



**Marketing Resource Group**  
Integrity. Collaboration. Results.

**ZACH  
LARSEN**

For

Clinton County Commissioner District 6

# CASE STUDY

## the opportunity

Clinton County has seven County Commission seats with six republicans and one democrat serving. Starting as a write-in-candidate, Zach Larsen approached MRG to manage his campaign in an effort to beat the democrat incumbent.

## how we got there

MRG managed the campaign mail program, yard signs, and digital marketing efforts.

## the results

In a democrat wave, and in a college-oriented district, with over 60% turnout, Larsen came within 500 votes of winning the most competitive race in Clinton County.

### QUOTE

*"Jenell and the rest of the MRG team were exceptionally professional. They provided top notch services and marketing materials and helped me to navigate campaign strategy to run a competitive race."*

Zach Larsen  
Candidate for Clinton County Commissioner

## Services Provided by MRG



Digital Marketing  
Strategies



Mail Program  
(Design, Print, Distribution)