

# BREAK BLUE

# BREAK BLUE STRATEGIES

We're here to build campaigns that move communities forward, amplify new voices, and make a difference after your election is over. That means upfront and honest with our strategy, executing it relentlessly, and a team that's in the weeds with you every week. We are not a chain of vendors who barely talk to each other and disappear between strategy calls.

## OUR SERVICES

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GENERAL CONSULTING

FUNDRAISING

DIRECT MAIL

VIDEO PRODUCTION

MEDIA BUYING

CREATIVE DESIGN

ONLINE PRESENCE

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Our services: strategy, creative, mail, video, media, digital, and fundraising all come from our team of over a dozen with decades of experience across campaigns, nonprofits, PACs and independent expenditures. We produce national-level work while being nimble and adapting to a budget of any size.

LAST YEAR, **85%** OF  
OUR GENERAL  
ELECTION CANDIDATES  
**WON THEIR RACES.**

# GENERAL CONSULTING

## OUR SERVICES

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### GENERAL CONSULTING

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## ONE COHESIVE PLAN FOR YOUR RACE, AND HONEST ADVICE.

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**Our consulting work starts with understanding your race.** Not just the data, but the people that make that data. A big part of our job is helping candidates pierce the political bubble: to see past the “inside baseball” and understand what voters actually care about. **We work to understand what voters care the most about and build strategy weekly, from kickoff to Election Night.** We pride ourselves on honesty with our candidates and our experience and adaptability has favorable outcomes.

That starts with onboarding: message development, a campaign plan, and a clear strategic direction before voters see anything. From there, the strategy is a living document, continuously refined as the race develops, your opposition enters, and new data comes in.

# GENERAL CONSULTING

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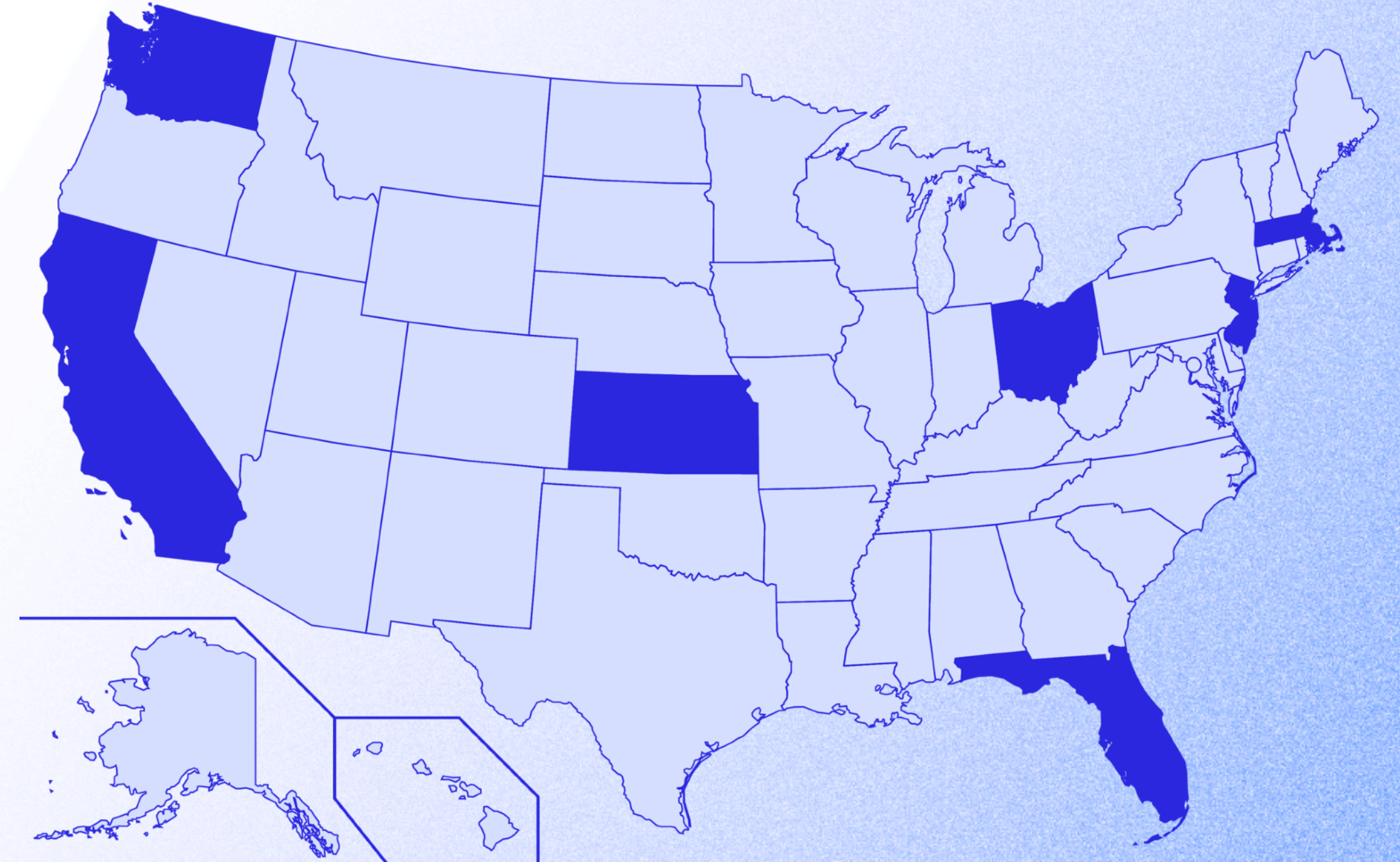
- Onboarding, message development, and a full campaign plan before a single dollar is spent, built to evolve dynamically
  - Weekly meeting with every vendor, the candidate, and key staff in the same room – the kind of alignment most campaigns never actually achieve
  - Hiring and training guidance for all key staff, so your team is built with our expertise in mind – as well as working with your existing staff
  - One point of accountability for your entire operation, and honest counsel even when it's hard to hear
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**WE'VE PROVIDED GENERAL  
CONSULTING SERVICES FOR  
MORE THAN 30 CAMPAIGNS:**

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**FROM CITY COUNCIL RACES TO CONGRESSIONALS  
IN 7 STATES, AS WELL AS NATIONAL ORGS**

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# HIGH DOLLAR FUNDRAISING

## OUR SERVICES

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**MONEY IN YOUR WARCHEST, AND  
FEWER HEADACHES DOWN THE ROAD.**

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Our fundraising operation is led by **Gabe Magic** and **Kelly Fleming**. Gabe brings a proven record of meeting or exceeding goals across candidate campaigns, nonprofits, and independent expenditures (IEs). Kelly has led nationally recognized finance programs for Lucas Kunce, John Walsh, and dozens of candidates in Virginia. **Together, they've helped raise millions of dollars across the country in races of all shapes and sizes.**

We run your full operation: call time, events, donor prospecting, list management, and we're in it with you every step, not advising from the sidelines.

# HIGH DOLLAR FUNDRAISING

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- Rolodexing, ask-setting, and call time training so candidates are ready to ask confidently, and staff who can efficiently manage the pipeline
  - 6 to 15+ hours of staffed weekly call time (depending on your program), with ask amounts set by giving history and tracked per session
  - Finance Committee and Bundler program management: recruitment, high-touch events, and ongoing relationships that compound over time
  - List acquisition (free and paid), data hygiene, and negotiated vendor relationships, including discounted access to the best fundraising tools in the country.
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ALTOGETHER, OUR TEAM HAS  
RAISED MORE THAN :

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**\$20M**

**FOR OVER 50 CAMPAIGNS AND  
NATIONAL ORGANIZATIONS**

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# DIRECT MAIL

## OUR SERVICES

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**THE RIGHT MESSAGE, IN THE RIGHT  
MAILBOX, AT THE RIGHT MOMENT.**

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Direct mail remains one of the highest-ROI voter contact tools available to campaigns, when it's done right. **Done wrong, it's expensive wallpaper that immediately goes in the trash.**

We execute it faster, tighter, and for less than most firms our size, with strategy, copywriting, design, and production all in-house. **Every piece we send is grounded in a fundamental rule: politics is optics, and voters will see you as more than just a candidate.** We want to deliver your message as a cohesive brand to voters that leaps off the page.

# DIRECT MAIL

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- Strategy, copywriting, design, print production, and delivery, all in-house
  - Precision voter file targeting that cuts waste and puts every dollar to work on persuasion and turnout
  - Turnaround built for campaign timelines, not printing-industry timelines
  - Our Creative Director handles all of your materials, so the message never drifts away from its core
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WE MAKE MAIL THAT PEOPLE  
ACTUALLY WANT TO LOOK AT.

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# VIDEO PRODUCTION

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**WE CONCEPT IT, SHOOT IT, CUT IT,  
AND DELIVER IT WITH RECORD-  
FAST TURNAROUND.**

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We produce national-level video content on local-level budgets. **When a client campaign brought us on with less than a week's notice, we had professionally shot and edited campaign ads running on CTV and digital within seven days.**

Before we shoot a single frame, we know who the voter is, what the candidate needs to project, and exactly how each creative piece fits into your strategy, because production without integrated strategy is just expensive content.

# VIDEO PRODUCTION

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- Full in-house production: concept, shoot, edit, and delivery. No steps farmed out
  - 30-second TV spots, digital pre-roll, long-form bio, and social media cuts all from the same team
  - Rapid response creative ready to deploy within the 72-hour news cycle, when speed is the whole point
  - Every piece fits a coherent visual strategy, so what voters see in your first ad is recognizable in your last
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RAPID TURNAROUND TIME THAT  
DOESN'T SACRIFICE QUALITY

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WE SCRIPTED, SHOT, EDITED AND HAD THIS AD  
RUNNING WITHIN JUST 7 DAYS.

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# MEDIA BUYING

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**THE RIGHT MEDIA MIX FOR YOUR RACE.  
EVERY DOLLAR PLACED WITH PURPOSE.**

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Our paid media program is built around a core principle that **no two races have the same voters in the same places consuming the same content.**

**We build a unique media mix targeted specifically to your campaign and district.** Digital, streaming, CTV, and programmatic. Then we craft the visuals and messaging that make voters stop scrolling. We work with campaigns carrying a minimum digital ad budget of \$50,000, because below that threshold the infrastructure we bring doesn't return what it costs. **When you're in, you control where you go up, what your reports cover, and which metrics you track.**

# MEDIA BUYING

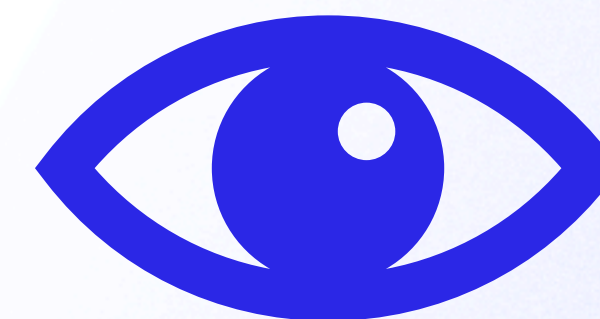
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- Custom media plan built for your specific district and voter universe, not a template applied to every race
  - Placement across digital, streaming, CTV, and programmatic channels, with creative that's built for each format
  - Client-configured reporting: you choose the placements, the metrics, and the level of detail
  - Real-time optimization so your budget is always performing, not just spending into oblivion
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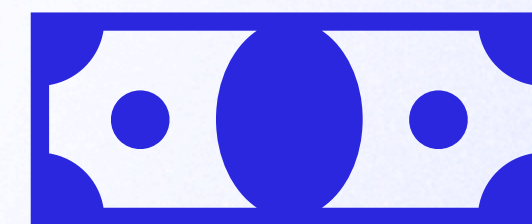
WE IMPLEMENT A \$50,000 PROGRAM PRICE FLOOR SO THAT YOU CAN HAVE **FULL CONTROL:**

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TRACK AND ADJUST:



**TOP-PERFORMING PLATFORMS**



**EXACT SPEND, DOWN TO THE HOUR**

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**RUN YOUR PROGRAM EVERYWHERE**

CTV, OLV, PROGRAMMATIC CHANNELS, GOOGLE, YOUTUBE, META, TIKTOK, MOBILE APPS, IN-GAME CONTENT, PODCASTS, PHYSICAL DIGITAL DISPLAYS,

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# CREATIVE DESIGN

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**A UNIFIED LOOK THAT EXPRESSES YOUR MESSAGE, ACROSS EVERYTHING YOUR VOTERS WILL SEE.**

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Our creative work is led by **Declan Talley**, whose background spans nearly a decade across field, communications, data, and messaging. **We build you a full visual identity**, and we build you a comms bible: a strategic document that captures who the candidate is, how they talk to voters, what they project visually, and how all of it holds together across every channel.

Most consulting engagements include ongoing collateral hours so design never becomes a bottleneck. **Launch materials, social media templates, and time-sensitive assets are turned around fast without losing the strategic thread.**

# CREATIVE DESIGN

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- Complete campaign visual identity: logo, signage, print collateral, and digital assets as one system with a look that will wow your voters
  - A candidate comms bible that defines your visual language, message architecture, and voter-facing voice in a single document
  - Launch materials and social media templates designed and ready before your campaign goes public
  - Built for the real world of campaigning: designed to travel, scale, and work in every format your race demands
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YOUR CAMPAIGN IS  
FUNDAMENTALLY YOUR BRAND.  
WE WANT TO SHOWCASE YOU.

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FOR CONGRESS  
**SPENCER  
HACKER**  
VOTE BY JUNE 27

RE-ELECT  
**Alexis**  
SEATTLE COUNCIL POS.8

**JENNIFER  
DAY** FOR SECRETARY  
OF STATE

**Jenna**   
STATE HOUSE  
LD32 **nand**

YOUNG DEMOCRATS  
**YDWA**  
OF WASHINGTON

# ONLINE PRESENCE

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**OWN THE DIGITAL CONVERSATION  
AROUND YOUR CAMPAIGN.**

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**A campaign's online presence is often the first place voters encounter you,** and many campaigns treat it like an afterthought. We put it front and center, building reactive, fully functional websites and can manage your social media, email programs, and digital content as a unified operation with a **coherent visual language and a clear voice.**

Voters can tell when a campaign's online presence is managed by someone who doesn't really know the candidate. A bad digital footprint actively undermines your message with everybody who sees it.

# ONLINE PRESENCE

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- Website development built to be reactive, fully functional, and on-brand from day one. Not a template you'll outgrow
  - Social media strategy, launch content, and ongoing templates so your accounts are consistent without eating up your time
  - Email program management with our partners and list-building that converts supporters into donors and volunteers
  - Your digital identity is built by the same team doing your mail and creative, so everything reinforces everything else
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68% OF VOTERS VISIT A CANDIDATE'S WEBSITE / SOCIAL MEDIA BEFORE MAKING A CONTRIBUTION DECISION.

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YOUR WEBSITE COULD  
LOOK LIKE THIS

YOUR SOCIAL MEDIA  
COULD LOOK LIKE THIS,  
THIS, OR THIS

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# MEET OUR LEADERSHIP TEAM

We are a fast growing team of professionals – and every client works directly with the people who are actually doing the work, not an account manager relaying notes down the chain.



# LEADERSHIP TEAM



## ADAM TRADII

### FOUNDER & CEO

He steers the ship, and will always give you the advice you need to hear.

- Over 12 years of campaign, nonprofit, and independent expenditure experience across the country with over 80 candidates and organizations
- Provides top-level strategic counsel to every BBS client, not just the flagship races
- Known for delivering the honest read most consultants won't give you, and staying accountable for the outcome



## GABE MAGIC

### VP OF FUNDRAISING

Our fundraising whisperer who knows how to reach donors and convert them.

- Led finance programs that have raised \$6M+ for Washington Initiative 940 (police accountability) and \$700K+ for a ranked choice voting initiative
- Builds momentum-based programs that compound over time, early donors bring in the next tier
- Helps your campaign organize events with key stakeholders that deliver the cash you need to make the machine run

# LEADERSHIP TEAM



## KELLY FLEMING

PRINCIPAL OF FUNDRAISING

She connects campaigns to national networks, and helps you get your foot in the door.

- Veteran of nationally recognized finance programs including Missouri's Lucas Kunce
- Specializes in major donor cultivation and building relationships that extend well beyond a single cycle
- Brings access to national Democratic networks that punch well above what most firms typically deliver



## DECLAN TALLEY

CREATIVE DIRECTOR

At the intersection of strategy and stunning creative design.

- Nearly a decade of cross-disciplinary experience spanning field, communications, data, and political messaging
- Leads every campaign's messaging architecture, direct mail program, and ad creative from concept through delivery
- Builds candidates a full visual universe: so every touchpoint, from the first mailer to the last digital ad tells the same story

# BREAK BLUE

LET'S STAY IN TOUCH



**WEBSITE**

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