



PRO-LIFE ACTION MINISTRIES

Educating Voters on Extreme Abortion Policies in Minnesota

Objective

To raise awareness about Minnesota's extreme abortion policies, we launched an educational campaign that informed voters about the real impacts of unregulated abortion. Through emotionally resonant messaging, including abortion victim imagery (AVI), we aimed to humanize the unborn and draw a clear connection between these policies and social harms, like increased risks of sex trafficking.

Winning Strategy

Educational, Visual Messaging

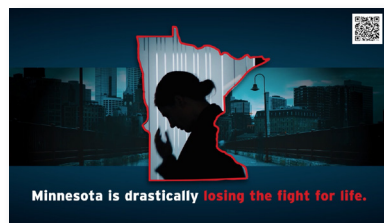
Our campaign used discretionary, powerful visuals and AVI to bring the consequences of extreme abortion policies into focus. These images served to humanize the unborn, connecting emotionally with viewers and underscoring the urgency of Minnesota's unregulated abortion practices. We highlighted how these policies could enable sex trafficking and drive late-term abortion rates beyond what the media

Landing Page for In-Depth Content

To complement our ads, we developed a landing page that provided additional educational resources. Here, viewers found alarming statistics on Minnesota's abortion policies, including skyrocketing abortion numbers and an increase in late-term abortions often underreported in the media. This landing page allowed viewers to dive deeper into the critical need for pro-life protections and understand the broader societal impact of unregulated practices.

Targeted Video Content

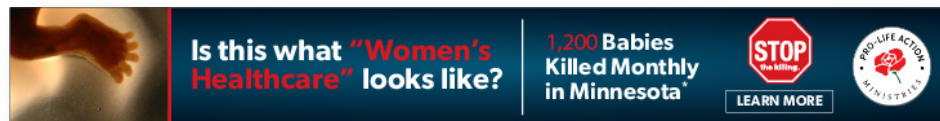
Strategically placed videos reached a wide audience, delivering messages that were both informative and emotionally impactful. High completion rates reflected how deeply this approach resonated across Minnesota communities, fostering greater understanding and concern.



SCAN TO SEE VIDEOS



Videos



Display Ads

Results that Made a Difference

1,100,000

VOTERS REACHED IN MINNESOTA

1.88M

VIDEO VIEWS

4.2M

TOTAL IMPRESSIONS

Impact on State Legislature

Our campaign played a critical role in shifting perspectives, helping to break the Democratic majority in the Minnesota House. Republicans gained seats, moving from a four-person deficit to an even 67-67 split. Four races were within the margin for an automatic recount, with one Republican candidate leading by just 160 votes—enough to secure the tie. The other races, decided by margins as slim as 13, 225, and 26 votes, highlight the impact of our educational outreach and the growing momentum for pro-life representation in Minnesota.

"While Minnesota remains a predominantly left-leaning, pro-abortion state, Cogency's precise messaging helped us reach and change more hearts and minds than we thought possible. Their strategic approach, from visually impactful content to educational resources, brought a powerful pro-life perspective to the forefront, shifting perspectives and securing key wins in close legislative races."

Brian Gibson, CEO, Pro-Life Action Ministries

Takeaway

The Minnesota campaign successfully educated voters on the harsh realities of the state's abortion policies, providing a deeper understanding of the issues and impacting close legislative races. Our combination of emotionally compelling visuals, a resource-rich landing page, and targeted outreach proved that informing voters can lead to real change, even in tightly contested environments, pushing the public opinion closer to pro-life values.