

Six-Figure Ad Buy to Mobilize Unlikely Voters in Wisconsin Supreme Court Election

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The campaign will also examine if specific types of ad content lead to higher voter turnout.

WASHINGTON, D.C. — Priorities USA is investing \$140,000 in a new ad campaign to encourage Wisconsinites to vote in the state's high stakes Supreme Court race. The campaign will be a messaging experiment to determine which pre-election attitudes best correspond to an increase in turnout.

In order to measure the effect of the campaign, Priorities will survey voters and determine how each of the four ads in the campaign increase sentiments such as believing your neighbors are voting or that your vote matters, in addition to standard measures like intent to vote. After Election Day, the ad test results will be compared to the turnout levels of each group.

The campaign and experiment will target unlikely voters, including young women and people of color who are likely to be the most affected by the election results. The ads launched March 14th and will run until April 4th, on Facebook, Instagram, Snapchat, YouTube and streaming services.

"Priorities is constantly reimagining the way we communicate with voters to build stronger and more effective strategies year-round," said **Danielle Butterfield, Executive Director of Priorities USA.** "With this campaign, we're not only reaching these crucial voters, we're also learning more about their preferences and what makes them tick— to better understand and ultimately grow their long-term likelihood of voting."