



To: Team Gibbons and Interested Parties
From: Michael Biundo and Andrew Boucher, Ascent Strategic
Date: Thursday, December 2, 2021
Re: In Position to Win

In the wide-open primary for U.S. Senate in Ohio, the Gibbons for Ohio campaign is in position to win.

Every poll released has Mike Gibbons in second or third place, within ten points of Josh Mandel.

Our own internal polling, conducted in October, matches these results.

In July, Gibbons for Ohio reserved \$9.9 million in television advertising running through the May 3 primary date, with \$2.9 million in 2021 alone. Last week, we added an additional \$500,000 to the 2021 television budget. In addition, we have invested more than \$650,000 in digital advertising, direct mail, and telephone communications in 2021.

Since the launch of our television campaign, our polling has shown that not only has Mike Gibbons moved into the top-tier of candidates, but also:

- Increased his name ID to nearly 60 percent.
- Dramatically increased his positive favorability ratings, to the point where his favorable-unfavorable ratio is 3.5-1.
- Has shown exceptionally strong results when voters are asked to name their second choice – a key metric in a multi-candidate primary.

Our goal this summer was to clearly define Mike Gibbons, increase his name ID and favorability ratings, and move him into the top tier of candidates by the close of 2021.

We are currently ahead of our already-ambitious schedule and in a position to win in May.

Mike Gibbons won 38 counties running as a complete unknown in the 2018 U.S. Senate primary. The 2021 portion of the television buy alone (\$3.4 million) is more than Gibbons for Ohio spent in the entirety of the 2018 campaign (\$3.1 million).

Mike Gibbons has been endorsed by Senator Rand Paul, who has made multiple appearances in-state on Gibbons' behalf. Gibbons served as Ohio Finance Co-Chair of President Donald Trump's 2016 campaign. In 2020, Gibbons contributed \$150,000 to the Trump re-election campaign (through RNC victory).

Finally, Mike Gibbons has already given \$8 million to his own campaign... so far. He is in the right strategic position, has a statewide grassroots campaign in place, and has crafted a strategy to win.