

SEWARD SQUARE STRATEGIES AND TOP DIGITAL STRATEGIST JASON ROSENBAUM JOIN SKDK

LEADING STRATEGIC COMMUNICATIONS AND POLITICAL ADVERTISING FIRM EXPANDS DIGITAL OFFERINGS

SKDK is pleased to announce that top digital strategist Jason Rosenbaum and his company, Seward Strategies, have joined our firm. his acquisition expands SKDK's digital offerings and positions the firm as one of the industry leaders in multi-screen advertising across digital and television platforms. Jason will serve as President and Managing Director of SKDK Digital and help our clients grow through modern, data-driven, digital fundraising, persuasion and mobilization programs.

"Jason and the Seward Square team bring expertise in digital revenue, data analysis, media planning and buying, and content production to an already extensive SKDK offering. Their ability to identify, target and persuade key audiences is second to none," said SKDK CEO Josh Isay. "In addition to building a top-rate digital program, SKDK has recently launched an in-house content studio for multi-medium content creation and hired seasoned social media strategists to advise our clients and candidates. We are very excited to have Jason leading our digital practice at a time when candidates, companies, and organizations are trying to find the most effective way to communicate and distribute their content," said Isay.

Jason and the Seward Square Strategies team come from diverse political, technology and corporate backgrounds. They've led digital operations and digital advertising for presidential campaigns, major technology companies like Google, national political committees like the DSCC and DCCC and large-scale nonprofit and advocacy organizations. At a time when digital fundraising is an absolute must, Jason brings over 10 years of digital fundraising experience, leading teams that have raised over \$200 million for candidates and causes.

In addition to Jason, SKDK is excited that his talented team of strategists including Tom Walton, Kara Dailey, Madeline Groves, and Phillip Trevisan will all be joining our firm.

SKDK understands that effective advertising in the modern world means the ability to design strategies and create compelling content across mediums -- to strategically reach people on all of their screens and devices. As more and more Americans cut the cord and view content through different channels, it's more important than ever that advertising firms offer integrated TV and digital strategies and creative content.

The addition of Jason and his team now allows us to have a full suite of digital offerings that include:

- Large-scale donor, supporter and customer acquisition programs
- Persuasion advertising across all digital platforms
- Email fundraising strategy, content creation and program management
- Digital fundraising program building and management
- More extensive digital media planning and buying capabilities
- More powerful strategic content development services



Here are Five Things to Know about Jason and why we are so delighted have him leading our Digital department:

- 1 For more than a decade, Jason has led teams that have raised more than \$200 million in digital revenue, produced groundbreaking digital creative and applied the most advanced research methodologies to advertising and marketing campaigns.
- 2 Jason led digital advertising for Hillary Clinton's presidential campaign. He built and oversaw a 30-person team that executed a nine figure budget, the largest political digital advertising operation in history.
- 3 Jason led Google's Elections and Advocacy team, which builds and executes large-scale paid advertising campaigns for political campaigns, advocacy organizations and trade associations. While there he oversaw a team that managed more than \$100 million dollars in client accounts.
- 4 In 2012, Jason completed his second successful election cycle directing digital operations for the Democratic Senatorial Campaign Committee (DSCC), where he oversaw the committee's strategy and advised campaigns for U.S. Senate. In his four years at the committee, Jason quadrupled digital revenue and built a department that generated more than a third of the organization's overall funding.
- 5 Jason was also part of the historic rise of House Democrats in 2006 and 2008, helping led digital efforts for the American Association for Justice and the Democratic Congressional Campaign Committee (DCCC), respectively.

SKDK TAKES DIGITAL OFFERINGS TO THE NEXT LEVEL



Digital Assessment & Audit Investigation

Custom designed studies to guide your organization forward.

We use human and data analysis to determine how to best harness technology. These start with in-depth stakeholder conversations that uncover challenges, insights and opportunities, and end with a blueprint that outlines the path forward.



Donor, Supporter and Customer Acquisition

Building a steady pipeline of high quality supporters, donors or customers is critical to genuine growth.

A smart, strategic digital acquisition program will help foster that growth whether your goals are fundraising, app downloads, broadening your customer base or mobilizing supporters.



Digital Fundraising

Advanced, data-driven fundraising programs that will increase your organization's revenue.

Through tried and tested channels like direct email, digital advertising, and newer marketing channels like SMS and Social, we obsessively test your program, refining it for success.



Impactful Persuasion Programs and Media Placement

Transparent pricing. Great media plans. Measurement with strategy.

No hidden fees or skimmed impressions. We are interested in building long term relationships and believe that you should understand where and how your media dollars are spent.

The Internet is a big place. We use data and human expertise to craft custom media plans because every program is different. And we know that better plans provide a better value for your budget.

We provide relevant reporting that is contextualized and actionable. Our goal isn't to simply impress, it's to deliver reporting-based strategy that supports a better organization.



Content Development

Lasting connections are made by creating content that is personal and relatable in order to capture attention.

With the digital freedom to click, swipe and skip content on demand, it is increasingly difficult to simply force ads and content on people.

We prioritize engagement over views by developing content that is customized for and promoted to smaller, tailored audiences.