



***For Immediate Release***

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## **Lisa McClain Campaign Team Wins National Recognition**

### **Greenlee Consulting Led Winning Campaign Team Effort**

**Lansing, MI:** It was recently announced that the Lisa McClain for Congress campaign team, led by General Consultant, Scott Greenlee, President of Greenlee Consulting, won three key political strategy awards for their work in 2020. The team, which included Greenlee Consulting, AdVictory and Pacesetter Marketing, utilized audience analytics, Automated Content Recognition technology, and data-driven media placement to create a winning campaign in MI-10.

The collaboration proved successful as the work received a gold Pollie award and two Reed Awards, along with a Congressional win, for their efforts.

The American Association of Political Consultant (AAPC) Pollie Awards are thought to be the most prized and sought-after awards in the political communications and public affairs industries. The Reed awards, named for Campaigns & Elections founder Stanley Foster Reed, are considered the most exacting award in the political campaign industry.

The team won the following:

- AAPC Pollie - Best Innovation for Voter Targeting in the Nation
- Reed Award - Best Online Ad Creative (Republican) – for their COVID-Response Messaging and Acquisition
- Reed Award - Best Use of Online Targeting for Primary - US House/Senate (Republican)

The Gold Pollie and the Reed award for Best Use of Online Targeting for a Primary was based on the team's use of Automated Content Recognition (ACR). This technology leverages software found in Smart TVs to track viewing behaviors and content watched by voters. Advertisers who are able to tap into these data feeds can use this data to optimize their advertising campaigns between broadcast, cable, and digital.

As the omni-channel media buyer, AdVictory pioneered the use of ACR technology with Lisa McClain's campaign. Campaign General Consultant, Scott Greenlee, implemented an analytics and data-driven approach across all offline and online channels. And by allowing one media buyer to handle TV, digital & radio, he drew the same efficiencies from a holistic media program.



McClain advisor and AdVictory Founder & President Adam Meldrum said, "rarely do campaigns take such a business driven and long-term approach to their media programs. Lisa's business background outside of politics made her a unique candidate to foster that type of culture in her campaign.

The campaign did not simply chase flashy new technology for the sake of it. They asked for a focused and innovative media plan and then prioritized committing to it at a high-level, while letting the intelligence gathered along the way feed into an agile and holistic voter contact strategy across every channel."

"Success is always a team effort, and I am fortunate to work with some of the best in the political and marketing industries throughout the world. Working with the best in the industry is key to ensuring victory for my candidates," stated Scott Greenlee, President of Greenlee Consulting."

Greenlee Consulting is an award-winning corporate and political consulting firm based in Lansing, Michigan and Manila, Philippines and serves clients throughout the world. Mr. Greenlee has been active in Republican Politics and causes for more than 30 years. He has served in Finance, Grassroots, and Strategic Roles for races ranging from City Council to Presidential Campaigns. A Delegate to State and National Conventions, he also served as Coalitions Vice Chair of the Michigan Republican Party. He has served in for other non-profit organizations around the world and is a former World President of Junior Chamber International.

Adam Meldrum is the Founder and President of AdVictory. He has served as an advisor for officials and organizations such as Senator Rand Paul, Senator Ben Sasse, Senator John McCain, Governor Rick Snyder, Governor Doug Burgum, Governor Bill Lee, Governor Bruce Rauner, Ambassador Ron Weiser, WinRed, and the RNC.

Meldrum's industry leadership was featured in a profile by OZY Media dubbing him "[The GOP's Chatbot and Artificial Intelligence Guru.](#)" OZY noted of Adam, "...he's mapping the future of political campaigns." His work has been featured in outlets such as, The Wall Street Journal, The New Yorker, Bloomberg & Yahoo Finance.

To learn more about Automated Content Recognition, [view an interview with Adam Meldrum here.](#)

To view the case studies for the awards, [click here](#)

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