



Modernize Our Beer & Wine Laws

Yes On 792

The state of Oklahoma was operating under prohibition-era laws that restricted the sale of alcoholic beverages. Only liquor stores were able to sell regular strength beer, wine, and liquor. Refrigeration of these items was prohibited by law, which prevented craft brewers from selling products that required refrigeration. State Question 792 would allow regular strength beer and wine to be sold in grocery and convenience stores. It would also allow liquor stores to sell non-alcohol related products like ice and corkscrews.

The campaign's biggest hurdle was navigating Oklahoma's extremely conservative and religious voter base — 67% of the state considers themselves Born-Again or Evangelical, and 50% of the population attends church at least once a week. Gunster Strategies framed the debate and show that this was not an ethical issue, but an economic imperative.

Through extensive research, we found that the most appealing messages were: keeping money in Oklahoma, increasing jobs, and making life more convenient for Oklahoma residents. To deliver this message, we worked with grape growers, law enforcement, and local grocery store chain owners. These groups proved to be the most trustworthy and effective.

Tactics included direct mail, radio, television, print, and digital advertising. We produced a special radio spot that spoke directly to the agriculture community. We tested spots through traditional dial testing and refined them using online testing. We utilized traditional grassroots tactics—door knocking, tabling outside of stores, events, etc.

We successfully grew a coalition of thousands of individuals, and hundreds of businesses and organizations who were in support of SQ 792. We garnered more than 26,000 Facebook likes and 2,700 followers on Twitter. On Election Day, Oklahomans made their voice heard — SQ 792 passed with 65% of the vote.