



EccaNova



CARROLL FIFE CAMPAIGN

How a First-Time Candidate Defeated an Incumbent with a Multi-Layer Digital Ad Campaign

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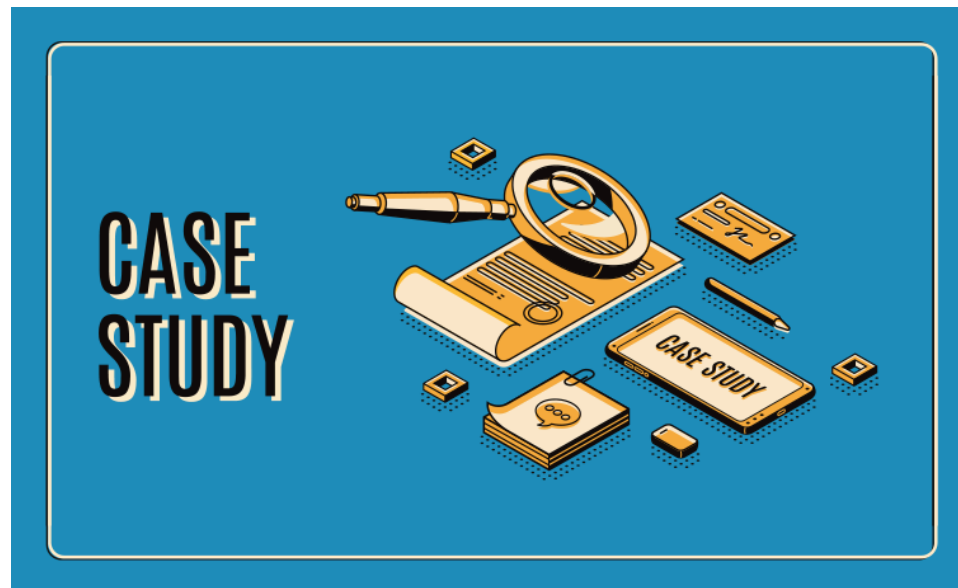
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Carroll Fife Campaign: How a First-Time Candidate Defeated an Incumbent with a Multi-Layer Digital Ad Campaign

With just over a month before Election Day, Eccanova helped Carroll Fife build name recognition, define the race, and defeat a two-term incumbent.

1. THE MOMENT

Carroll Fife was a first-time candidate for Oakland City Council who needed to quickly introduce herself to voters and build name recognition in her campaign to unseat a two-term incumbent.

2. THE GOAL

Introduce Fife to voters in Oakland's 3rd District by building name recognition and a compelling brand through a strategically targeted Facebook and Instagram digital advertising campaign tailored to the demographics and political contours of the district.

3. THE CHALLENGE

With just over a month until Election Day, we needed to introduce and establish a first-time candidate running against a widely known, better-funded incumbent.





4. WHAT WE DID

TARGETING

We developed Facebook images, GIFs and video ads highlighting Fife's housing activism and work for Oakland families, tailoring messaging to specific neighborhood demographics and issues.

Our campaign maximized the impact of a limited budget by targeting community leaders, left-leaning voters and centers of influence. In the final weeks, we surrounded targeted voters with rotating creative that kept the messaging fresh while reinforcing Fife's brand.



We also targeted segments of her opponent's base, drawing a clear contrast between the two candidates' records while strengthening Fife's reputation for leadership and advocacy.

An effective campaign ensures voters are engaged on multiple fronts. We coordinated closely with Fife's field program so the same voters being primed with digital ads were also contacted on the ground.



MULTI-LAYER AD CREATIVE CAMPAIGN

The digital architecture we constructed first introduced Fife to voters, then demonstrated the difference between Fife and her opponent, and finally energized voters to turn out on Election Day.

► Building a Positive Foundation

A 30-second video ad introduced voters to Fife and showcased her long-standing work as a community activist. This established her brand as a champion for Oakland's working families.

Six endorsement ads followed, reinforcing her credibility by featuring respected community organizations supporting her candidacy. These ads built trust by demonstrating the broad coalition behind her campaign.

► Introducing a Contrast

Two weeks before Election Day – after establishing Fife's positive brand – contrast ads were layered in highlighting her opponent's record on key community issues.

By clearly differentiating the candidates' values and priorities, the campaign gave undecided voters a compelling reason to reconsider the incumbent.

► Ending on a Positive Note

In the final week, the campaign returned to hopeful, forward-looking messaging designed to leave voters with a sense of unity and momentum.

Ads promoted the message of "Uniting Oakland," featuring key endorsements and reinforcing Fife's vision and leadership.



5. RESULTS

This strategic layering of creative, messaging and targeting rapidly built name recognition and a strong positive brand for Fife.

She won her race with 49% of the vote, **defeating the incumbent** and securing a seat on the Oakland City Council.

6. WHY THIS MATTERS

Thoughtful, multifaceted digital campaigns can persuade and mobilize voters, even when time is short and an opponent begins with stronger name recognition and deeper pockets.

Our **multi-layered strategy** quickly built a candidate brand, drew a clear contrast and mobilized voters — all within a compressed timeline.

ECCANOVA DOESN'T JUST BUY ADS.

With more than 15 years of experience building winning campaigns, we understand the stories and strategies that build trust, establish credibility and move voters.

