rational360

An Integrated Campaign Playbook to Influence Tech Policy Outcomes



rational360.com

Designing a Game Plan

Reaching and influencing the right audiences across platforms is how you put points on the board, and how you win. It takes teamwork, preparation, and dedication to execute a winning game plan.

To win, you must:

Positively influence the right audiences on the right platforms at the right time.

Elevate your brand and messaging among key decisionmakers.

In today's evolving media landscape, traditional approaches to reaching key audiences can often fall short of the goal line. Your team can face serious challenges:

- ☑ Who should you target?
- ☑ What messages do you use?
- ☑ How do you keep viewers' attention?
- ☑ Where do you reach key decisionmakers?

This playbook, designed by Rational 360 "coordinators," outlines a proven game plan that gives your company a tactical advantage to help you get into the end zone.

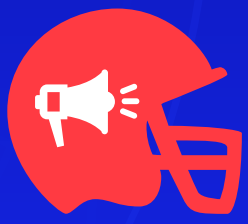
Target Audiences:



Trump Administration



Federal & State Lawmakers



National, Regional & Tech Policy Trade Reporters



Existing Customers & Potential Partners



Key Industry Communities



Tech Influencers

Put the Best Starting Lineup on the Field



Tech Campaign Specialists

Unmatched expertise in tech policy message development, content creation, digital strategy, and public affairs.

- ☑ Tech Policy Public Affairs Campaign & Earned Media Program Experts
- ☑ Experienced Senior Tech Communications Counselors & Advisors
- ☑ Extensive Experience in Complex Tech Public Affairs & Advocacy Campaigns
- ☑ Creative Results-Driven Tech Digital Media Strategists
- ☑ Administration, Capitol Hill & State Campaign Expertise

Tech Expertise

Deep knowledge of key tech policy issues, with experience and expertise on how to influence outcomes at every point of the delivery system.

- ☑ Artificial Intelligence
- ☑ Section 230
- ☑ Data Privacy
- ☑ Trade
- ☑ Immigration
- ☑ Education & Workforce Development
- ☑ Competition
- ☑ Cybersecurity
- ☑ Intellectual Property
- ☑ Tax
- ☑ Research & Development
- ☑ Transportation & Mobility
- ☑ Spectrum & Wireless Connectivity
- ☑ Financial Technology

Deep Network of National, State & Local Third-Parties

We have an extensive network of relationships with national, state, and local organizations to help move the needle on your tech policy goals, including:

- ☑ Tech Advocacy Groups
- ☑ Tech Influencers
- ☑ Community & Grasstops Leaders
- ☑ Foundations
- ☑ Universities
- ☑ Think Tank & Academic Organizations

Preparation

#1 Scouting
Message Testing & Narrative Development

Before any game, it's critical to scout the competition. Any good coach will analyze an opponent's strengths and develop a game plan to exploit their vulnerabilities.

Rational 360 works in close collaboration with your organization to create a custom message framework that aligns your business objectives with public policy goals by incorporating vetted language that resonates with targeted audiences while addressing potential opposition arguments.

Matching your company's strengths to your opponent's weaknesses allows you to spend your time (and budget) effectively and install your game plan confidently.

PLAYS

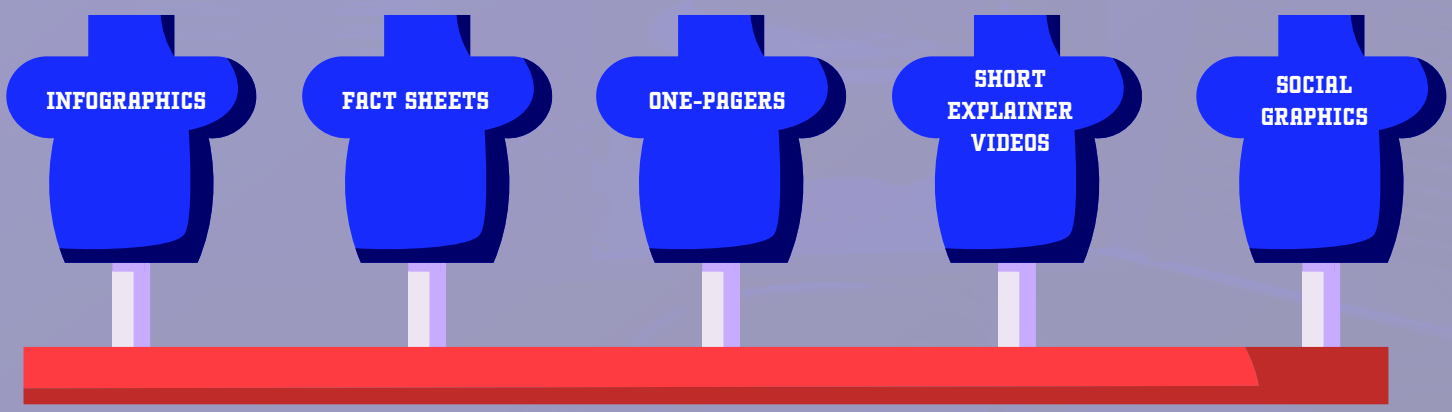
- ☑ One online poll (typically between 100-500 respondents) among agreed-upon target audience
- ☑ One updated and refined company key message platform that incorporates findings from the initial message audit and/or learnings from the research to guide the campaign



#2 Game Plan
Content Creation

Zig when they expect you to zag — designing and executing creative plays are how you keep your competition on its toes and keep racking up points.

Like any good play, your digital and multimedia content must be creative and innovative. Your Rational 360 team is experienced and ready to produce a game plan that puts you on a path to victory through content that resonates, motives, and influences behavior.



Game Time

#3 Win in the Trenches

Third-Party Identification, Education & Engagement

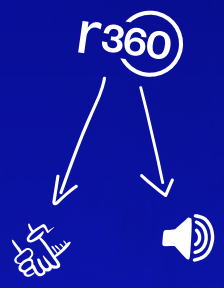
Winning at the line of scrimmage — in the trenches — is so important in football. It can help you control the ball, establish dominance, and wear down an opponent over time.

Identifying key influencers and third-party advocates can have a similar impact.

Your Rational 360 team is experienced in winning in the trenches — with expertise in identifying and working with third-party advocates that align with your objectives. By working together to find opportunities that expand your message and reach new audiences, we can open holes at the line of scrimmage that lead to big plays.

PLAYS

- ☑ One landscape assessment to identify top 100-500 influential voices driving the conversation around your company product
- ☑ Reach-outs and meetings with target third-party organizations and supporters



#4 Control the Pace

Local & Regional Media Echo Chamber

In football, controlling the tempo of the game allows you to set the pace of play, dictate the flow of the game, and create more scoring opportunities by keeping your opponents on the sidelines.

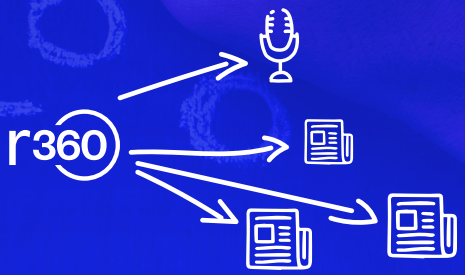
Creating a local and regional media echo chamber is like controlling the tempo on the field. It helps you reach new audiences, drive the conversation in the direction you want, and amplify your message at critical moments. By keeping the spotlight on your priorities, it forces your opponents to remain on defense and always reacting to the plays you are running.

Your Rational 360 team has expertise drafting, pitching, and placing third-party authored op-eds in influential national and regional publications (online and/or print-focused), such as:

WIRED THE HILL USA TODAY The Mercury News The Washington Post

PLAYS

- ☑ 5 - 8+ media interviews
- ☑ 1-3+ Company and/or third-party authored op-eds



#5 Air it Out

Digital & Direct-Mail Grassroots Advocacy

Nothing can deflate an opponent's morale faster than a completed deep pass. This can change the game in the blink of an eye and put you on the brink of the end zone.

Targeted acquisition and engagement campaigns drive letters, petitions, emails, and social posts to specific audiences you are trying to influence. Calling this play — for example, a direct mail program — puts you in a position to score by bringing content directly to decisionmakers. Your Rational 360 team is experienced in making sure each pass is completed, based on our extensive third-party influencer networks and decades of running similar successful plays.

Our proven game plan helps you scout, recruit, educate, and mobilize potential advocates. We know the formula of the number of advocacy calls and letters it takes to gain yards and influence outcomes. By calling the right plays, we can put these third-party influencers in motion to help you expand your network, provide educational briefings, and offer clear steps for supportive third-party voices to amplify your message through earned media and digital efforts.

PLAYS

- ☑ Petitions from tech advoacy organizations
- ☑ Deliver 1,000 - 5,000 direct communications per month sent to policymaker targets from community groups via letters, phone calls, and/or social media posts



#6 Pinpoint Targeted Blitz

Paid Targeted Digital Influence Campaign

The game is on the line. The other team is driving and you need to stop them. So you call a blitz — a play that requires targeted pressure with pinpoint precision. Targeted paid digital advertising is like a blitz. You know what your message is and where it needs to go. Blitzing your audience with branded and unbranded content gets your message in front of decisionmakers from the moment they wake up until the moment they go to sleep.

Pinpoint Targeting is Rational 360's secret weapon — it's the most transparent individual target-by-name digital advertising solution on the market, allowing you to deliver your content directly to your target individual screen 7x+/week. During the first Trump Administration, when conventional methods of reaching political power brokers through traditional media and advertising weren't working, we changed our game plan and Pinpoint was born. Pinpoint is essentially a more transparent, cheaper, one-stop-shop version of other offerings on the market. Other firms don't do this kind of individual decisionmaker targeting — it's hard, and a different business model than the normal digital advertising campaigns.



TOUCHDOWN!

Goal Achieved

#7 Post Game

Time to analyze the game while getting ready for a new opponent next week. Start preparing for your next game with updated digital content, messaging, and press and third-party engagement. It's now time to take on a new team.

...GAME ON!

Are you ready to establish a winning game plan with the best "coordinators" in the game?

Let's huddle! Contact Rational 360 today.

"The difference between ordinary and extraordinary is that little extra."
JIMMY JOHNSON

"A winning effort begins with preparation."
JOE GIBBS

"Nobody who ever gave his best regretted it."
GEORGE HALAS

The Rational Way

One-Stop Shop for Premium Campaign Services

We are strategic, all-in thought partners and bring a 360° point of view to deliver wins on challenging and complex business, reputation, policy, and public affairs issues. Our creative and relentless approach turns data into action, moves the needle on complex issues, and drives impactful outcomes for our clients.

Our bipartisan team has decades of experience working in Administrations, in Congress, and for political campaigns in Washington and across the country. We have an unparalleled understanding of how Washington works and how to get things done.

DIGITAL NANOTARGETING

Efficient Advertising that Achieves Your Goals

Cut through the clutter to deliver your message directly to your customers' screens from the moment they wake up to the moment they go to sleep, with confidence. We stand out amongst the competition because we are more cost-efficient, we'll hit more of the people you want to hit more frequently, and we're honest about the results.

ACTIONABLE INSIGHTS

Social Listening Analysis & Influencer Identification

Our team executes custom, data-driven influencer mapping and assessment to produce a targeted list of the top 500 influencers (including think tanks, academics, advocates, and policy experts) with significant influence on, or connections to an organization or person.

INTEGRATED CAMPAIGNS

Data-Driven Strategy that Delivers Results

We create custom, integrated strategic communications, public affairs, and digital campaigns to build support for specific business, policy, and public affairs goals.

INNOVATIVE STORYTELLERS

Creative Experts Who Deliver High-Quality Content

We produce engaging creative, digital, and multimedia content that is built on the foundation of effective and data-driven client messages. We reach target audiences with high-quality content in a way that resonates, motivates, and influences.

Our Services

Digital

- Social Listening
- Social Media Management
- Email and SMS
- Website Development
- SEO
- Video Production & Graphic Design
- Virtual Events
- Paid Advertising
- 360 Influencer Engagement
- Digital Grassroots

Strategic Communications

- Grassroots & Grasstops
- Social Media Management
- State Level Campaigns
- Third-Party Engagement, Coalition Building, and Activation
- Public Affairs
- Earned Media
- Thought Leadership
- Event Management
- Crisis Corporate & Reputation Management Rapid Response

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