



2018 MASSACHUSETTS PRIMARY ELECTION 32BJ DISTRICT 615 CASE STUDY

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BY THE NUMBERS

TIMELINE: ONE MONTH

NUMBER OF VERSIONS: 15

NUMBER OF PIECES: 20K

NUMBER OF CANDIDATES: 8

OVERVIEW

Jannae was honored to support SEIU 32BJ District 615 to make history during the 2018 Massachusetts Primary Election. Together we elevated both member and public awareness of about the deep bench of progressive candidates appearing on local ballots this election year.

Together the political department at SEIU 32BJ District 615 and Jannae developed 3 different types of pieces — a member mailing, a direct mail piece for local voters (Independent Expenditure), and a canvas piece targeting local voters (Independent Expenditure). With 7 different combinations of candidates base on voting district and less than a month until Primary day, Jannae's extensive background in design and printing coordination techniques helped achieve all of these goals on time and under budget.

By using “variable data” techniques and template shells, Jannae quickly developed and deployed a direct mail program

that combined the 7 unique small lists into 3 larger mailings. This strategy really helped 32BJ to hyper-target locally, down to a district or zip code level, on a timely and cost-effective basis. Ordinarily a campaign lead might decide not to pursue a small, specialized print job, but Jannae's strategic advice and network of partners offered a solution to this common dilemma. This technique also reduced design time by a week, enabling organizers to launch the campaign sooner, and left the team with more capacity to add on an additional Independent Expenditure mailing the week before the election.

The following pages contain samples of each of the 15 pieces created using this technique.



SEIU 32BJ District 615 represents 18,000 property services workers in Massachusetts, Rhode Island and New Hampshire, including janitors, security officers, maintenance and custodial workers, and window cleaners. Members clean, maintain and provide security for buildings in the region's leading industries including commercial office real estate, financial services, higher education, health care, biotech, high tech, and transportation and tourism.

IE MAILING

4 VERSIONS · 5,342 HOUSEHOLDS



VOTE
TUESDAY SEPTEMBER 4TH
AYANNA PRESSLEY FOR US CONGRESS * GERLY ADRIEN STATE REPRESENTATIVE


PAID FOR BY 32BJ UNITED AWP, 25 WEST ST, NEW YORK, NY 10014
NOT AUTHORIZED BY ANY CANDIDATE

VOTE CHANGE CAN'T WAIT
TUESDAY SEPTEMBER 4TH

AYANNA PRESSLEY US Congress
JOSH ZAKIM Secretary of State
RACHAEL ROLLINS District Attorney
GERLY ADRIEN State Representative
32BJ SEIU
25 West St.
Boston, MA 02111

CHANGE CAN'T WAIT!
Working families are struggling in today's economy. Whether you are white, Black, latino or asian, it's getting harder to make a living while working full time. From Dudley Square to Mission Hill to Everett, the 7th Congressional District needs a strong leader who will stand up for us all.
We need candidates like Boston City Councilor Ayanna Pressley and other change makers who are willing to do whatever it takes to raise wages, fix public transportation, protect immigrants and improve our health care system so everyone can thrive no matter what zip code they are born in.

<< EmName >>
<< Address >>
<< City >>, << State >> << Zip >>



VOTE
TUESDAY SEPTEMBER 4TH
AYANNA PRESSLEY FOR US CONGRESS * JON SANTIAGO STATE REPRESENTATIVE

PAID FOR BY 32BJ UNITED AWP, 25 WEST ST, NEW YORK, NY 10014
NOT AUTHORIZED BY ANY CANDIDATE

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CHANGE CAN'T WAIT
VOTE
AYANNA PRESSLEY FOR US CONGRESS * TUESDAY SEPTEMBER 4TH


PAID FOR BY 32BJ UNITED AWP, 25 WEST ST, NEW YORK, NY 10014
NOT AUTHORIZED BY ANY CANDIDATE OR CANDIDATE'S COMMITTEE

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VOTE
TUESDAY SEPTEMBER 4TH
AYANNA PRESSLEY FOR US CONGRESS * JEFF SANCHEZ STATE REPRESENTATIVE

PAID FOR BY 32BJ UNITED AWP, 25 WEST ST, NEW YORK, NY 10014
NOT AUTHORIZED BY ANY CANDIDATE

VOTE CHANGE CAN'T WAIT
TUESDAY SEPTEMBER 4TH

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JEFF SANCHEZ State Representative
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<< EmName >>
<< Address >>
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IE CANVAS

4 VERSIONS · 6,700 PIECES



MARTES 4 DE SEPTIEMBRE
V★O★T★E
TUESDAY SEPTEMBER 4TH

CHANGE CAN'T WAIT ★ EL CAMBIO NO PUEDE ESPERAR

PAID FOR BY 32BJ UNITED ADF, 25 WEST 18TH STREET NEW YORK, NY 10011.
NOT AUTHORIZED BY ANY CANDIDATE OR CANDIDATE'S COMMITTEE.

V★O★T★E MARTES 4 DE SEPTIEMBRE
TUESDAY SEPTEMBER 4TH



AYANNA PRESSLEY
7th Congressional District
7º Distrito Congresional



JOSH ZAKIM
Secretary of State
Secretario de Estado



GERLY ADRIEN
State Representative
Representante Estatal

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¡El Cambio No Puede Esperar! Las familias trabajadoras están sufriendo en la economía actual. Ya sea que es blanco, negro, latino o asiático, cada vez es más difícil ganarse la vida trabajando a tiempo completo. Desde Dudley Square hasta Mission Hill y Everett, el 7º Distrito Congresional necesita un líder fuerte que nos defienda a todos.

Necesitamos candidatos como la concejal de la ciudad de Boston **Ayanna Pressley** y otros creadores de cambios que estén dispuestos a hacer todo lo posible para aumentar los salarios, reparar el transporte público, proteger a los inmigrantes y mejorar nuestro sistema de salud para que todos puedan prosperar sin importar el lugar de nacimiento.

V★O★T★E MARTES 4 DE SEPTIEMBRE
TUESDAY SEPTEMBER 4TH



AYANNA PRESSLEY
7th Congressional District
7º Distrito Congresional



JOSH ZAKIM
Secretary of State
Secretario de Estado



RACHEL ROLLINS
District Attorney
Fiscal de Distrito para Suffolk


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