

Targeted Takeaways

A Historic Win for Trump and JD Vance

Donald Trump and JD Vance's victory has reshaped the political landscape, defying the traditional DC and media playbook. Trump's win marks a pivotal shift, and Targeted Victory has been at the forefront, identifying key trends the campaign leveraged to drive this outcome and what this means for corporate America.

HERE'S A CLOSER LOOK:

The Collapse of Traditional Media

"Attention is broken" has been a Targeted Victory axiom for years. The way people consume information has evolved and the traditional media ecosystem is unraveling. With national media trust eroding for years, we've advised clients to prioritize storytelling through owned and paid media over traditional outlets. This election proved it: major news sources missed the mark, while social platforms, localized media, and individual creators got it right, driving the news cycle and shaping narratives. The pace of decline for traditional news will accelerate, urging companies to invest heavily in direct storytelling.

A New Class of Political Influencers

Leaders like Trump, JD Vance, Josh Hawley, and Marco Rubio and others represent a new power class resistant to traditional lobbying tactics. This rising group of ideological hardliners won't respond to outdated strategies or traditional lobbying. Engaging with them on policy will demand innovative approaches that align with their values and connect authentically with their supporters.

Campaigns Matter, and Trust Is Local

Trump bypassed the DC and NYC thought bubbles, speaking directly to voters with a laser-focused message. His commitment to local rallies allowed him to connect with diverse demographics across states, addressing issues that resonate locally. The key takeaway? Successful messages are built from a deep understanding of the audience, grounded in local priorities and concerns.

This election is a wake-up call for recalibrating strategies to meet new political and media realities. The traditional **playbook is dead, and the time to **adapt is now.****