

# COMPETE\_CASE STUDY

JORGE CABRERA

for CT State Senate

*Hiring COMPETE was one of the best decisions I made. They were responsive, professional, creative, and gave me the edge I needed to win.*

After losing by less than 100 votes in 2018, Jorge Cabrera ran against longtime incumbent George Logan a 2nd time and won - this time **by over 2,000 votes**. Cabrera's win gave Connecticut Democrats a supermajority in the State Senate. In a cycle where Democrats struggled down ballot, Cabrera bucked the trend. He credits COMPETE's work as one of the big differences from 2018 that propelled him to victory.



## WHAT WE DID: MESSAGE CREATION

COMPETE worked hard as a contributor to Cabrera's message development, helping craft and then executing the winning message strategy. We contrasted Cabrera's proven history of problem solving and bipartisanship with his opponent's compromised voting history, which had been influenced through his employment by Eversource, Connecticut's state energy utility. The Connecticut Democrats also asked to use our digital ads for TV, which we were happy to provide. Check out some of our sample work from Cabrera's campaign:

- [Cabrera Delivers - Facebook Video Ad](#)
- [Logan Works For Eversource - Youtube Video Attack Ad](#)
- [Health Care - Programmatic Banner Ads](#)
- [Logan4Eversource.com](#)

And here's COMPETE's full [2020 Highlight Reel](#).

2018: **-77 VOTES**  
CABRERA LOSES

2020: **+2076 VOTES**  
WITH COMPETE\_, CABRERA WINS



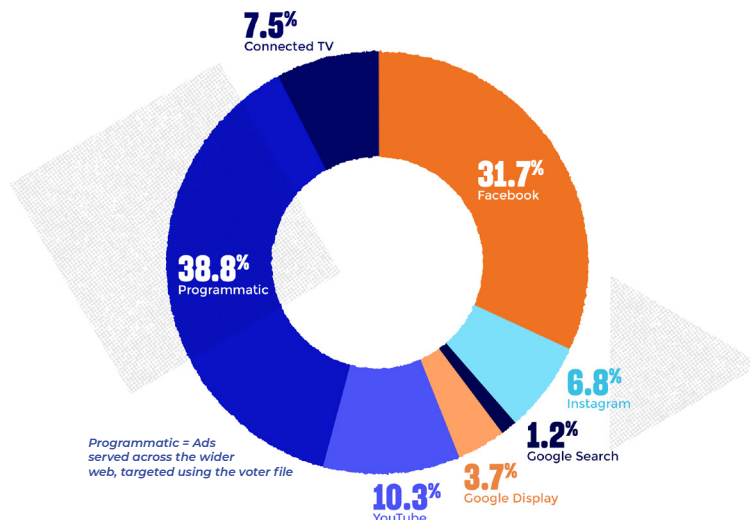


## How We Deployed Cabrera's Budget Across the Internet

2.4 million ads served to a 25,000 target persuasion universe

### WHAT WE DID: MESSAGE DELIVERY

We focused the digital ad budget on persuading the 25,000 swing voters in the district that would decide the election. Over a 2 month period, we served 2.4 million ads to Cabrera's persuasion audience, across nearly the entire digital landscape. On just Facebook and Instagram, we reached 2/3's of the target audience 34 times each. No matter where the target audience liked to internet, **we made sure they received Cabrera's message.**



### Everywhere We Served Cabrera's Ads:



**VOTER FILE TARGETING**  
**DYNAMIC TARGETING**  
**WHERE TV ADS WORK BEST**

CONNECTED TV