Elections 2016
Reaching 240 Million American Voters

by
US expert
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from
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11.00-12.30
Seminar-Room 8
Department of Communication
Währingerstrasse 29
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2016 is an unprecedented year in American elections in terms of campaigns: With non-traditional candidates performing well, the field of candidates running for offices on the federal, state and local level is more diverse than ever. Many states have changed laws related to ballot measures or referenda, and state legislatures, which control election districts, have made some controversial decisions on the election maps. Super PACs are playing a role in races nationwide. Kelly Gibson, who has had more than a decade of experience producing media and directing strategic messaging for campaigns throughout the U.S., will explain how candidates for office in the U.S. communicate with voters through TV ads and other means, show some of the campaign ads running right now, and detail the campaign strategies that underlie their outreach decisions.

Kelly Gibson is partner at Hamburger Gibson Creative, a political media powerhouse, producing media and directing strategic messaging for environmental organizations, unions, candidates and campaigns from City Council to Senate races. Her sweet spot is ads that reveal a candidate’s true character to voters and speak to their values. With a keen eye on the latest tools, trends and technologies for communicating, Kelly Gibson advises campaigns on how to navigate and employ digital campaign tactics that build buzz across the four-screen spectrum.