

CASE STUDY



STIRISTA
FREEDOM TO REACH ANYONE

**ARIZONA MEDICAL
MARIJUANA
POLICY PROJECT**





CLIENT

The Arizona Media Marijuana Policy Project was founded in 1995 to reform U.S. marijuana laws. AMMPP believes that the greatest harm associated with medical marijuana use is wrongful imprisonment. The organization focuses on decriminalizing marijuana with an emphasis on making marijuana medically available to the severely ill.

STIRISTA

Stirista's services go beyond traditional corporate marketing and focus on electoral services, ballot initiatives, public affairs, fundraising, and nonprofits. Stirista uses a unique blend of digital marketing and consumer segmentation to create solutions for its clients. Stirista's consulting and data services open new doors for clients that need fresh solutions to reach hard-to-find audiences.

CHALLENGE

With the exception of the elections of 1996, Arizona voted for a Republican nominee for President. The election of 2010 in particular was expected to be a year when even the safest blue seats were defeated. But there was one exception to that year's slew of conservative political victories: the passage of Proposition 203, which made Arizona the 16th state to legalize medical marijuana.

The Medical Marijuana Policy Project's campaign was underfunded. It relied almost entirely on earned media and interest targeting to spread the campaign's message, "Stop Arresting Patients." AMMPP and its public affairs handler, Reister Public Affairs, turned to Stirista for a solution.



PLAN OF ACTION

A new, innovative way of targeting was needed to attract those most likely to support medical marijuana. Stirista's segmented email campaign had to fulfill the function of an entire campaign effort. The campaign had to fill the gaps left by the lack of direct mail, paid media, and other traditional paid advertising channels. To accomplish this, Stirista's emails also included videos and interactive material that would have traditionally been distributed via direct mail or television.

The campaign relied on Stirista's highly sophisticated segmentation and email deployment capabilities for a direct email effort. Stirista's approach created socio-demographic profiles for each registered voter connected to an email address. Over a million voters were segmented by ancestry, religion, and language.

Stirista's next goal was to create first-person narratives that each segment could relate to. For example, when targeting a socially-conservative female Christian voter, Stirista sent a narrative from the perspective of a conservative Christian woman describing her medical problems and legal issues.

RESULTS

Stirista's email effort proved to be a great success. It led to massive increases in web traffic, YouTube views, social networking fans, supporter activity, and favorable votes on the ballot. Even in a homogenous state like Arizona, Stirista was able to create meaningful target audiences by turning a mass email campaign into a riveting personal narrative.

A total of 10,185,691 emails were sent using Stirista's segmented lists. The ultimate result was a vote to pass Proposition 203. The segmented email campaign that served as the AMMPP's primary means of voter contact was a highly effective effort that gave the group a substantial political victory.