



Case Study - Planned Parenthood

The Program:

In partnership with Planned Parenthood South Atlantic, SBDigital ran a digital-first independent expenditure that targeted eight House districts in North Carolina. Our program ran over the course of four months and featured a tailored approach in both targeting and messaging. We targeted low-propensity, likely pro-choice voters while crafting messaging that appealed to a broad voter base. Our carefully-crafted messaging highlighted the importance of the services that PPSA provides while emphasizing the anti-choice agenda of the targeted Republican incumbents.

Through our messaging, we built name ID for first-time candidates such as Sydney Batch in HD-37, and highlighted the qualifications and accomplishments of candidates such as veteran Marcia Morgan in HD-19 and education advocate Julie von Haefen in HD-35. Throughout the course of the program, we continued to introduce new video ads, tailoring our messaging after careful analysis of metrics such as click-through rate, full-view rate and more.



The Results:

Our efforts directly contributed to a red-to-blue flip of seven of the eight districts, resulting in the end of a Republican supermajority in the House and allowing Governor Roy Cooper to have veto power while pursuing a Democratic policy agenda. Through our detailed targeting and using a mix of positive, negative and contrast messaging, we were able to effectively mobilize voters on Election Day.

