



Action For Life

Defeating Amendment 4's Dark Future for Florida

Objective

Our mission was to reveal the deceptive dangers of Amendment 4 and inspire Floridians to vote “No”. For Action For Life as a 501(c)(3), we carefully crafted messaging that adhered to the legal boundaries for non-political organizations while effectively resonating with our diverse audience. Using dystopian imagery and hypothetical scenarios, we illustrated the extreme consequences this amendment could bring, underscoring the threats it poses to family, safety, and life itself in Florida.

Winning Strategy

Tailored Messaging for a Targeted Audience

Our campaign focused on key demographics—female students, low-income families, and single moms—in specific geographic areas with high-impact potential: Lee County (District #19), Collier County (District #26), Hendry and Glades Counties (District #18), and Charlotte County (District #17). This strategic focus ensured the messaging resonated deeply with those most affected by the potential changes.

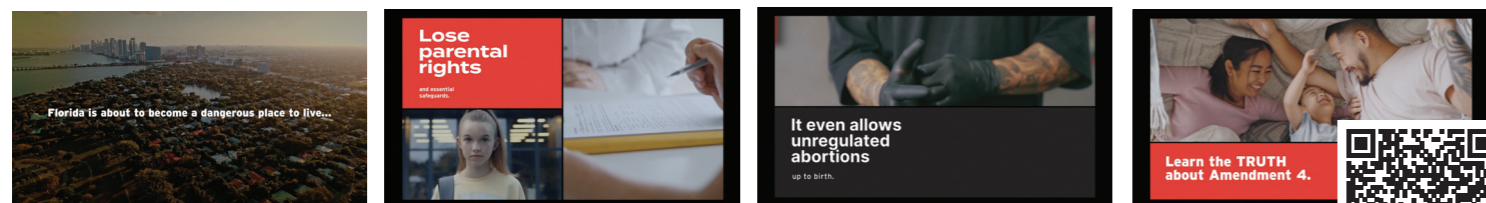
Dystopian Visuals and Hypothetical Scenarios

Action for Life's campaign leaned into a dystopian narrative, presenting hypothetical scenarios that exposed the grim reality if Amendment 4 were to pass. These ads painted a chilling picture, likening the erosion of parental rights and the removal of medical safeguards to a disturbing future where ethics are sidelined, bringing immediate dangers to their home state.

Display Ads



Videos



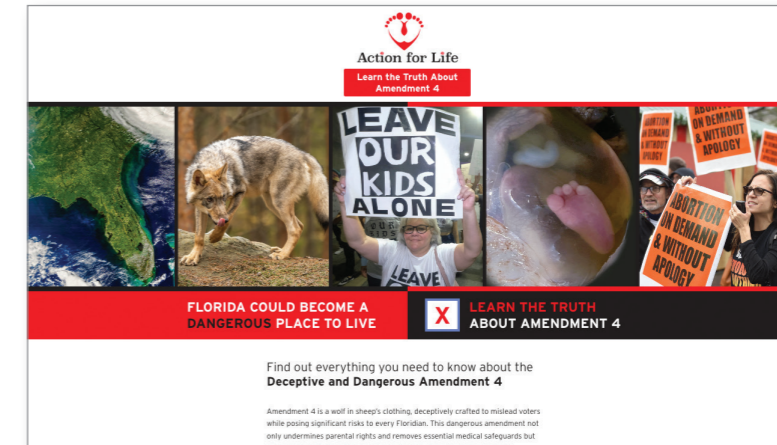
SCAN TO SEE VIDEOS

Multi-Platform Video Campaign

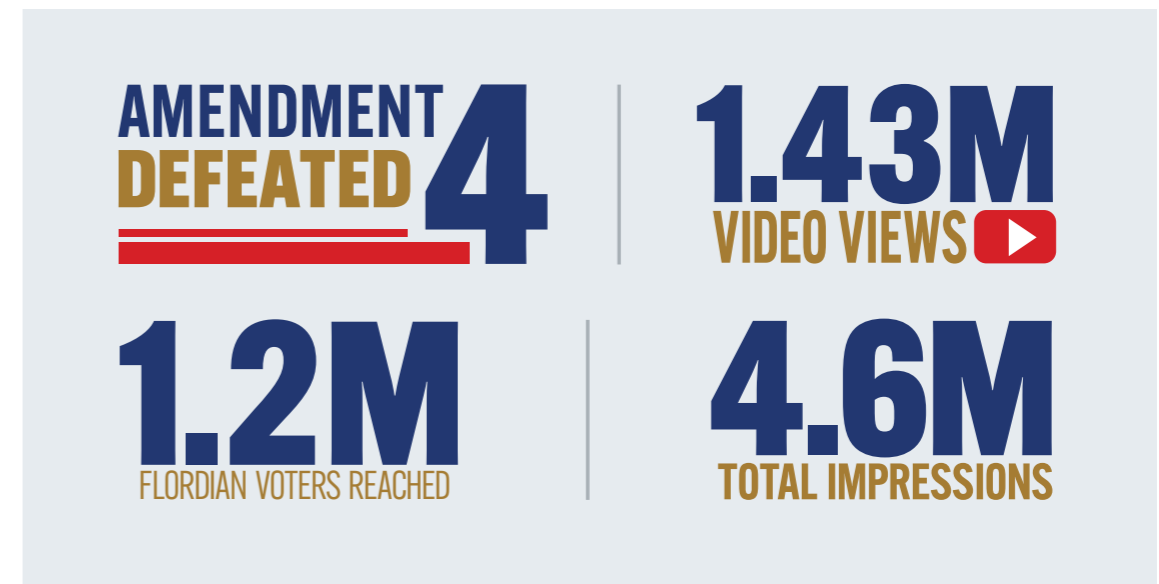
Using popular streaming platforms, we distributed videos designed to capture and sustain viewer attention, achieving a significant view-through rate (VCR: 79.045%). Each video combined dystopian storytelling and impactful visuals, reinforcing the radical nature of Amendment 4 and drawing Floridians' attention to its broader implications. This approach helped viewers understand how unregulated abortion practices could reshape Florida's values and communities.

Comprehensive Landing Page for Education

Our landing page provided Floridians with an in-depth look into the critical dangers posed by Amendment 4, framing it as a “wolf in sheep's clothing.” This resource outlined the amendment's potential to dismantle parental rights, weaken health standards, and turn Florida into a hub for late-term abortions. Through clear, urgent language, the page illustrated five key dangers of Amendment 4, emphasizing the threat to family structure, the misuse of vague terms like “health,” and the likelihood of Florida becoming an abortion destination state.



Results that Delivered Victory



“Action for Life's collaboration with Cogency brought our vision to life in a profound way. Cogency's expertise in crafting vivid, dystopian scenarios and impactful visuals made the stakes of Amendment 4 impossible to ignore, resonating deeply with Floridians and urging them to protect our state from this extreme policy.”

BC Cloutier, Chairman of the Board, Action for Life

Takeaway

The Action for Life campaign showcased the effectiveness of thought-provoking, visionary messaging to mobilize voters against radical abortion policies. By presenting Amendment 4 as an unprecedented threat and using dystopian narratives to reveal its disturbing potential impact, we helped Floridians envision a future shaped by this amendment. This approach ultimately inspired voters to reject Amendment 4, protecting their communities and values.