

Case Study

The Club for Growth is a nonprofit organization that supports a Reaganesque vision of economic growth through lower taxes and limited government.

The Club for Growth

READY: The Club for Growth faced unprecedented spending by competing organizations, including various 527 political advocacy groups. The country's charged political climate contributed to unprecedented advertising budgets for both sides, which made traditional advertising channels difficult and more expensive to purchase.

In Sioux Falls, South Dakota, for example — the 116th ranked TV market according to Nielsen — a 30-second commercial was available only after the local late news and at the stunning price of \$190-\$200 per thousand! In June, the same commercial cost \$50-\$70 per thousand.

In fact, because of unprecedented spending, as Election Day neared television time — regardless of price — was sold out in most day parts.

AIM: Club for Growth needed to penetrate the Sioux Falls market in support of Senate candidate John Thune who was engaged in a tight race to unseat long-time incumbent, and Democratic leader, Tom Daschle. The organization also owed its financial supporters a solid return on marketing investment. Television, with its high costs and poor time availabilities, didn't fill the bill.

Club for Growth turned to AIMS Worldwide for help.

AIMS immediately recognized a set of critical opportunities that Club for Growth could capitalize on. Few political campaigns utilize newspapers to inform, enlighten and educate the very audiences most likely to go to the polls. Research clearly shows that newspaper readers as a group are more inclined to vote.

Newspapers consistently deliver the best educated and most affluent audience versus the 'mass market' television approach. And perhaps most vital of all, newspaper reached many of the undecided voters who were the focus of attention in the 2004 election.

AIMS pointed out the inherent weakness of television, which was confirmed by the presence of a still-undecided voter bloc. After being bombarded by hundreds of millions of dollars in TV advertising, about ten percent of voters in critical swing states had not responded to the messages.

AIMS called on its expansive network of relationships with many of the nation's largest newspapers, and employed a creative distribution system that enables the company to place advertisements in virtually every U.S. market at rates far below rate card.

FIRE: With just three weeks until Election Day, Club for Growth re-

A week later . . . Election Day minus 14 . . . Club for Growth asked AIMS to investigate special advertising placements in national editions of the *New York Times* and the *Wall Street Journal*. AIMS delivered the nearly 3 million circulation of both prestigious publications within five days, placing full page ads in the 'A' sections of both newspapers.

BULL'S EYE: AIMS Worldwide delivered a total audience of 11 million readers in 50 states, with a concentration in the 11 key battle states identified by Club for Growth. The program was targeted by congressional district in some cases, by state in others and nationally via the *New York Times* and *The Wall Street Journal*. AIMS delivered the campaign at approximately 50 percent of the rate card cost and approximately 25 percent less than the typical contract rates newspapers offer their best customers.

Club for Growth used AIMS Worldwide strategy in nine candidate races. Eight of the nine candidates won election in November 2004.

Club for Growth experienced the AIMS Worldwide difference — maximum penetration of a client's message to the ideal targeted audience at the lowest possible cost.



tained AIMS to place advertisements in more than 80 newspapers in 22 key states around the country. These included top ten markets, medium-sized market newspapers and small local publications. Total circulation for the campaign exceeded 1.9 million and 4.3 million readers. And more important, 70-plus percent of the readers were likely voters.

www.clubforgrowth.org

