

CASE STUDY



#bluegeorgia!

In the 2020 election, Democratic challengers Rafael Warnock and Jon Ossoff faced an uphill election battle that would determine control of the Senate and whether progressives could advance key policies and priorities. They needed wins in a runoff election, in a traditionally red state, where a Democrat had previously won just once in eight attempts. The organization responsible for wresting control of the chamber from the GOP, the Democratic Senatorial Campaign Committee (DSCC), engaged Activate HQ's technologies and services to help educate, inspire and mobilize voters to turn out in historic numbers in support of Warnock & Ossoff. **Here's what we did.**



#warnockwins! #ossoffwins!

Activate HQ and the DSCC

The Challenge

In order to win, Raphael Warnock and Jon Ossoff needed record voter turnout in order to overcome the enormous structural advantages of their two opponents, GOP Senators Kelly Loeffler and David Perdue. To do so, both Warnock and Ossoff had to educate their key electoral targets as to how, when and where to vote in a runoff election taking place during the holiday season and shortly after a bitterly fought presidential campaign. In order to help galvanize the public's attention in the midst of the holidays, Activate HQ worked to create mass awareness of the importance of voting, how to vote and when to vote. Utilizing Activate HQ's influencer marketing services and technologies, the DSCC was able to strongly bolster and vastly amplify their critical get-out-the-vote (GOTV) messaging.

The Opportunity

To help ensure that Warnock and Ossoff's targeted voters were educated and motivated to vote, our collective team identified, recruited and galvanized highly influential celebrities, activists, politicians and artists to post messages encouraging people to vote and to visit [iwillvote.com/ga](https://www.iwillvote.com/ga) for key information on voting. To help communicate these messages, the team distributed compelling, educational and inspirational content, ranging from first person testimonials to direct calls-to-action to inspiring pop songs and videos tailored to the audiences we were trying to reach and the actions we were seeking to achieve. Content was distributed by surrogates with great reach and influence raising awareness nationally on the importance of this race. This outreach was a strong complement to the DSCC's existing grassroots fundraising efforts and also helped persuade and mobilize Georgia voters to cast their ballots. A sampling of the influencers that participated included Katy Perry, Alicia Keys, R.E.M., Barbra Streisand, Aloe Blacc, Mike Mills, Chelsea Handler, Jackson Browne, David Crosby, Nile Rodgers, Kesha, Death Cab for Cutie, Indigo Girls and many more.

The Results

- Using **Activate HQ's technology**, we were able to identify and activate influencers based on who could make the most immediate impact, nationally and in Georgia
- Participating influencers had **a wide and deep social media following** and reached large numbers of critically important voters—women, African-Americans and Asian- Americans
- Influencers' social media statistics aggregate to **500M+ followers** globally
- Target audiences consisted of key demographic groups that both campaigns sought to influence — nearly **60% female** and **82% under the age of 34**
- **88.9M People Reached**
- **129M Impressions**
- **275K Engagements**
- **1.42M+ Video Views**
- **\$3.7M in Social Media Value**
- **45 Social Posts** (22 Twitter, 12 Facebook, 11 Instagram)
- Raphael Warnock and Jon Ossoff **elected to the U.S. Senate**
- **Control of the U.S. Senate flipped**
- **Democrats oversee all branches** of the federal government

“The AHQ team did a terrific job of mobilizing some of the biggest names in entertainment to help with GOTV efforts in Georgia such as Katy Perry and Alicia Keys, as well as local influencers who are well-respected in their communities.”

—**Kati Card**, Chief Digital Officer, DSCC



About Activate HQ

Activate HQ is the online platform custom-built for social media campaigning. Whether you're a brand, cause, or campaign, your supporters and influencers are active online. Activate HQ makes it simple to recruit, organize and activate them to strengthen your brand, build movements, win votes and make a difference. Our unique toolkit of influencer services allows you to organically reach and influence millions of people through voices they already trust. And Activate HQ's technology measures your activations by tracking the reach, impact and value of your influencer campaigns across the entire social media landscape.

Contact us: activate@activatehq.co