



Keep Florida Pro-Life

Defeating Amendment 4 in Florida

Objective

To protect life in Florida, we set out to defeat Amendment 4, a misleading measure designed to dismantle abortion regulations, weaken healthcare standards, and strip away parental consent laws. Cogency Strategic's goal was to inform and mobilize both pro-life supporters and undecided voters to vote "No" on Amendment 4.

Winning Strategy

1. Two-Brand Approach

- Keep Florida Pro-Life: This brand was built to rally our core pro-life base, emphasizing the specific risks of Amendment 4, such as allowing late-term abortions up to the 9th month. Messaging was urgent, motivating our supporters to turn out and vote.
- Floridians for Truth: Targeted at undecided voters in the "mushy middle," this sub-brand used the tagline "Read Between the Lies" to uncover the amendment's hidden ramifications. Using thought-provoking questions, the ads and messaging encouraged a new perspective.

This messaging strategy reached a broader audience, appealing to concerns about safety, regulation, and parental rights, thus expanding reach and engagement beyond the pro-life community.

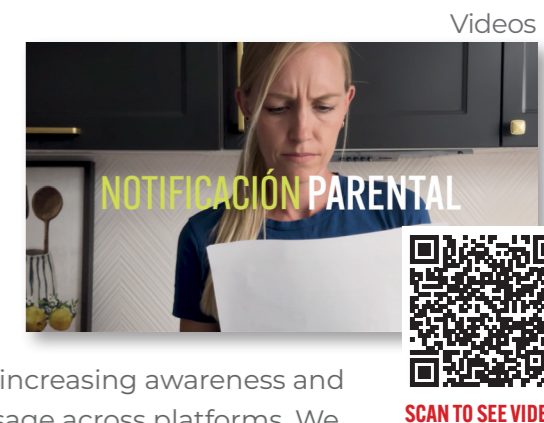
Display Ads



2. Omnipresent Content

Ads and video content under each brand were strategically placed on popular streaming platforms to maximize exposure. By leveraging the visual and emotional impact of multimedia, we reached voters across demographics where they spend time, ensuring constant visibility and reinforcing key messages.

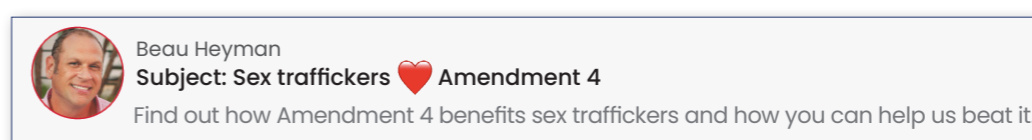
- The content's high engagement led to millions of video views, increasing awareness and influencing viewers to vote "No" by repeatedly seeing our message across platforms. We also included Spanish ads and videos to reach Florida's Hispanic community directly, resulting in over 2 million views. These placements helped us amass millions of total impressions, capturing attention and ensuring sustained engagement with our message.



3. Fundraising

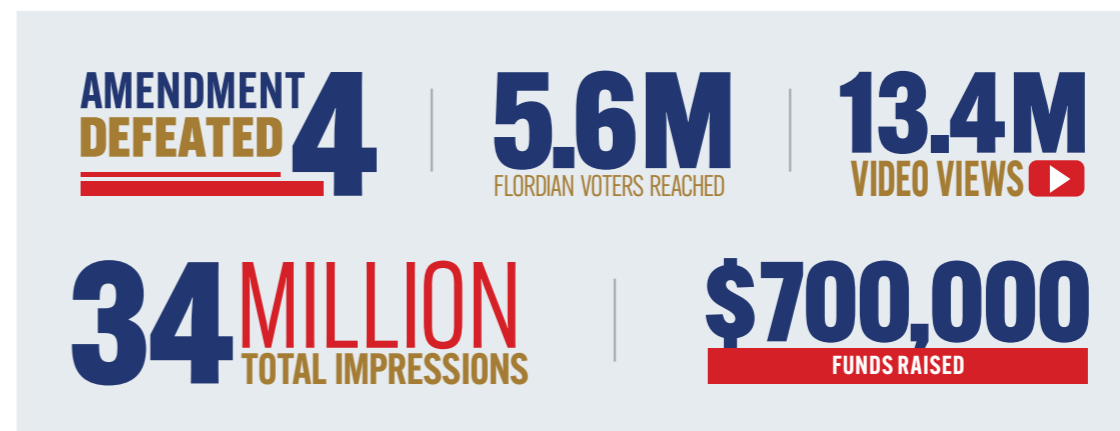
A focused email campaign and dedicated landing page enabled us to raise several hundred thousand dollars to fund these efforts. Through persuasive messaging and a clear call to action, we inspired supporters to contribute, allowing us to expand our ad placements, produce compelling video content, and increase our digital reach.

Emails



- The funds raised directly contributed to reaching millions of voters statewide, allowing for broader distribution of targeted content and greater engagement through ads and video views.

Results that Delivered Victory



"Cogency provided us with exactly what I needed: expertise and results. We faced seemingly insurmountable odds in our battle against Florida's Amendment 4 and the other side's \$100+ million war chest. Cogency helped us load the rock into the sling that killed this big-abortion giant."

Beau Heyman, Chairman, Keep Florida Pro-Life

Takeaway

This decisive victory underscores the strength of targeted, values-driven communication in reshaping public opinion and safeguarding life. By exposing deceptive language and motivating critical voter action, Keep Florida Pro-Life set a powerful example for defending life, creating the playbook for winning more pro-life campaigns.