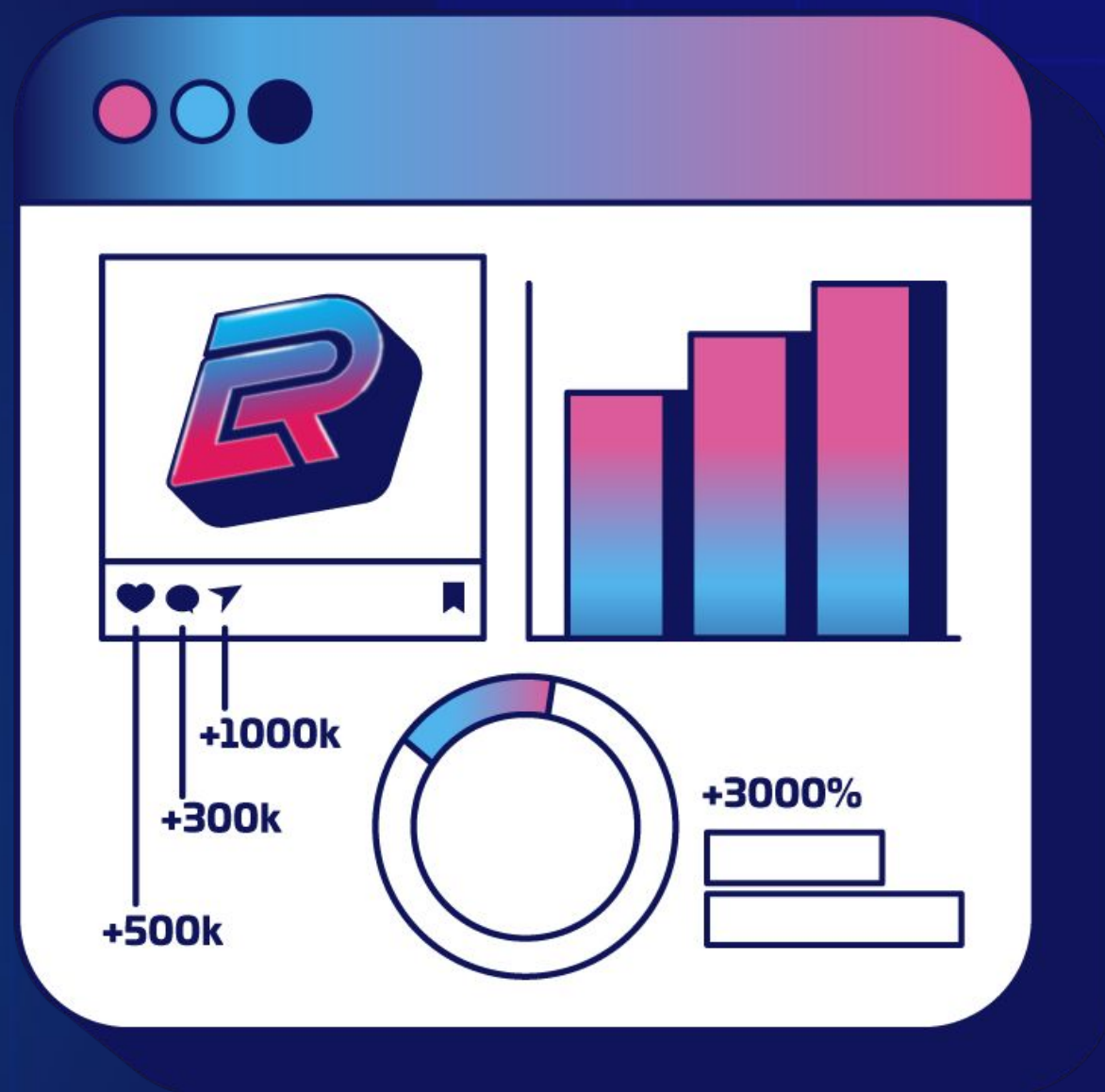




RENEGADE
CREATIVE

SERVICES



About Us

A holistic approach to the information ecosystem.

Today's campaigns – whether you are a candidate, an advocacy organization, or a business – find success by deploying not just one or two tools to reach voters, citizens, or customers.

We all gather our information and impressions from an entire ecosystem — not from any one source. Successful campaigns meet people where they already are: across every screen, every channel, every conversation.



Website Design & Development

Your website is the Mother Ship of your campaign. Whether to learn more, convert curiosity into action, or donate, your site is where you want voters or customers to go. And when they arrive, a compelling design and message is key.

Renegade Creative takes the mystery out of web design and works with you to build the destination you want your site to be.



Video Production & Post Production

Whether it be social media, emails, texts, or traditional news media, videos generate more views and engagement than any other communications tool. The trick? Making sure potential viewers stop their scrolling and take the time to watch and listen.

Renegade works with you to record, capture, edit and produce the high quality and convincing videos your campaign needs.



Photography

“A picture is worth...” You know what we mean. Everyone who has ever worked on a campaign has had that moment when the brochure, door-hanger, email or social media post is ready to go – if only you had just the right photograph. Anticipating needs, capturing the images and building a photo library for those moments is essential.

Renegade Creative’s professionals will ensure you have that critical portfolio.



Branding & Graphic Design

The “look” of your campaign begins with logos and graphics that reflect you, your cause, or your product.

Our team includes designers who will capture the look you want and need, and put it to work across all your media, literature, and digital communications. If it doesn't catch people's attention, it won't be Renegade-approved.

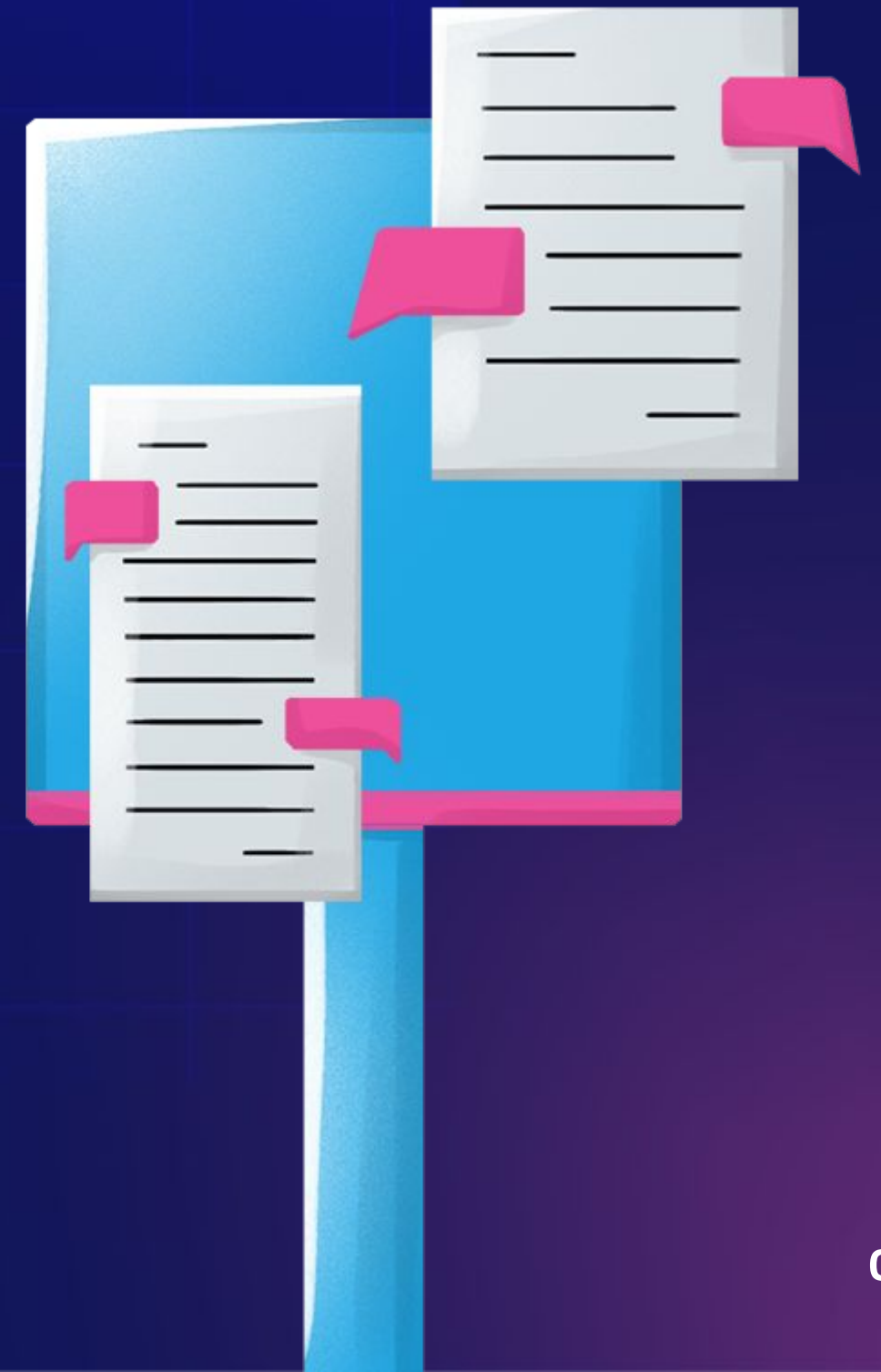


Billboards

Gone are the days when you had to rent a billboard for a month and be stuck with a single image. Today, you can rent them by the week or in some cases, by the day, or impression.

Used wisely and tactically, a billboard in the right location and with a catchy message, can reach millions quickly and impactfully.

The pros at Renegade understand the methodologies that can put this tool to work for you.



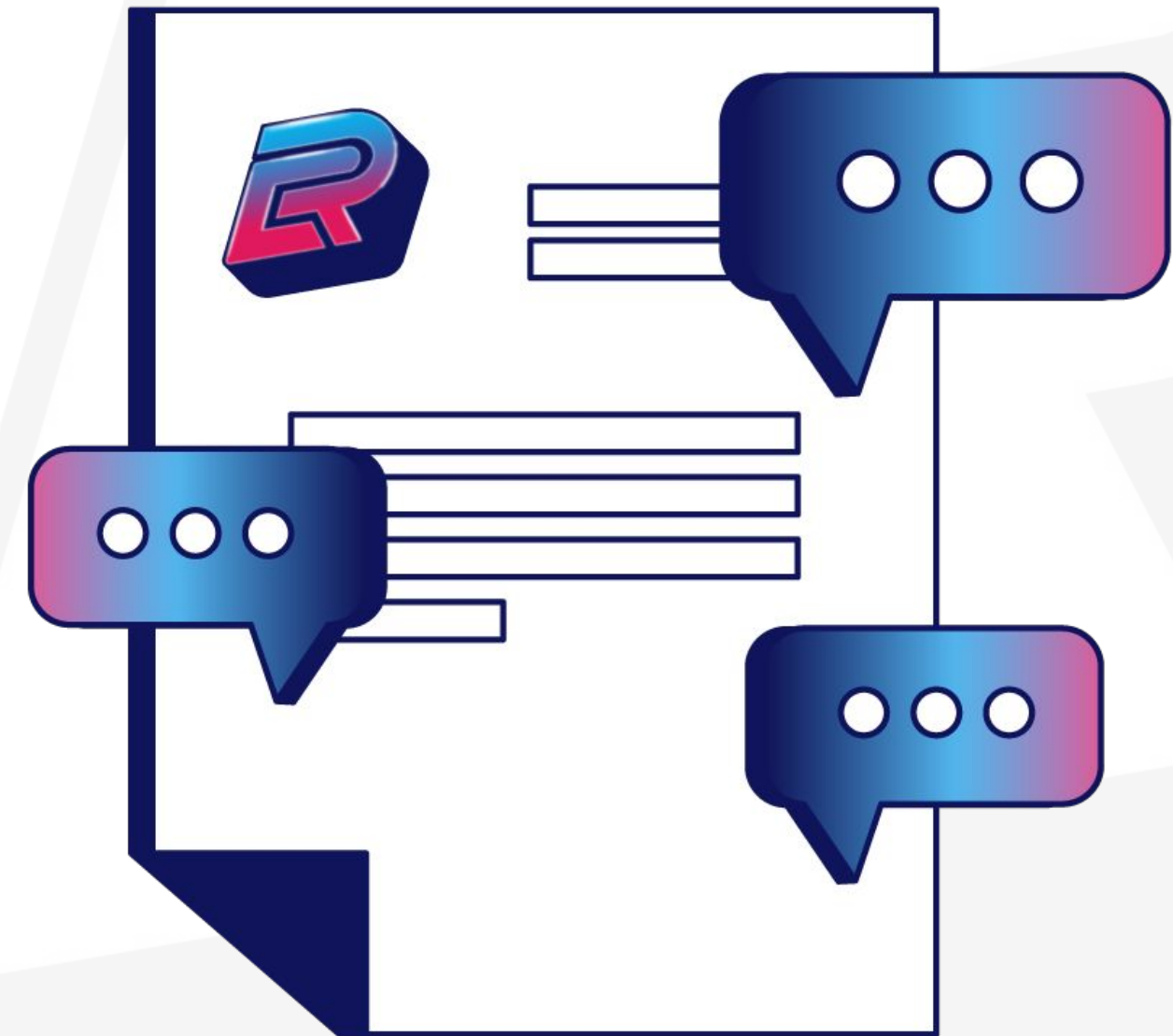
Services

Get Noticed

Copywriting

From speeches to scripts to emails to storyboards, communication begins with words – and crafting the language that will inspire, inform and persuade is one of any campaign's greatest challenges.

Renegade Creative helps understand and tune your "voice"... and translate it into words that work.



Services

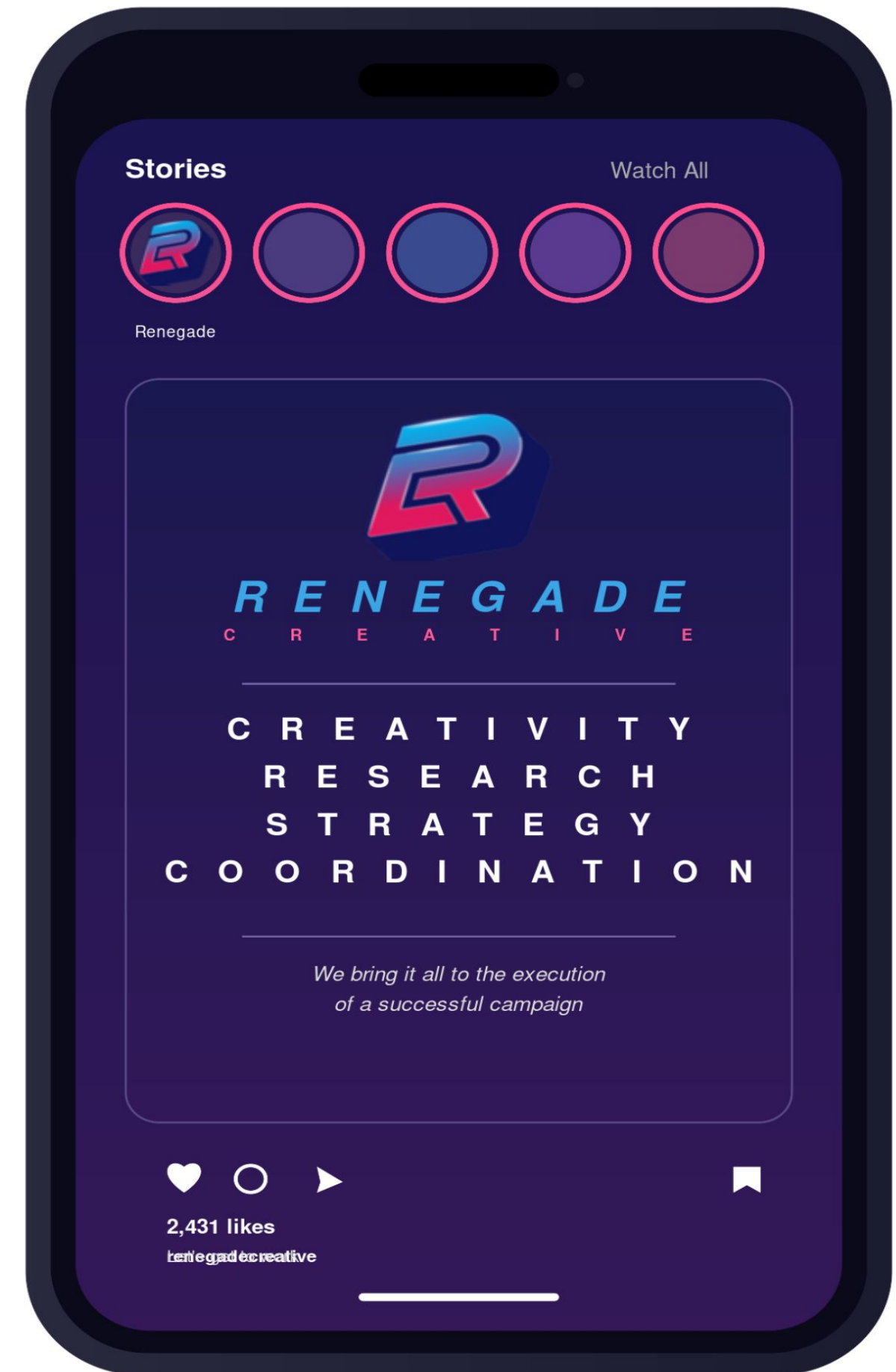
Get Insights

Media Placement

There was a time when campaigns simply had to spread their funds across TV, radio, and newspapers. Those were the days.

Now, the options for delivering your messages are mind-boggling. Facebook, Google, cable TV, radio, OTT/CTV, Pre-roll, email, texting – they all have a role to play, and can be the largest expenditures you make.

Renegade works with the leading platforms extensively, and will help you put your resources to work effectively and cost-efficiently.



Services

Get Insights

Polling & Market Research

“Measure twice, cut once.” Nowhere is that age-old advice more relevant than in a political or advocacy campaign.

It’s not about keeping score. It’s about understanding what the public believes, needs and wants from the candidate or cause they will support.

Renegade Creative works with the best pollsters and researchers across the country to fashion surveys that will provide the actionable data every successful campaign must have.



Services

Get Insights

Data Acquisition

Data is the currency of a campaign, advocacy, or marketing effort. Knowing who you want to reach, finding them, and acquiring the information you need to communicate with them is an absolute must and starting point, especially in today's digital environment.

Renegade works with the nation's leading data and list providers to make it possible to communicate directly with the right people.

No campaign is ever the same, which is why at Renegade we can build custom data models to fit your campaign.





Texting

Renegade has reached tens of millions of voters and consumers with winning messages. And with our own in-house SMS/MMS platform, our clients receive the most competitive rates on the market.



Phone Calls

We can develop, produce and deliver an effective phone campaign that can be one of the most economical and efficient aspects of your effort.



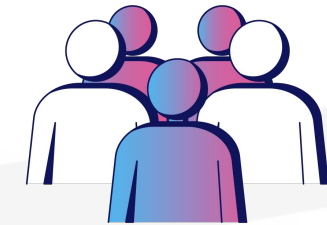
Email Marketing

Whether you need help drafting the content or simply hitting send each week, Renegade can help you craft an effective email campaign.

Ground Game

Connecting personally with voters or consumers – staying in touch, organizing and mobilizing – is still the surest way to produce votes, action or purchases. And, technology and data management DOES have a critical role to play in this most basic campaign element.

The Renegade team has managed such efforts across the country in campaigns for city council to President. We have helped put presidential campaigns on the ballot in all 50 states, and run some of the most successful petition campaigns in the country.



Direct Mail

Direct Mail is not going away anytime soon.

Renegade Creative has their own permit and print house to afford you the most competitive prices.

Ask us about “Informed Delivery” and other mail strategies that help you get the most of your budget.



Public Affairs & Advocacy

The Renegade Creative team includes professionals who have worked in government, politics and advocacy for decades. We have the contacts, the experience and the tools to turn policy into law, results and programs. We know what works...and what doesn't, and look forward to putting our experience and expertise to work with you.



Voice Talent

You have a script, a video, and the photos you need, but you need a voice. Working with professional talent across the nation, Renegade has it covered.



Renegade Political Reel



Renegade Creative Capabilities



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WE'D LOVE TO HEAR FROM YOU



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LET'S TALK