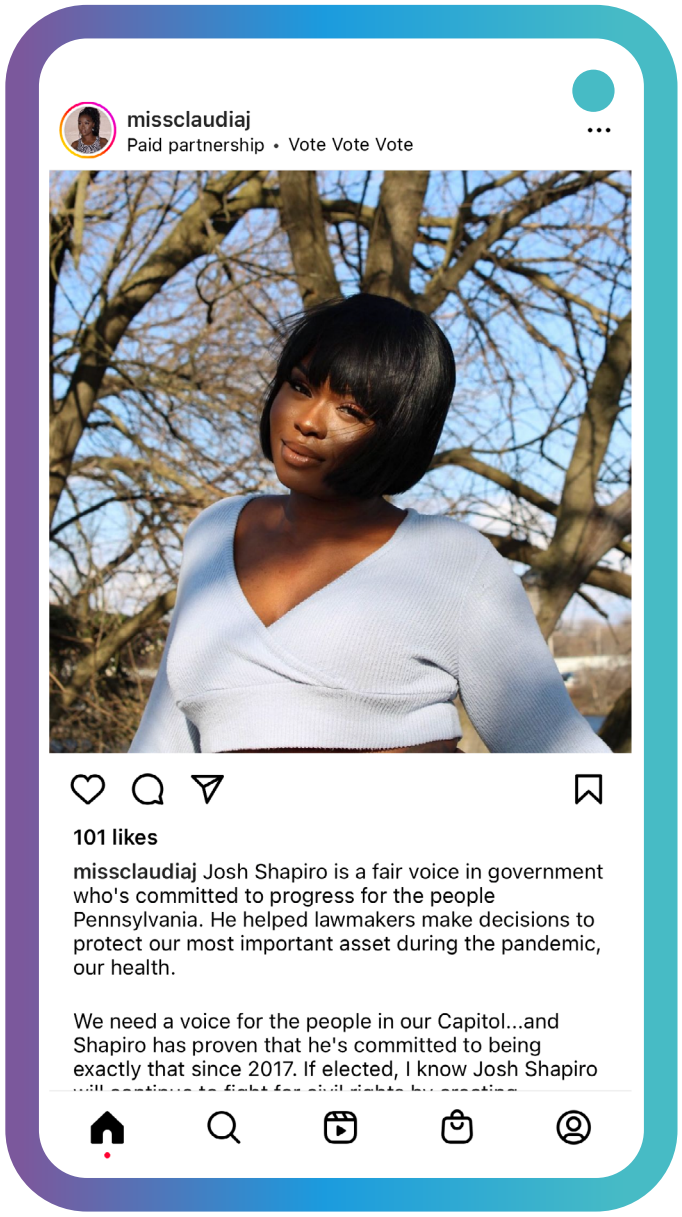
People are a campaign's most powerful storytellers.

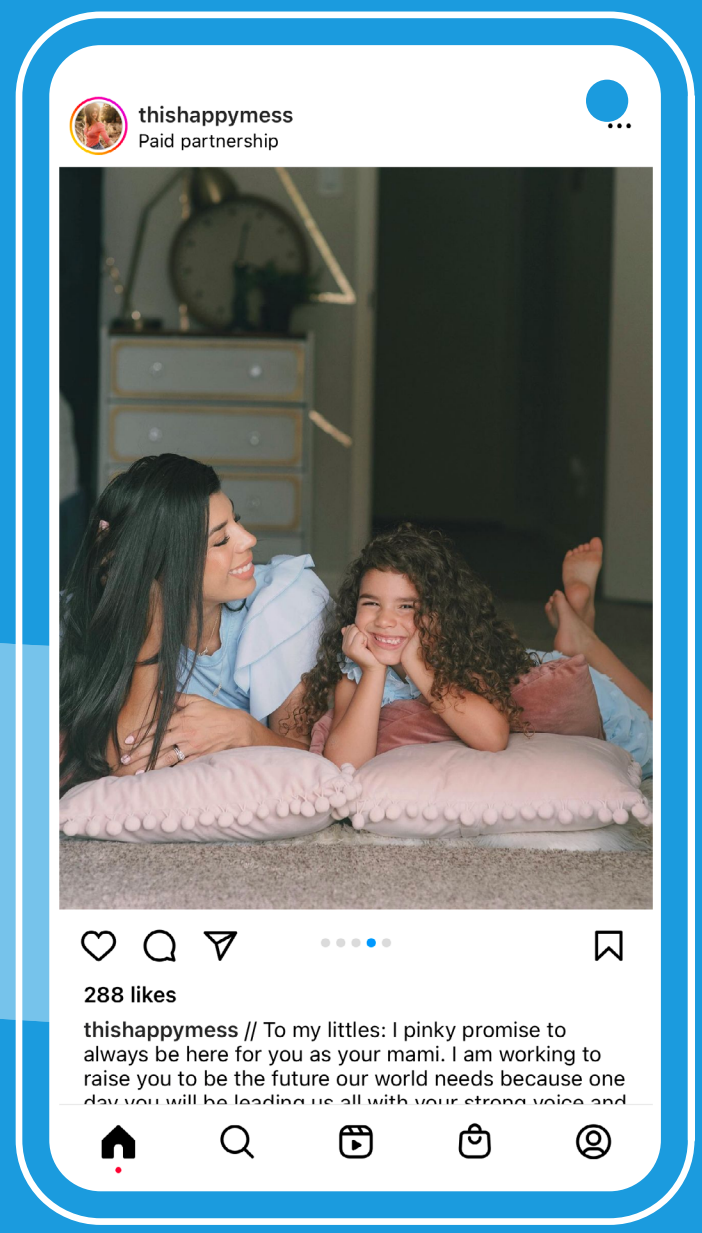
people first

We have millions of real Americans ready to speak out and stand up for your cause. 💪



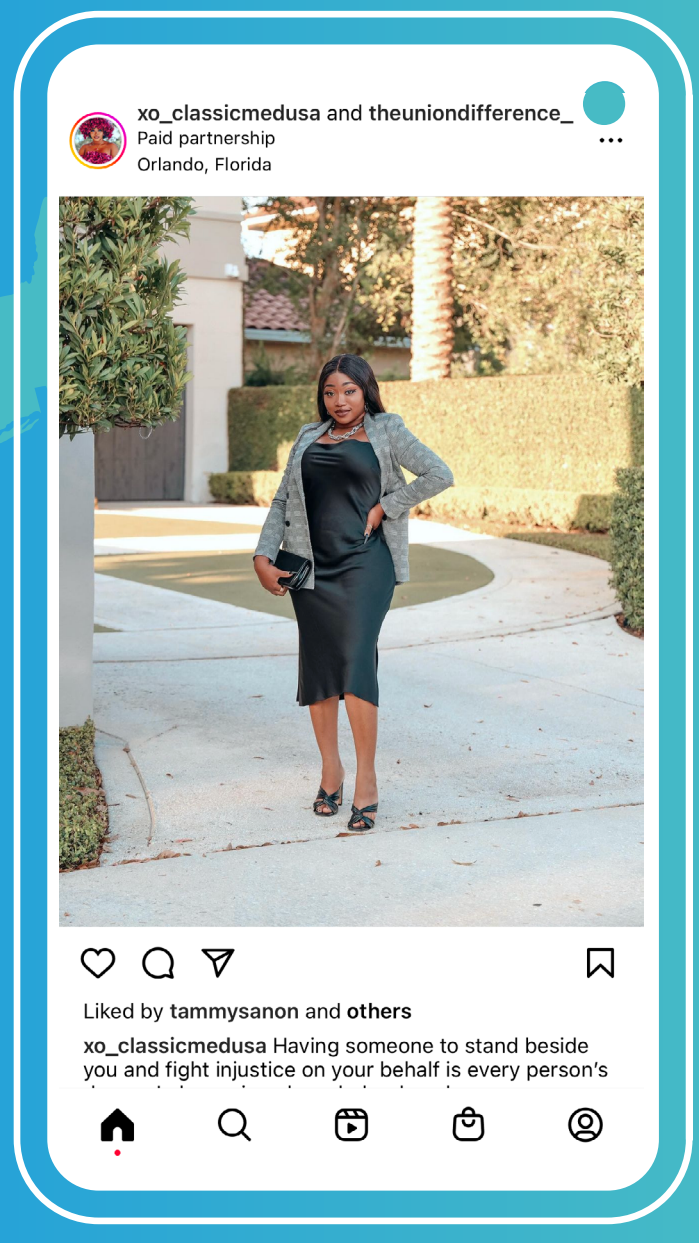
Over 15,000 creators told their stories in 2022.

Latina moms in Nevada, Arizona, and Colorado getting out the vote for protecting the climate.

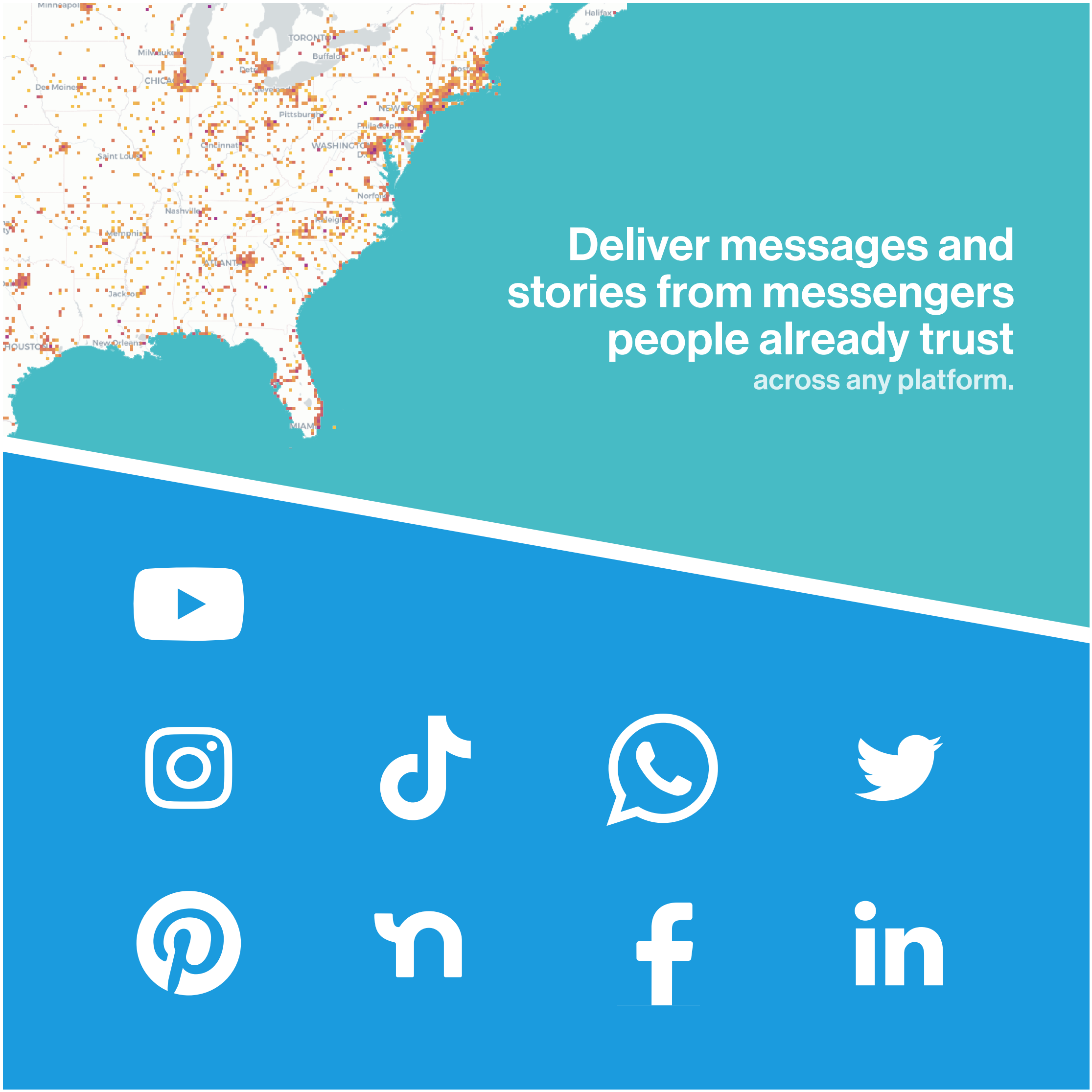


Real people sharing real stories is campaign persuasion at its best.

Labor union members advocating for workers' rights.



Our approach is simple.



Deliver messages and stories from messengers people already trust

across any platform.

These personal and local narratives generate more engagement

Industry average

People First

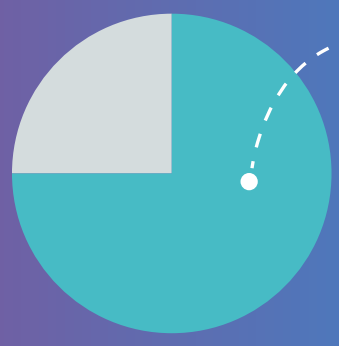
than traditional campaign content.

people first

People have the power to change the narrative.

In a campaign to define and defend key swing-seat Democrats, creators shared messages of support with their local communities. Our post-campaign study found:

Microinfluencer content can reach undecided voters, with 55% of respondents initially having a neutral opinion of the candidate.



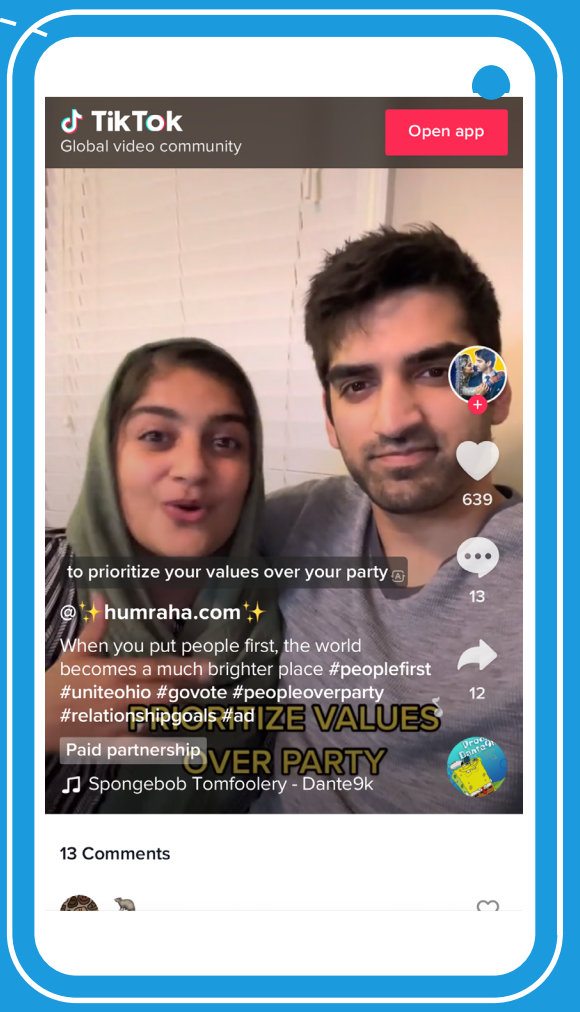
75% of voters that had a neutral opinion of the candidate prior to seeing the content said they learned something new about the candidate.

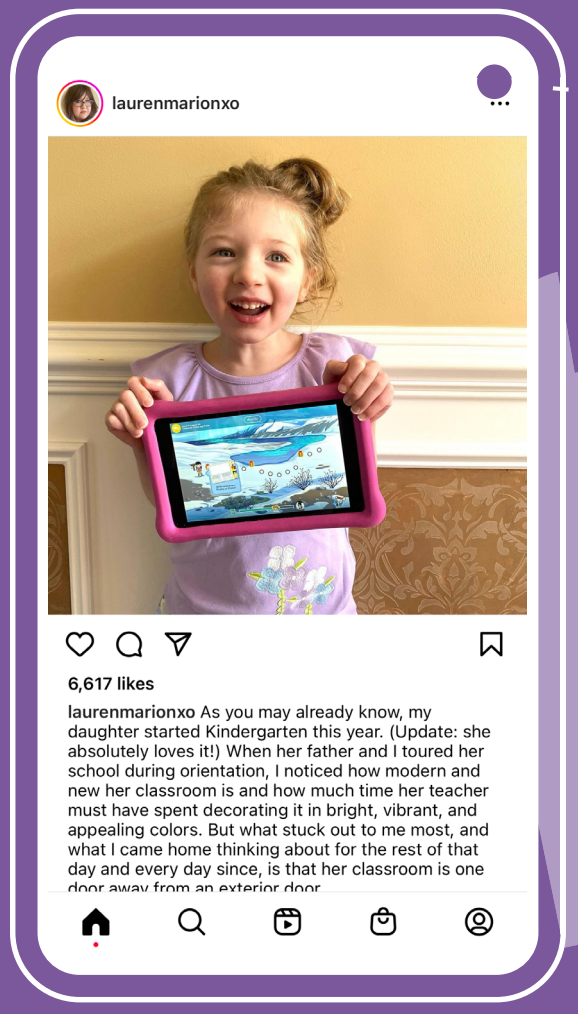
Message recall was 46% higher for social media users that saw the peer-to-peer content.

people first

Split ticket voters in Ohio

putting people over party





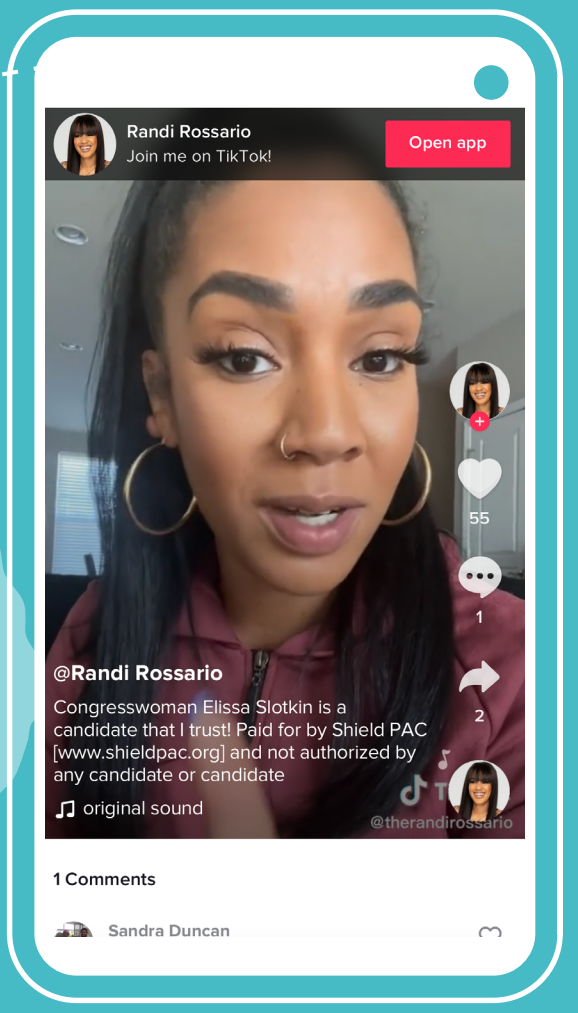
Moms voting for

gun safety in Pennsylvania

people first

Michiganders share

the importance of voting for community safety



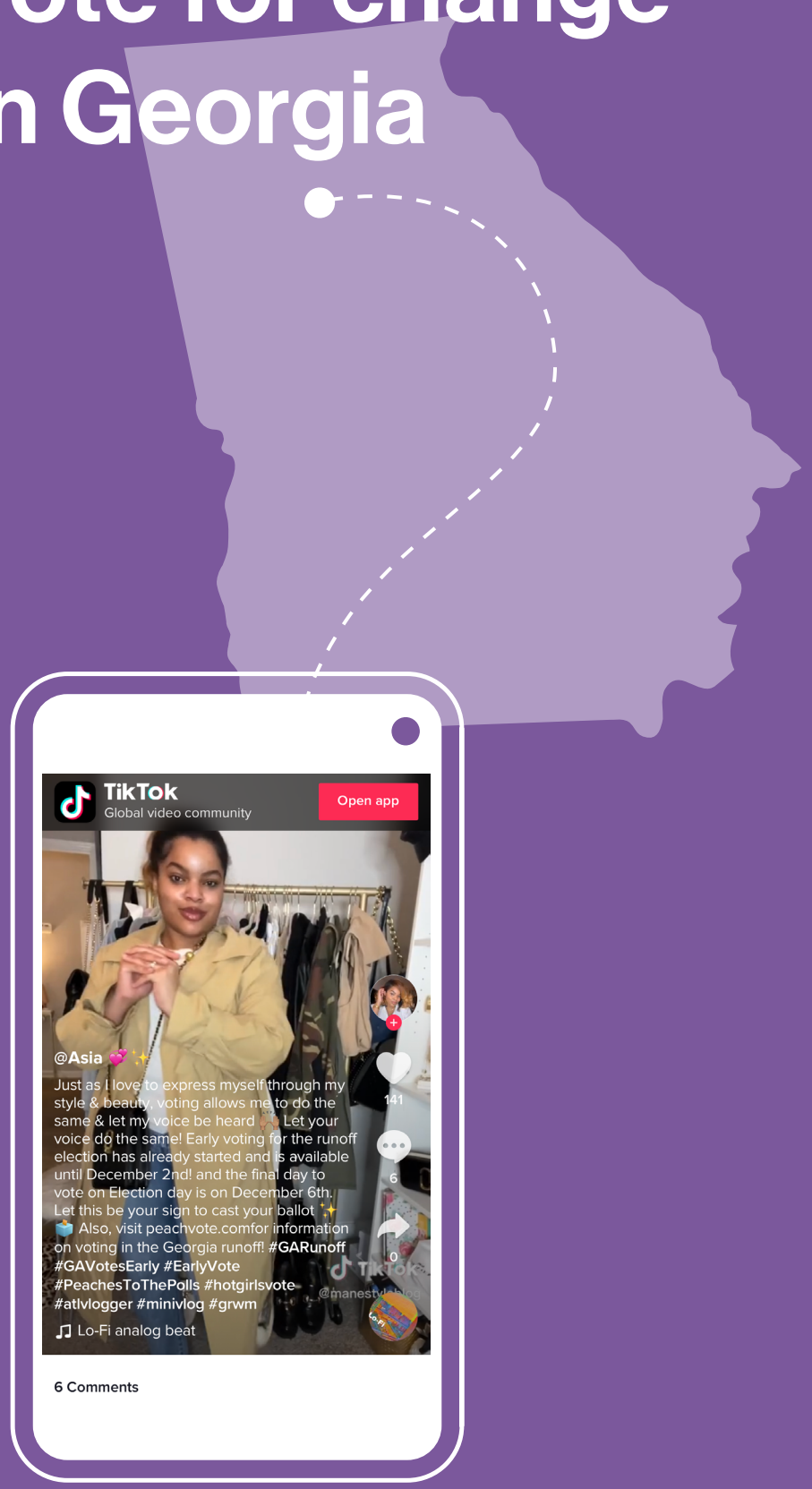
Wisconsin voters

promoting women's rights

people first

Getting out the

vote for change in Georgia



From

to

people first

Our partners:

AFSCME

A BETTER WISCONSIN TOGETHER

Center for American Progress

DEMOCRATIC MAJORITY ACTION

FAIR FIGHT

THE HUB PROJECT

LATINO VICTORY

Planned Parenthood

SHIELD PAC

SEIU

WELCOME PAC

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Let’s win what’s next together.

Contact us today

info@peoplefirst.cc