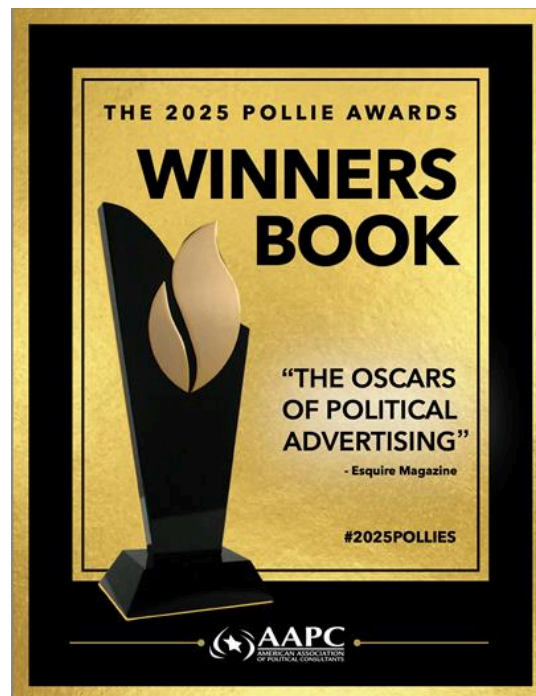




Platform Wins Silver Pollie for MKE 2024 Volunteer Campaign



We're thrilled to share that Platform Communications won a Silver Pollie Award for our work with the MKE 2024 Host Committee, with a radio ad campaign used to recruit volunteers to successfully showcase Milwaukee during the 2024 Republican National Convention!

The Pollie Awards, presented by the American Association of Political Consultants (AAPC), recognize the most effective, persuasive, and creative work of the cycle. They celebrate outstanding achievement in the communications and public affairs industries.

What did Platform do?

In 2024, Milwaukee hosted the 2024 Republican National Convention. Platform was honored when the MKE 2024 Host Committee asked to work with them to recruit volunteers who would be welcoming the world to Milwaukee. To support this effort, we partnered with iHeartRadio to develop a targeted radio campaign. Our team wrote a script that crafted a message to inspire the Milwaukee community to get involved.

Our efforts were part of a broader campaign that recruited more than 4,000 volunteers signing up to help welcome attendees, provide directions, and support the convention in and around the Fiserv Forum. The radio campaign and additional advertising efforts like email and partner collaborations played a key role in this incredible response, and we are so grateful that the AAPC recognized our hard work and execution.

More Than Just a Campaign

In addition to the ad campaign, Platform played a key role in helping the MKE 2024 Host Committee with:

- Strategic communication planning
- Message development
- Media relations
- Crisis communications
- On-site staffing and logistics
- Ad copy, design, and placement

Industry Recognition

Beyond the award, we're proud to share that Anthony Birch, Platform's Executive Vice President of Marketing & Digital Strategy, served as a judge for this year's Pollies, reviewing hundreds of entries. His involvement reflects our company's ongoing commitment to industry leadership, innovation, and professional excellence.

Thank you to our incredible team and partners. This recognition is not just a win for Platform, it's a testament to the power of strategic, values-driven communications.

Platform Communications is a Midwestern strategic communications firm specializing in public relations, crisis communications, public affairs, policy analysis, and advocacy campaigns. Based in Wisconsin with national reach, Platform has the expertise and relationships with policymakers and opinion leaders to get you real results.



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