

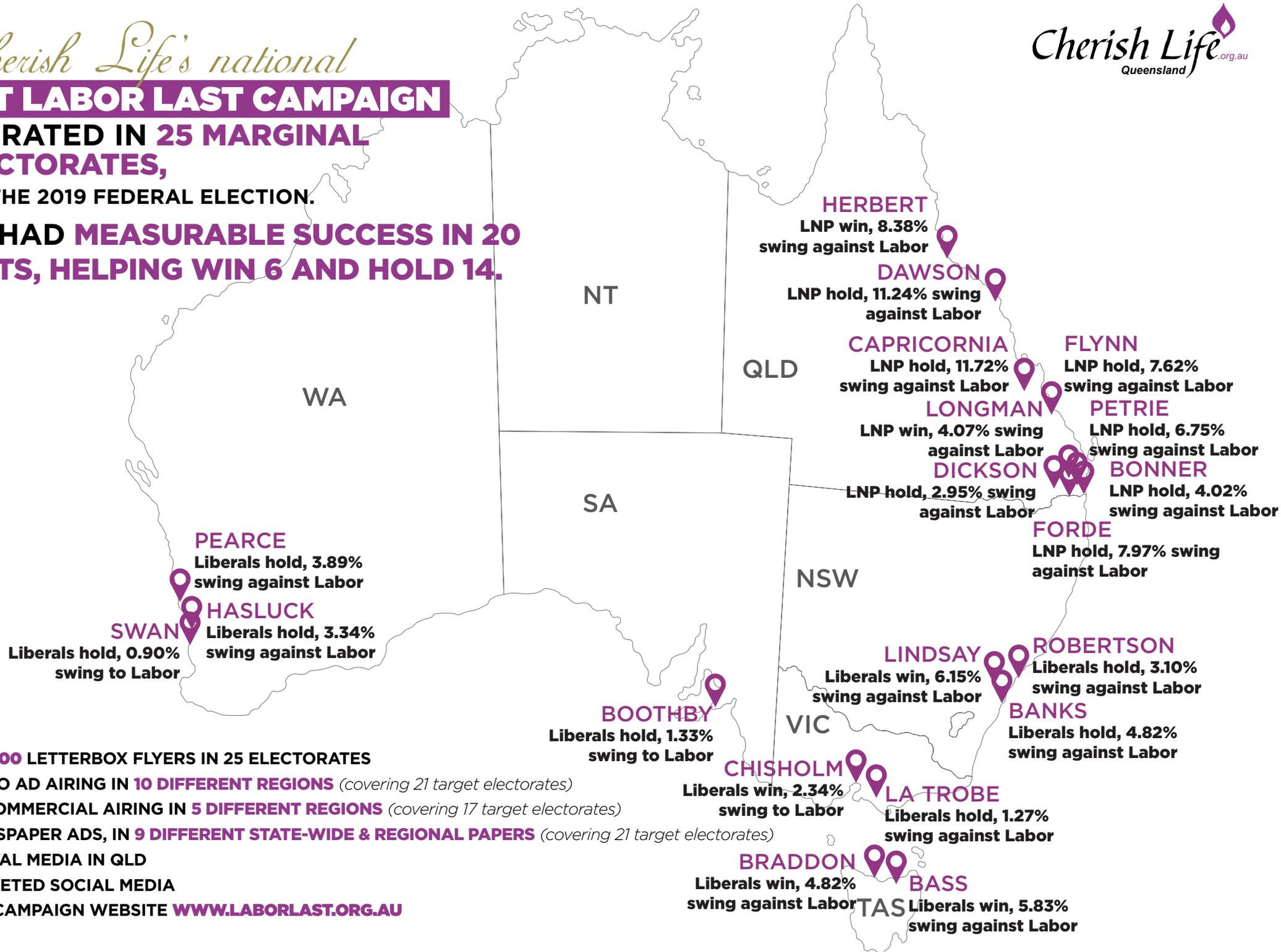
Cherish Life's national

## PUT LABOR LAST CAMPAIGN

OPERATED IN 25 MARGINAL ELECTORATES,

FOR THE 2019 FEDERAL ELECTION.

WE HAD MEASURABLE SUCCESS IN 20 SEATS, HELPING WIN 6 AND HOLD 14.



- **710,000** LETTERBOX FLYERS IN 25 ELECTORATES
- RADIO AD AIRING IN **10 DIFFERENT REGIONS** (covering 21 target electorates)
- TV COMMERCIAL AIRING IN **5 DIFFERENT REGIONS** (covering 17 target electorates)
- NEWSPAPER ADS, IN **9 DIFFERENT STATE-WIDE & REGIONAL PAPERS** (covering 21 target electorates)
- DIGITAL MEDIA IN QLD
- TARGETED SOCIAL MEDIA
- THE CAMPAIGN WEBSITE [WWW.LABORLAST.ORG.AU](http://WWW.LABORLAST.ORG.AU)