

CAMPAIGN ASSISTANCE & PERFORMANCE REPORT

Pamela Gordon

Candidate for Oklahoma House of Representatives, District 18

SERVICES DELIVERED	ENGAGEMENT SCOPE
Logo design, candidate website design, and campaign launch strategy	Integrated launch support across visual identity, digital presence, and early campaign planning.

Engagement overview

Politigig helped move the Pamela Gordon campaign from an early concept to a coordinated public launch. The engagement connected three essential pieces: a recognizable visual identity, a professional online home, and a strategy for introducing the candidate and campaign to voters.

What Politigig did

- Developed the campaign logo
Created a recognizable visual mark and an initial design direction that could unify the campaign across the website, social content, printed materials, and launch communications.
- Established a consistent brand system
Aligned colors, typography, and visual presentation so campaign materials could appear connected and recognizable rather than assembled separately.
- Designed the candidate website
Organized the candidate's story, priorities, and voter-facing information into a clear, mobile-friendly campaign destination.
- Built the launch framework
Helped define the sequence and readiness of core launch elements so branding, website content, and campaign messaging could enter the public phase together.
- Supported early message discipline
Provided strategic guidance on how the campaign should present the candidate, introduce the race, and maintain consistency during the opening stage.

How the work supported the campaign

The combined engagement gave the campaign a more unified introduction to voters. Instead of launching the logo, website, and strategic direction independently, Politigig helped connect them into one campaign identity and one coherent public-facing rollout.

CAMPAIGN IMPACT & CONTEXT

From campaign launch to a competitive runoff

1,133 PRIMARY VOTES	3,714 TOTAL PRIMARY VOTES	1,495 RUNOFF VOTES	3,093 TOTAL RUNOFF VOTES
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Observed campaign outcome

Pamela Gordon advanced from a three-candidate Republican primary on June 16, 2026 with 1,133 votes (30.5%) out of 3,714 total votes cast in the race. In the August 25 runoff against incumbent David Smith, she received 1,495 votes (48.3%) out of 3,093 total votes cast, finishing 103 votes behind. Her raw vote total increased by 362 and her share increased by 17.8 percentage points between the primary and runoff; the two elections had different fields and turnout contexts.

Politigig's contribution

- A recognizable campaign identity
The logo and visual system gave voters a consistent cue across campaign touchpoints.
- A central source for candidate information
The website gave the campaign a controlled platform for presenting its story and directing voter interest.
- A coordinated public introduction
Launch strategy helped organize when and how the campaign's core assets and message were presented.
- A foundation for continued communication
The initial brand and web system could be carried into later outreach as the campaign advanced to a two-candidate runoff.

Attribution and scope note

The election figures document campaign performance; they do not establish that Politigig's services caused the result. Candidate effort, voter contact, fundraising, endorsements, opposition, news coverage, turnout, and other campaign activity also influence performance.

SOURCES & REPORTING BASIS

Service details supplied by Politigig. Results: MultiState, 'Oklahoma House District 18'; Ballotpedia, 'Oklahoma House of Representatives District 18.' Accessed September 11, 2026.