

# Democratic Congressional Campaign Committee IE

*In the historic 2020 election cycle, Trilogy's strategy, creative, and media-buying teams worked in concert to execute large-scale digital advertising programs in 14 of the most competitive districts.*



## An Election Year Unlike Any Other

After a successful collaboration during the 2018 midterms, the Democratic Congressional Campaign Committee's (DCCC) independent expenditure arm again called on Trilogy to serve as a digital advertising partner in 2020. We ran ad programs in 14 competitive districts, helping drive the highest voter turnout in U.S. history.

## 100+ Ads with Sophisticated Targeting

The DCCC IE entrusted Trilogy with some of its toughest races. In addition to defending a number of high-profile 2018 Democratic flips with majority Republican electorates, we worked in "reach" districts in traditionally red areas like Indiana, South Texas, and Long Island.

We employed sophisticated targeting in each district, working in conjunction with TV, firms focused on specific constituencies, and polling firms, as well as the DCCC IE's internal staff. We created week-by-week advertising plans in each district. In total, we spent more than \$2.7 million, ran more than 370 flights, and delivered nearly 130 million impressions on platforms including Hulu, Facebook, YouTube, Roku, Snapchat, Vevo, and the *New York Times*.

### HIGHLIGHTS

- Spent more than \$2.7 million on media across 14 congressional districts
- Delivered nearly 130 million total impressions over 119 platform-district combinations
- Executed more than 370 total flights



We developed a great partnership with the Trilogy team this cycle. Our media plans and creative briefs were well conceived, stayed focused on strengths, and inspired a positive client-agency culture. We appreciate their attention to detail and creative approach to bringing our persuasion efforts to life.

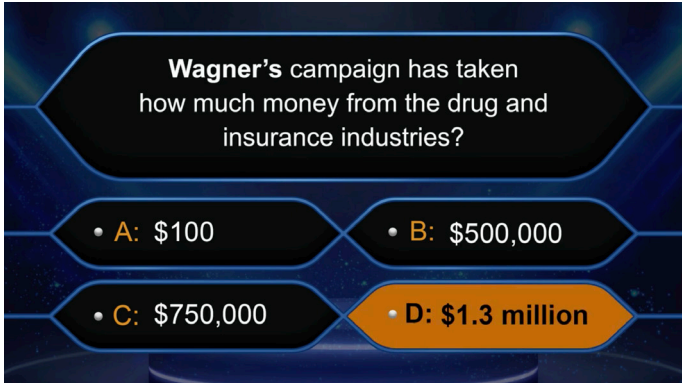
**PRISCILLA AYBAR**  
Digital Director, IE  
DCCC



When budget allowed, we ran creative tests alongside polling to make sure our messaging and creative direction resonated with online audiences. We employed diverse visual styles in our digital video ads, deftly combining still images, video footage, and original illustrations. We crafted persuasion messages informed by polling, red boxes, and political expertise. Trilogy’s creative studio, which includes script writers, designers, and animators, conceptualized and wrote hundreds of video scripts and produced more than 100 videos and display graphics to go live across the country.

## Setting the Stage for Next Cycle

In a tough election year for down-ballot Democrats, our work enabled Democrats to hold crucial seats and retain control of the House. Beyond that, we brought challengers closer to flipping seats in Republican strongholds, building power and setting Democrats up for success in the next cycle.



 CHECK OUT A FEW OF OUR DCCC IE ADS HERE.