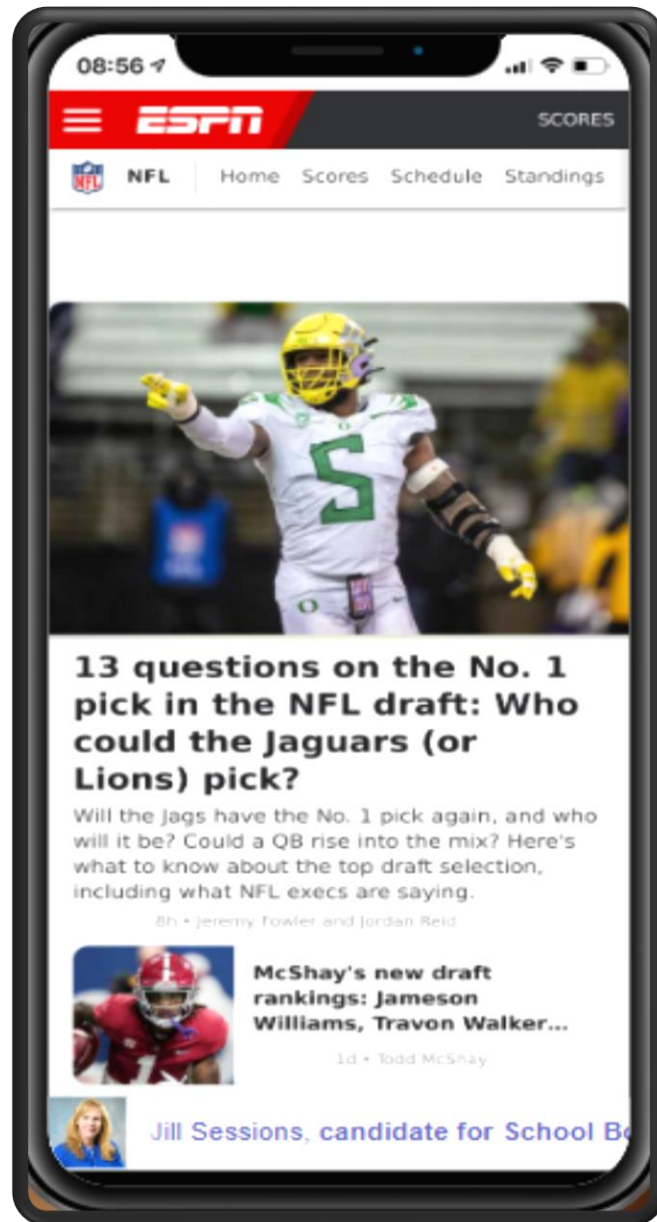
BOLD CONSERVATIVE LEADERSHIP FOR FLORIDA

Jennifer's conservative values run deep. As a lifelong Republican, she's committed to getting Floridians back to work, keeping taxes low, supporting law enforcement, and defending the rights of the unborn. Florida families can count on Jennifer to fight for their conservative values in the Florida House by:

- Standing up for the sanctity of life and defending the unborn
- Protecting our Constitutional rights and the Right to Bear Arms
- Working shoulder-to-shoulder with Governor DeSantis to protect our children from indoctrination in the classroom

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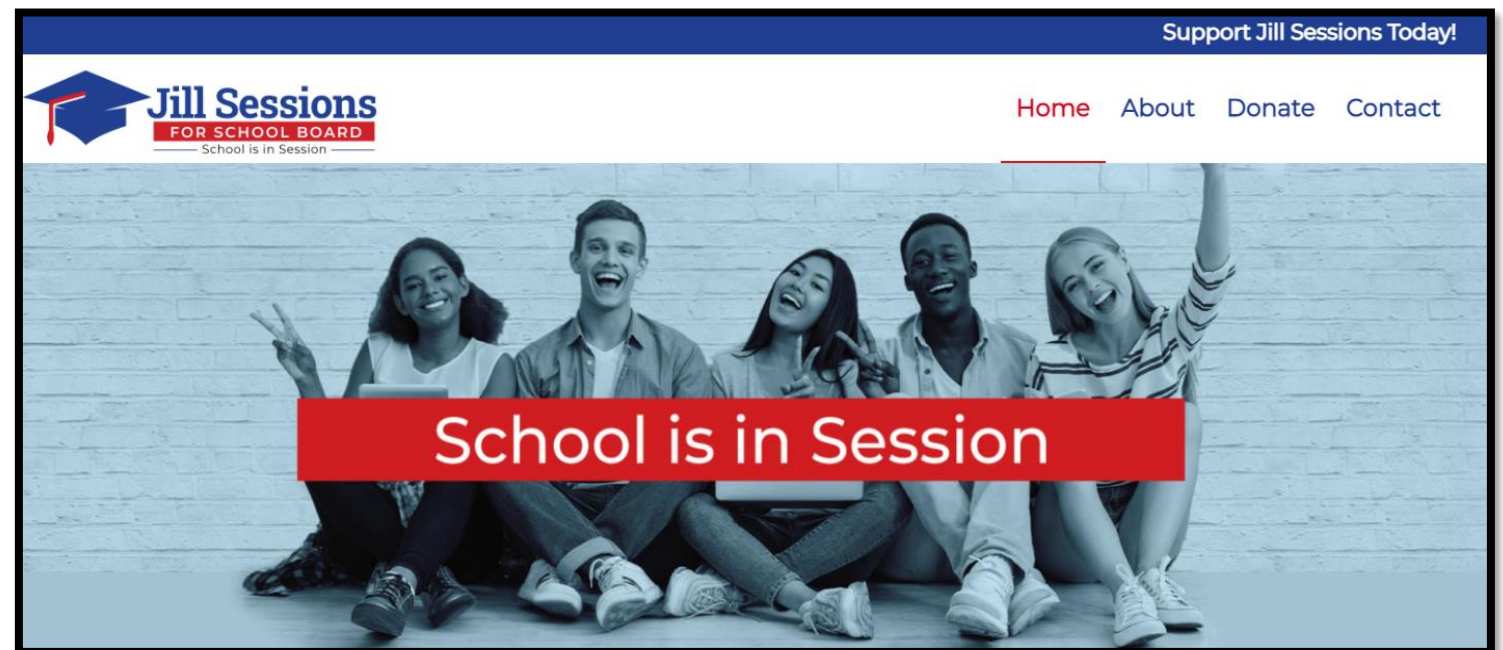
Polk County School Board – District 7



Target = Polk County School Board – District 7
All - Eligible Voters

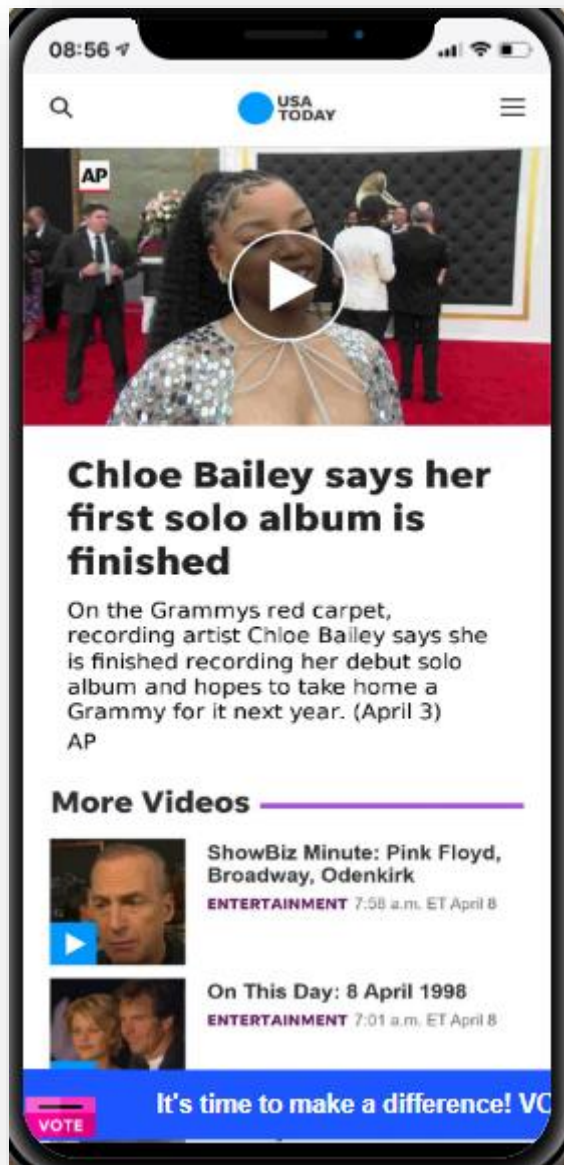
Jill Sessions - School Board District 7 (TEXT)

<https://acrstrategies.myadmessenger.com/demotool/#/K11VZ5>



Winning Political Campaigns

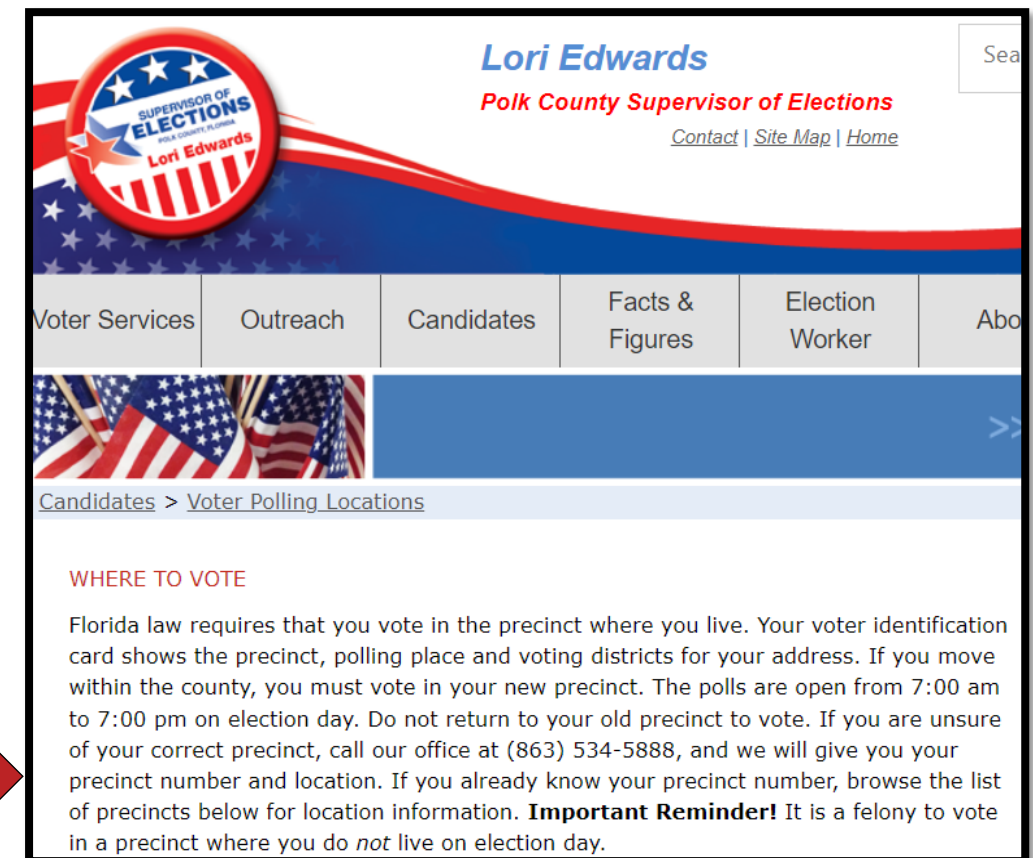
Get the VOTE OUT!



Target = Eligible Voters in Polk County

Vote Vote Vote (TTE)

<https://test2.myadmessenger.com/demotool#/2kpNRo>

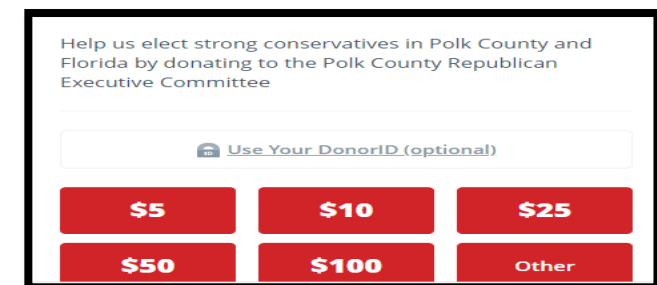
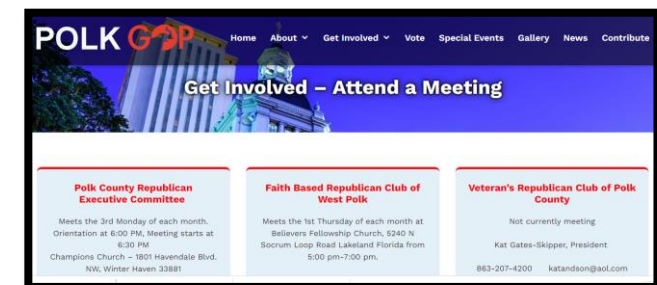
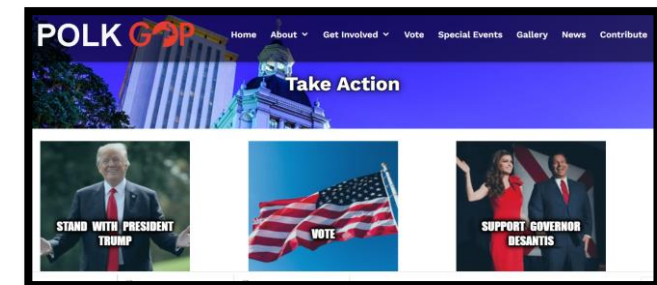


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Get INVOLVED with the GOP!

Polk County GOP (TTE)

<https://acrstrategies.myadmmessenger.com/demotool#/QZxLOW>

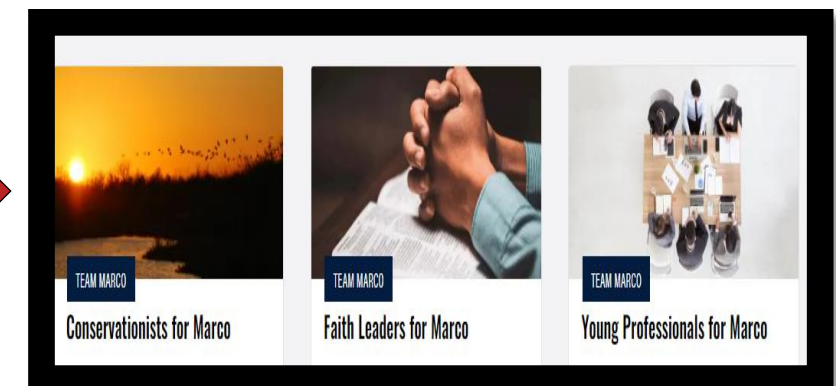
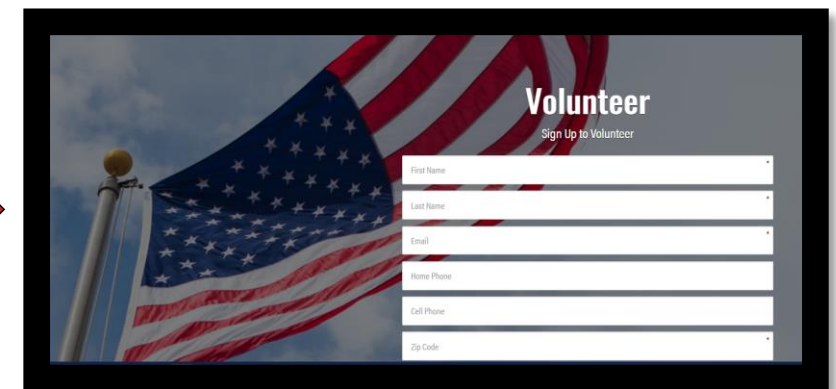
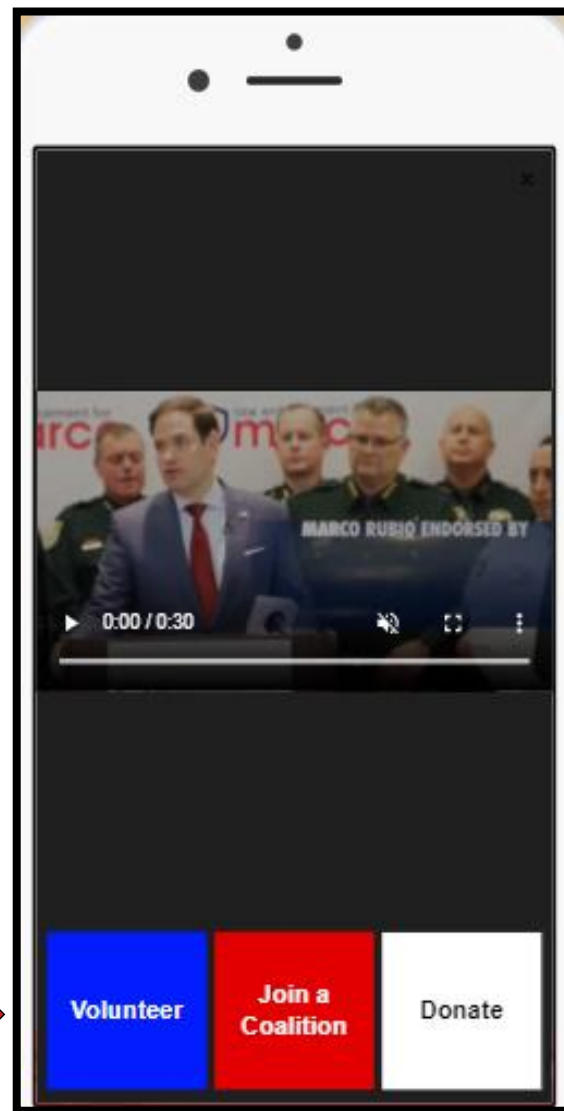


Winning Political Campaigns

Your Video!

Marco Rubio Video (TTE)

<https://acrstrategies.myadmessenger.com/demotool#/26ME8j>



**YOUR VOTE.
YOUR VOICE.**

ad messenger
by acr

★ ★ ★ ★ ★
✓Vote 2022

**TARGET THE CORRECT
AUDIENCE WITH
ADMESSENGER**

LOCAL COUNTY LEVEL
DISTRICTS
STATEWIDE AND
CONGRESSIONAL DISTRICTS
POLITICAL PARTY AND VOTER
FREQUENCY
ZIP/CITY/DMA/STATE
YOUR CRM LISTS

Investments



Text - \$500

50,000 Targeted Impressions

TTE - \$800

50,000 Targeted Impressions

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