



Case Study: Executing a Statewide Victory at Scale

How CampaignHQ built and executed a disciplined, a long-range voter infrastructure that paid off at the end.

AT A GLANCE

BY THE NUMBERS:

- 20 total projects over 10 months time
- 1.8 million texts
- 11 live call projects
- 107,000 live call conversations
- 243,000 automated ID calls using live surveyor
- 227,000 calls with live intro + Trump endorsement
- 74,751 IDs

SOLUTION

CampaignHQ designed and executed a long-term voter contact plan for the campaign, enabling each project to complement the next, providing a strategic value that one-off projects don't provide. The campaign started early by identifying supporters and persuadable voters and bucketing them so later outreach wasn't based on guesses.

As the race moved forward, that early work made it easier to focus persuasion and endorsement messages on the right people instead of wasting time and money.

By the final stretch, turnout efforts were highly targeted because the campaign already knew who to call, who to text, and how to reach them. Each phase built on the one before it, allowing the campaign to move faster, stay compliant, and operate at real statewide scale when it mattered most.

The CHQ-run program resulted in an 18-point primary victory over the sitting Lieutenant Governor and a 13-point general election win that exceeded polling expectations.

PROBLEM

Mark Braun's gubernatorial campaign faced the challenge of how to identify, segment, and mobilize voters across an entire state, efficiently, compliantly, and at scale. Early voter identification wasn't an isolated project. It was the foundation that made later persuasion and turnout cheaper, faster, and more effective.

The race began with a crowded six-way Republican primary, featuring well-funded opponents and a sitting Lieutenant Governor. To win statewide, the campaign needed to create early separation while also building an infrastructure that could support a general election.

That required more than a single tactic. The campaign needed a long-term voter identification strategy, the ability to evolve messaging over time, and a communications program capable of operating at scale, while navigating Indiana's automated calling regulations.

The challenge wasn't just winning one election phase. It was executing a full-cycle, statewide voter contact program that could carry the campaign from early ID through persuasion and Election Day turnout.