

# COMPETE CASE STUDY

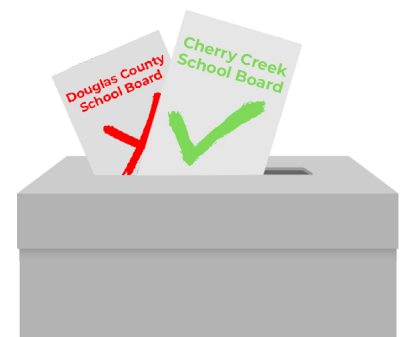
## Cherry Creek School District Board of Education

Coordinated campaign to elect pro-public education candidates



## COMPETE RESOUNDINGLY DEFEATED PRO-MILITIA CANDIDATES IN CHERRY CREEK

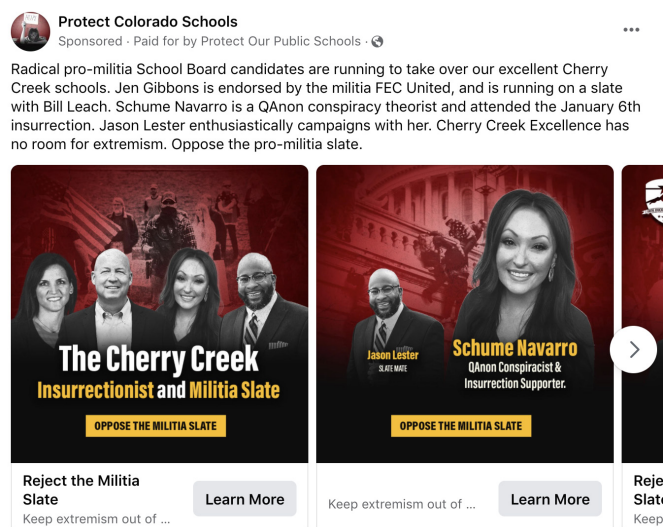
Nationwide, the November 2021 election drew newfound attention to public education. Colorado was no exception, where dark money came in to School Board candidates with ties to militias and far-right conservative groups, particularly in Cherry Creek and Douglas County. COMPETE helped the Cherry Creek pro-education candidates Kristin Allan and Kelly M. Bates comfortably win their elections with over 50% of the vote. In similar Douglas County, where COMPETE's work was not deployed, all four open seats were won by pro-militia candidates.



## WHAT WE DID: NEGATIVE MESSAGING

We branded the anti-public education candidates as “The Cherry Creek Insurrectionist and Militia Slate” and used their own images, quotes, and videos to show voters the threat these candidates posed to their children’s education.

We produced video ads, native ads, banner ads, and an SMS campaign that all pointed to a landing page with more information on the radical candidates. Our landing page laid out fact-driven evidence based off of each candidate’s statements, backing up our assertions that these candidates were too radical for Cherry Creek’s School Board. Check out the landing page at [Demo.CompeteSchools.com/AntiMilitia](https://Demo.CompeteSchools.com/AntiMilitia)



# COMPETE CASE STUDY

## WHAT WE DID: POSITIVE MESSAGING

In tandem with the negative ads, we launched a positive campaign supporting the pro-public education candidates Kristen Allan and Kelly M. Bates. We put the focus on their work for the local community — Allan and Bates represent Cherry Creek excellence and the level of education that voters in the community have come to know and expect. The contrast our dual positive and negative ad campaigns created between the pro-public education candidates and the radical militia backed ones helped Allan and Bates secure over 50% of the vote. This combination is a winning formula that can be deployed across the country to beat back anti-public education School Board candidates trying to fundamentally alter our public school system.



## WHERE OUR ADS SERVED:

Using cutting-edge digital targeting and management, COMPETE served millions of ads across Facebook, Instagram, Google, Youtube, Connected TV, and the wider web where we could 1:1 target about 129,000 Cherry Creek likely voters. Our buy strategy and tactics ensured that no matter where these voters choose to internet, they received our message.

### PRIMARY DIGITAL AD PLATFORMS



VOTER FILE TARGETING  
DYNAMIC TARGETING  
WHERE TV ADS WORK BEST

CONNECTED TV



*"The entire COMPETE team provided a professional, insightful, and timely digital strategy and campaign. With COMPETE, we were able to defend our local school district from extreme candidates and the militia."*

**Ilana Spiegel, University of Colorado Board of Regents CD-6**