

## Case Study



### POLITICAL

## Patrick Weiler, West Vancouver–Sunshine Coast–Sea-To-Sky Country “A Strong Voice for Our Coast”

### Challenge

Patrick Weiler is a young, first-time candidate. We helped his campaign to win trust with voters by aligning his personal story with the Liberal party’s brand, with a focus on the key issue of climate change.

### Process

We crafted a narrative that focused on the candidate’s professional experience, and visuals that could demonstrate authority with the party, including support from his predecessor.

Burrard Strategy worked to illustrate to his community that he has lived and worked in the region most of his life articulating his value proposition to voters in 2019 as being [“A Strong Voice for Our Coast.”](#)

The video highlighted Weiler’s commitment to community and his work advocating for the environment. Most of the campaign video was set outdoors to further establish familiarity for his audience and to illustrate the natural beauty and diversity of his riding.

We built awareness and trust for a candidate with no previous political experience. Our team accomplished this by highlighting his passion for the environment and climate advocacy, reminding voters of his connection to these issues and the local places and people he grew up with.

We targeted the retiring MP’s supporters to raise awareness of our candidate and generate grassroots support. Targeting focused mostly on reaching eligible voters through the Facebook platform.

First-time elected Patrick Weiler, Member of Parliament (2019)

### Outcome



**Branding:** Ensure all riding specific marketing aligned with Liberal party brand



**Narrative Development:** Introduce first-time candidate



**Political Strategy:** First-time elected Member of Parliament (2019)



**Content Creation:** Campaign Launch [Video](#)



**Content Amplification:** 6 Custom Digital Audiences; 56,5443 Digital Impressions; and 3 Digital Products

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