



CASE STUDY

**DRILLING DOWN ON MESSAGE:
HOW WE HELPED SAVE AN INDUSTRY
HUNDREDS OF MILLIONS IN TAXES**



THE ISSUE

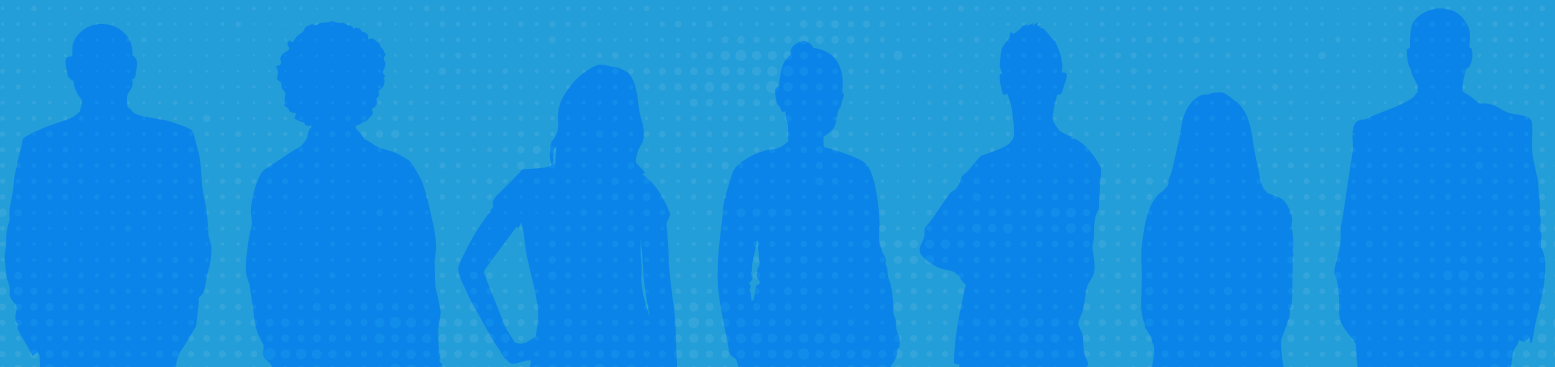
The political climate could not have been worse for the Oklahoma Oil and Gas Association. The state government was facing a massive budget shortfall in 2017; teachers were threatening to go on strike over increased pay and an underfunded education system; legislators were facing political pressure from several national left-wing organizations; and the Republican Governor was deeply unpopular.

All eyes fixed on the oil and gas industry's gross production tax (GPT) rate as a means of increasing revenue to fix these problems. The bill being considered would have raised the tax rate from 2% to 7% - effectively costing our client hundreds of millions of dollars in the near term.

OKOGA looked to Go BIG Media to coordinate and execute a comprehensive advocacy campaign to push back against a tax increase that would have cost their members over \$420 million annually and cripple their ability to produce good-paying jobs in Oklahoma.

OUR STRATEGY

- Polling demonstrated that OKOGA's previous narrative was falling short as long-standing support for their industry was eroding across the state.
- Constituents were starting to believe that OKOGA members were not paying their fair share in taxes and that a Gross Production Tax rate increase was the answer
- Go Big Media helped push a new narrative highlighting personal stories about how OKOGA's members create high-paying jobs that benefit small businesses and local economies. For every one oil field job created by drilling a well, two indirect jobs were created.
- Our campaign's strategy was to humanize the debate with emotionally charged creative and advanced ad targeting to create a grassroots movement online and off, that state lawmakers could not ignore.



IDENTIFY OUR CHALLENGES

Facing stiff political headwinds, it was important for our team to identify the key challenges we needed to overcome, before devising a strategy to counter a narrative that was gaining steam in Oklahoma.



MESSAGING CHALLENGE ONE

Explaining why the average gross production tax had experienced a huge decline.



MESSAGING CHALLENGE TWO

Refuting an economic study that cited Oklahoma's GPT was the lowest of other oil producing states.



MESSAGING CHALLENGE THREE

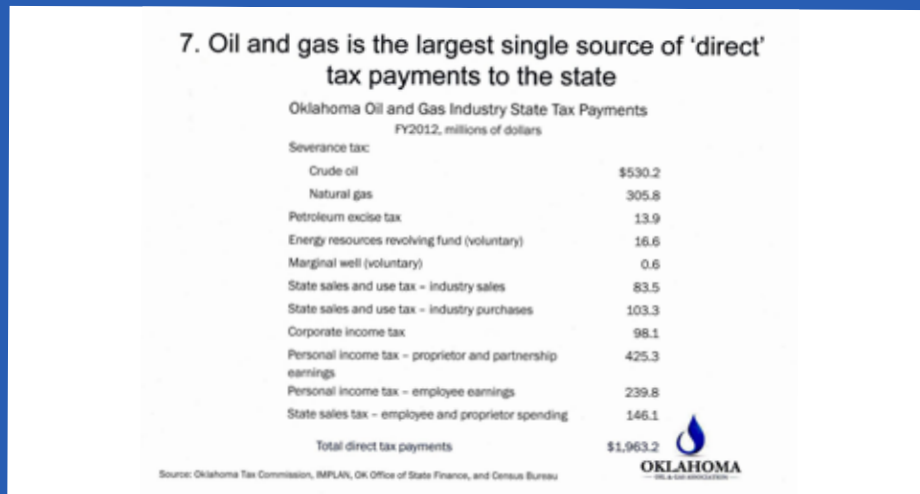
Pushing back the message that "big oil" doesn't care about public schools because it wasn't "paying its fair share" to help fund teacher pay.

SHOW DON'T TELL

The opposition was putting facts aside and playing to people's emotions, so OKOGA countered with personal messaging illustrating the real impact of the oil and gas industry in Oklahoma. We shared the stories of waitresses, real estate agents, car dealers, teachers, and small business owners who all benefit from the oil and gas industry.

Changing the narrative from OKOGA's previous losing argument to a new winning narrative was critical to our strategy:

PREVIOUS ARGUMENT:



NEW NARRATIVE:



[WATCH VIDEO](#)

BRING IT HOME

Nothing gets the attention of a legislator better than a well-executed campaign in their home district. So, when OKOGA needed the votes of 19 different House Republicans, who appeared to be wavering on their commitment to oppose taxes, Go BIG launched a multi-channel advocacy campaign neither they nor their constituents could ignore.



FACEBOOK VIDEO

We drove thousands of anti-tax conservatives and oil & gas employees in the 19 target House districts to engage with each one of our ads - commenting, sharing, liking, and viewing! Not only was the creative compelling, but we ran creative that included businesses and people recognizable by those who engaged with it. And, by tagging their respective legislators, we ensured they and their staff took notice.



TWITTER

We engaged journalists and influencers in Oklahoma City on Twitter to shape the conversation and make sure our side of the story was included in any earned media.



FACEBOOK & TWITTER DAILY SOCIAL BOOST

We promoted OKOGA materials, such as press releases, interviews, and educational videos, to both high propensity voters, capitol influencers, and oil & gas employees and their families in order to increase our campaign's reach and offer a rebuttal to our opponents in real-time.



SEARCH

We took over the top position on all searches related to the state's budget, taxes, the Governor, the legislature, and the oil and gas industry over the course of our campaign.



PRE-ROLL CAPITOL GEOFENCE

We bombarded the state capitol with millions of impressions of our videos on pre-roll throughout the special session. Legislators and their staff were greeted with our ads while in the building making decisions on the GPT. The ads delivered a 70% completion rate and .12% click through rate, both well above the industry average.



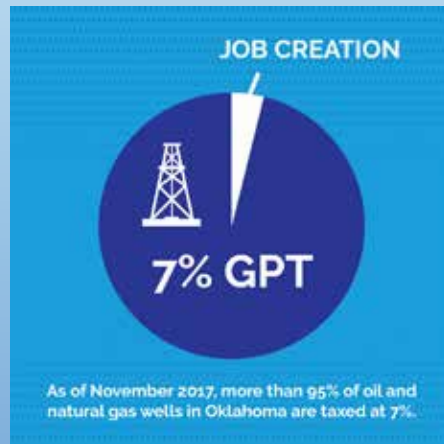
PATCH THRU PHONE CALLS

Our patch thru call campaign took advantage of social media posts and other materials that included our target legislators' office numbers and the capitol switchboard operators, in order to deliver a tidal wave of anti-tax calls and the threat of losing their vote at the ballot box. In total, we completed over 5,000 calls to our 19 legislators in 2 days time.

THE RESULT Victory!

Our campaign to pressure legislators was so effective, that within 24-hours of launch and in the days and weeks following, legislators reached out directly to OKOGA staff requesting the campaigns be turned off in their districts, with assurances they would not sign any legislation in the special session that raised taxes and hurt Oklahoma's economy.

The special session ended with no increase to the GPT rate, potentially saving Oklahoma and gas companies billions of dollars long-term. OKOGA took a victory lap and flexed its muscles as a force to be reckoned with in the state legislature, giving them and their partner companies massive leverage in future negotiation battles.

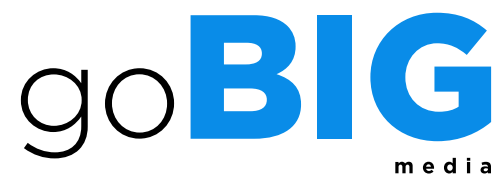


“It doesn't matter if you're an RV salesman. It doesn't matter if you're a guy installing swimming pools. It doesn't matter if you're a meat cutter. **When oil jobs go down, it hurts everybody.**”

- Pat McFerron

OKLAHOMA





To learn more about how
Go BIG Media can help your
campaign contact us at

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