

Ruben Gallego

*HOW DEMOCRATS WON IN 2024:
THE POWER OF THE HISPANIC VOTE &
RUBEN GALLEGO'S STRATEGY*

TelevisaUnivision



The Landscape

BY THE NUMBERS: 2024 ELECTION

832,034

REGISTERED HISPANIC VOTERS

21%

OF ALL AZ REGISTERED VOTERS

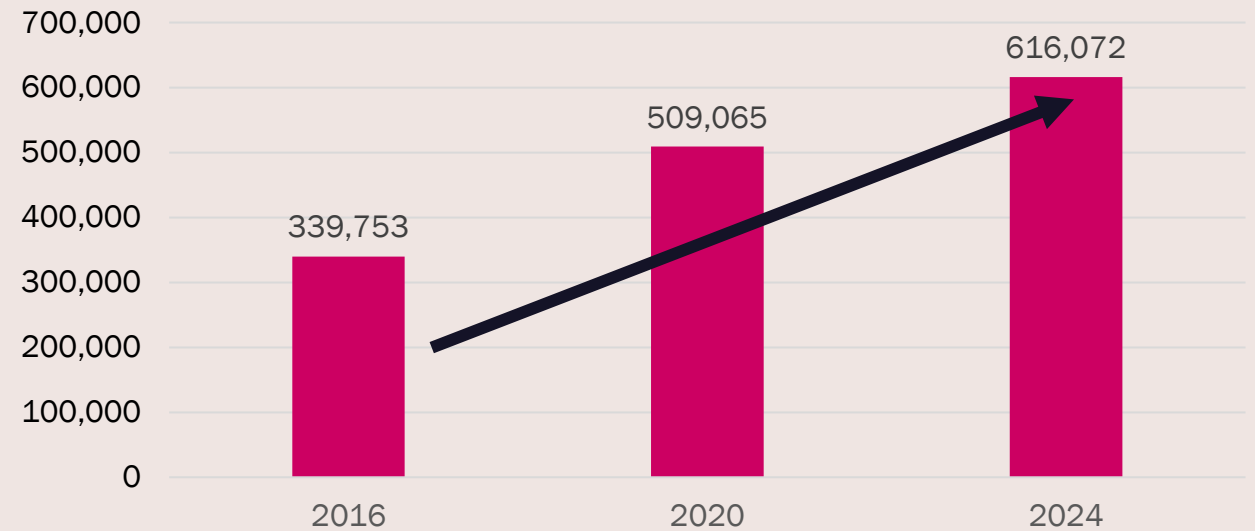
70%

SPANISH-SPEAKING

42%

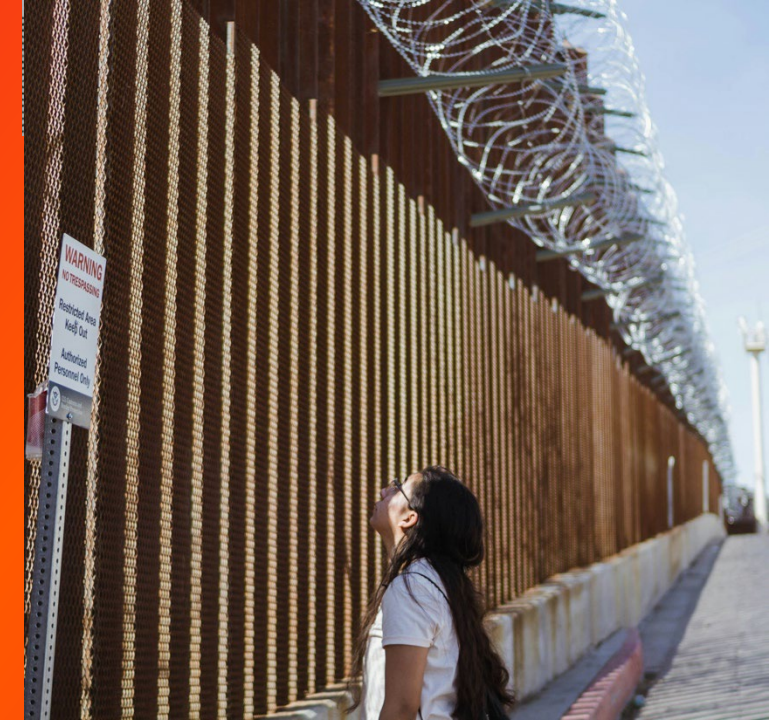
REGISTERED INDEPENDENT/OTHER

2016-24 Presidential Elections
Hispanic Voter Trend
(2024 Projected Voter Turnout)



The Challenge

CONTEST FOR A PIVOTAL SENATE SEAT



The Strategy

BUILDING A SUCCESSFUL CAMPAIGN USING TELEVISAUNIVISION'S TOOLS & PLATFORMS

The Gallego campaign understood that winning Arizona's Hispanic voters would be key to securing the highly-contested Senate seat.

The campaign engaged early and made use of all Univision **platforms**, including:

- Local TV in *Phoenix, Tucson, and Yuma*
- Local Radio in *Phoenix*
- Station-led events, interviews, special segments, and debates
- Statewide **digital strategy**, including Univision ViX Streaming Plus (Targeting A18+ Likely Voters)



GALLEGO'S CLEAR + EFFECTIVE PLAN

EARLY & CONSISTENT ENGAGEMENT

IN LANGUAGE AND IN CULTURE

SPANISH-LANGUAGE MESSAGING

**MEANINGFUL CONNECTION THROUGH SHARED
EXPERIENCE AND PERSONAL NARRATIVE**

ADDRESSED TOP-OF-MIND ISSUES

THE RIGHT TOOLS

CAMPAIGN ASSETS

Leveraging Key Moments: Copa America



"In the game of life, Ruben Gallego is our champion. A son of immigrants, family man and veteran. He will lower costs, protect rights, and find real solutions on the border."

TV Creative



BORDER SECURITY & IMMIGRATION

“As a son of immigrants, I always learned to give respect and dignity to immigrants. I will always defend our dreamers. In Congress, I helped get hundreds of new border agents and technology for the security of Arizona. But for that, the issues on the border, more than fights we need Democrats and Republicans to work together to create real solutions. And that is what I would do as your Senator.”

ECONOMY & FAMILY VALUES

“She would cry at night, worried about the rent. An immigrant mother maintaining her family as a secretary. She never gave up and I didn’t either. Her example and her tenacity took me to Harvard without money or connections. I remember those nights, and that is why, as your Senator, I will fight for all families in Arizona, so they can achieve their dreams.”



CAMPAIGN ASSETS

Digital Creative



Digital focused on how Gallego understands what it is like coming from a family who lived paycheck to paycheck and fights for Arizonans to help lower their costs.

Also, it is noted how Gallego fought for our country in the military and continues to fight for his constituents in Congress.



CAMPAIGN ASSETS

Earned Media



ELECCIONES

Inmigrantes están abusando del sistema de asilo: señala Rubén Gallego

Para Rubén Gallego, una solución al complejo tema migratorio es regularizar a los amparados con DACA, a quienes llevan años aquí pagando impuestos y con un historial limpio, y más visas de trabajo.

POR: UNIVISION
PUBLICADO 23 ENE 2024 - 09:22 PM EST | ACTUALIZADO 23 ENE 2024 - 09:22 PM EST

COMPORTE

UNIVISIONARIZONA.COM

REP. RUBÉN GALLEGO
(D) DISTRITO 3

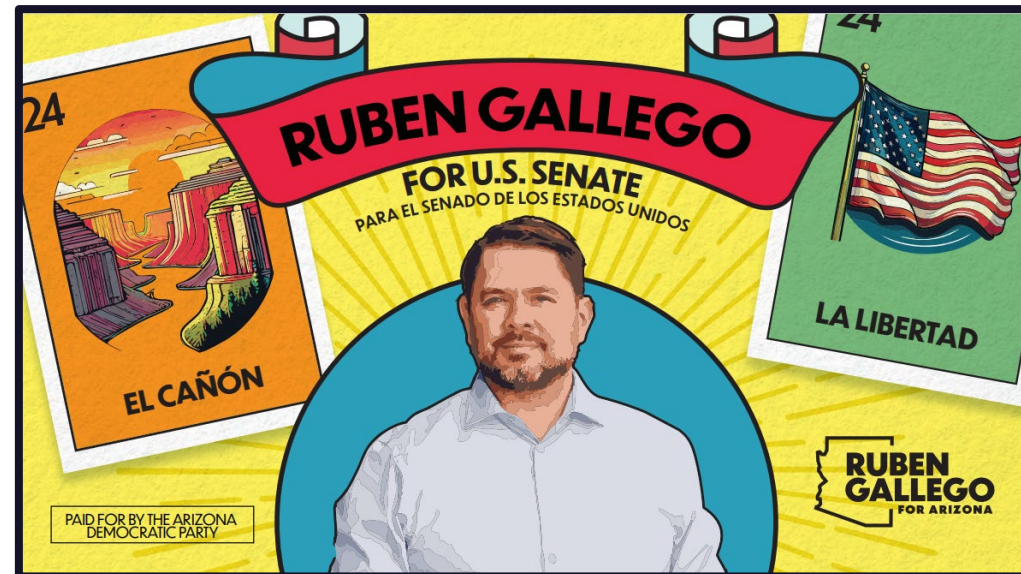
AZ
5:16p 56°

PHOENIX, Arizona. – El representante del Distrito 3 de Arizona y candidato al Senado de los Estados Unidos, **Rubén Gallego**, visitó los estudios de Univision Arizona para hablar sobre sus propuestas, en donde se habló del tema migratorio.

This is a screenshot of a news article from Univision Arizona. The headline reads 'Inmigrantes están abusando del sistema de asilo: señala Rubén Gallego'. The article text discusses Gallego's views on immigration, specifically mentioning DACA recipients. The article is dated January 23, 2024. Below the text is a video player showing Gallego in an interview. The video player includes the Univision Arizona logo, the website URL 'UNIVISIONARIZONA.COM', a lower-third graphic identifying 'REP. RUBÉN GALLEGO (D) DISTRITO 3', and a weather/time overlay showing '5:16p 56°' and the 'AZ' logo. A 'COMPORTE' (Share) icon is also visible.

CAMPAIGN ASSETS

Voter Mail



Most Arizona Hispanics speak Spanish and are bilingual – and appreciate candidates who reach out in Spanish.

83%
SPEAK ANY SPANISH

68%
ARE BILINGUAL

33%
ARE SPANISH DOMINANT

The Winning Results

HISPANIC VOTERS WERE THE KEY TO GALLEGGO'S VICTORY IN 2024

THE GALLEGGO CAMPAIGN
OUTSPENT THE LAKE
CAMPAIGN

17:1

Arizona Senate

AP certified results

RUBEN GALLEGGO WINS. AP RACE CALL AT 8:49 P.M. ON NOV 11, 2024.

			VOTES
✓	Ruben Gallego DEM	50.1%	1,676,335
	Kari Lake GOP	47.7%	1,595,761
	Eduardo Quintana GRN	2.3%	75,868

RACE

1,823 total respondents

Gallego

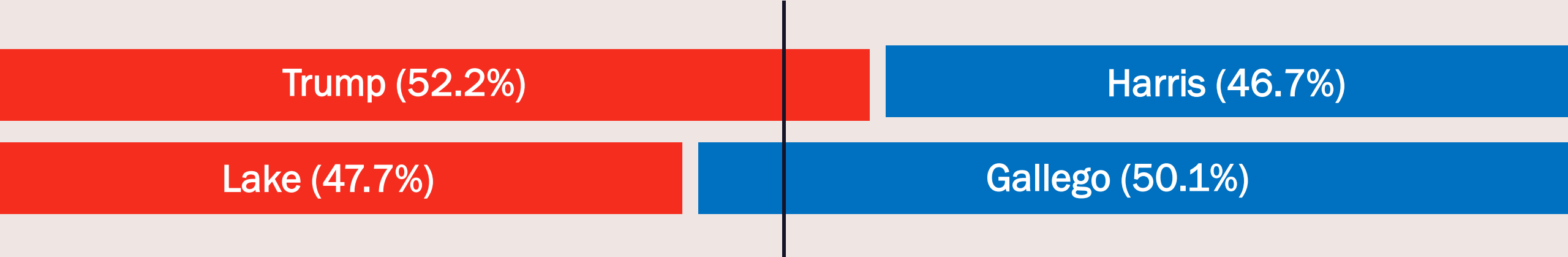
		BLACK	ASIAN	OTHER
WHITE	46%	n/a	n/a	n/a
LATINO	60%			

Lake

WHITE	53%	n/a	n/a	n/a
LATINO	38%			

Subgroups indicated with an n/a were interviewed for this exit poll, but the sample size may be too small for estimates within those groups to be projectable with confidence to their true values in the population. Updated 10:45 a.m. ET, Nov. 14.

Hispanic Voters Split the Ticket



In the 2024 Election...

**DONALD TRUMP WON
ARIZONA BY 187,382 VOTES**

**RUBEN GALLEGOS WON
BY 80,574 VOTES**

**MORE THAN 3 MILLION VOTERS
CAST THEIR BALLOTS, WITH ABOUT
27% BEING HISPANIC**

Post-Election Takeaways

- 1 HISPANICS ARE PERSUADABLE**
- 2 CROSSOVER VOTERS**
- 3 HIGHLY ENGAGED WITH SPORTS LIKE COPA AMERICA**
- 4 START EARLY + REMAIN CONSISTENT**
- 5 SPEND EFFECTIVELY IN LINE WITH % OF REGISTERED VOTERS**
- 6 MULTI-PLATFORM APPROACH IN LANGUAGE AND IN CULTURE**

Have any questions? Contact us! political@univision.net

Televisa Univision



VIX

UNIMÁS

TUDN

**GALA
VISION**

uforia