



PLAM Florida

Defeating Amendment 4 by Exposing Its Dangers

Objective

Our mission through the PLAM (Pro-Life Action Ministries) Florida campaign was to educate Floridians on the alarming consequences of Amendment 4 to mobilize residents to vote “No”. Through impactful visuals and emotionally driven narratives, highlighted the severe implications this amendment would have on families, safety, and the protection of life in Florida.

Winning Strategy

Geographically Targeted Campaign

This campaign strategically centered on key counties in central Florida—Orange, Osceola, Lake, Seminole, and Polk. These high-priority areas were selected to ensure that our messaging effectively connected with communities critical to defeating Amendment 4.

Education and Emotional Visuals

Through discretionary, powerful abortion victim imagery (AVI), we aimed to humanize the unborn and evoke strong emotions that resonate with viewers. Compelling digital ads and personal stories were delivered across streaming platforms, combining visuals and narratives that provided a face and voice to the silent victims of abortion. This approach helped Floridians fully grasp the gravity of Amendment 4’s potential impact.



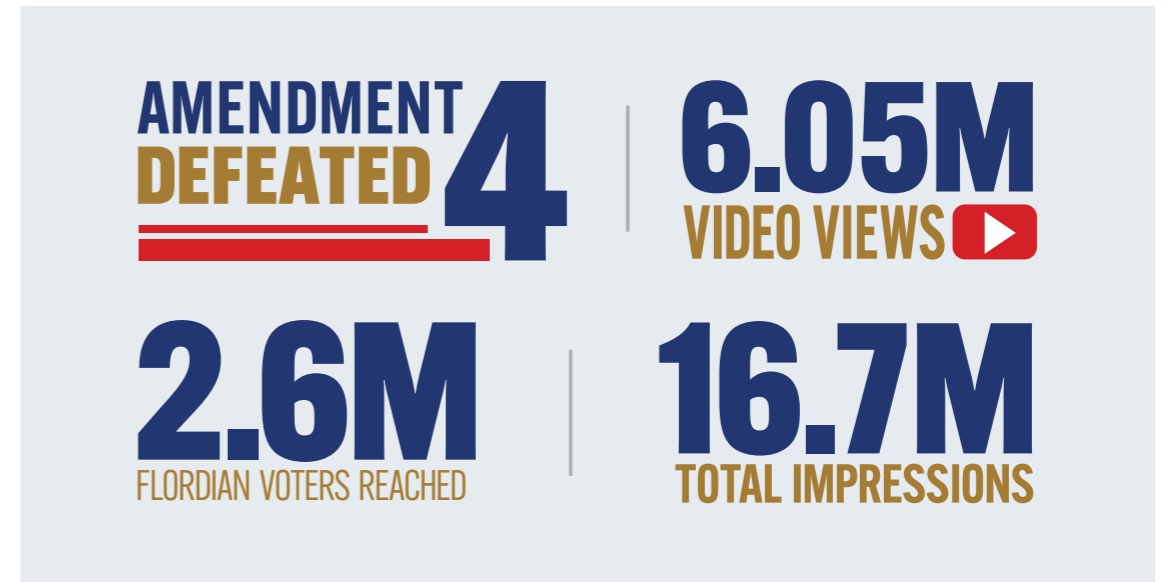
Multi-Platform Video Campaign

Our campaign utilized popular streaming platforms to deliver videos that captured attention and held it, achieving high view-through rates (VCR: 90.783). These videos were crafted to evoke concern and empathy, educating viewers on the risks of unregulated abortion practices.

Dedicated Landing Page for Information

To support our video and ad efforts, we developed a dedicated landing page that provided comprehensive information about Amendment 4. This page outlined the amendment’s potential effects on parental rights, health and safety standards, and the expansion of abortion access throughout the state. Here, Floridians could find in-depth explanations and resources, as well as shocking statistics to inform their voting decision.

Results that Delivered Victory



“Working with Cogency transformed our campaign. Their expertise in crafting powerful visuals and impactful stories brought the reality of Amendment 4 into clear focus for Floridians. The strategic use of AVI and personal narratives didn’t just inform; it compelled action, moving voters to stand up for their values and protect Florida’s future.”

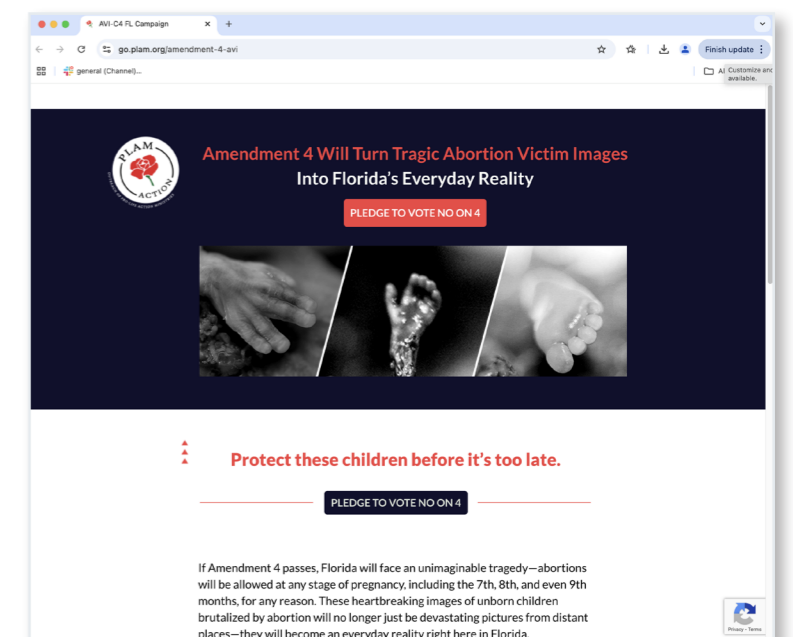
Brian Gibson, CEO, Pro-Life Action Ministries

Takeaway

The PLAM Florida campaign demonstrated the power of informed, emotionally impactful messaging to educate voters on the risks of extreme abortion policies. By combining AVI, personal stories, and targeted video content, we painted a reality that exposed the true dangers of Amendment 4, moving Floridians to vote with their values to protect their communities and state.



Display Ads



Landing Page