

Political Campaign Messaging Analysis Report

ANALYZED WEBSITE: <https://dixonforoc.com>

Overall Score

A StoryBrand evaluation of **Diane Dixon for Supervisor 2026** based on clarity, voter-centricity, and emotional resonance.



Clear Voter Problem

1/2

Fentanyl and over-regulation are mentioned but lack personal framing for the voter.

Simple Plan

1/2

Platform lists five priorities; requires a simplified "Rule of Three" for clarity.

Voter vs Candidate Focus

0/2

Content functions as a resume, making the candidate the hero rather than the guide.

Emotional Connection

1/2

Mentions safety and cost, but the tone is professional/clinical rather than visceral.

Clear Call to Action

2/2

Direct links to donate, volunteer, and join are prominent and effective.

! Key Messaging Problems

1. Candidate-as-Hero Syndrome

The messaging focuses heavily on Dixon's 30-year executive background and legislative wins rather than the voter's specific needs or aspirations.

2. Priority Bloat

Having five separate pillars (Economic Growth, Fiscal Responsibility, Local Control, Public Safety, Accountability) dilutes the core message.

3. Vague Antagonist

The "villain" (Sacramento overreach, rising costs, or crime) is described in policy terms rather than a direct threat to quality of life.

✓ Recommended Improvements

PHASE 1

Adopt "Guide" Language

Reframe accomplishments as tools for the voter. Focus on "Giving you the tools" instead of "I did this."

PHASE 2

The Rule of Three

Group the five priorities into three clear buckets: **Safety, Savings, and Local Say.**

PHASE 3

3-Step Success Plan

Outline the path: 1. Join the Team, 2. Spread the Message, 3. Restore Local Control.

Improved Messaging Prototypes

IMPROVED HEADLINE EXAMPLE

"Protecting Your Family, Your Wallet, and Your Local Say—Because Orange County Should Be Run by You, Not Sacramento."

IMPROVED CALL TO ACTION EXAMPLE

"Take Success Back for Orange County—Join the Movement Today."

Join The Movement