

2024



Impact Report



THE BEST OF
TENNESSEE

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MESSAGE FROM THE CEO

As the 2024 election cycle ends, I offer this report to our supporters as a means to provide more information about the various campaigns we ran and their impact. While there is certainly more work to be done, we believe our efforts prove that Tennesseans are ready to elect stronger candidates committed to more than just the ideological fringe. We look forward to incorporating the knowledge we've gained into our future efforts.

CHLOE AKERS



1

Digital Media Strategy

The Best of Tennessee, Inc. executed a sequenced communications campaign to increase voter turnout in the August 1st primary elections.

BOT allocated 70% of its campaign spending to our digital media strategy, which focused on targeted repetition rather than broad reach.

Instead of delivering advertisements via more traditional media that often focus on larger audiences, we used IP address targeting—an advertising practice that delivers personalized content to any device connected to the internet at a specific IP address—to ensure our messaging reached only relevant individuals. This approach resulted in more precision, greater cost-effectiveness, and quantifiably measurable results.

Topline Campaign Takeaway

As it relates to our targeted digital strategy, turnout by voters we targeted was higher than voters we did not target.

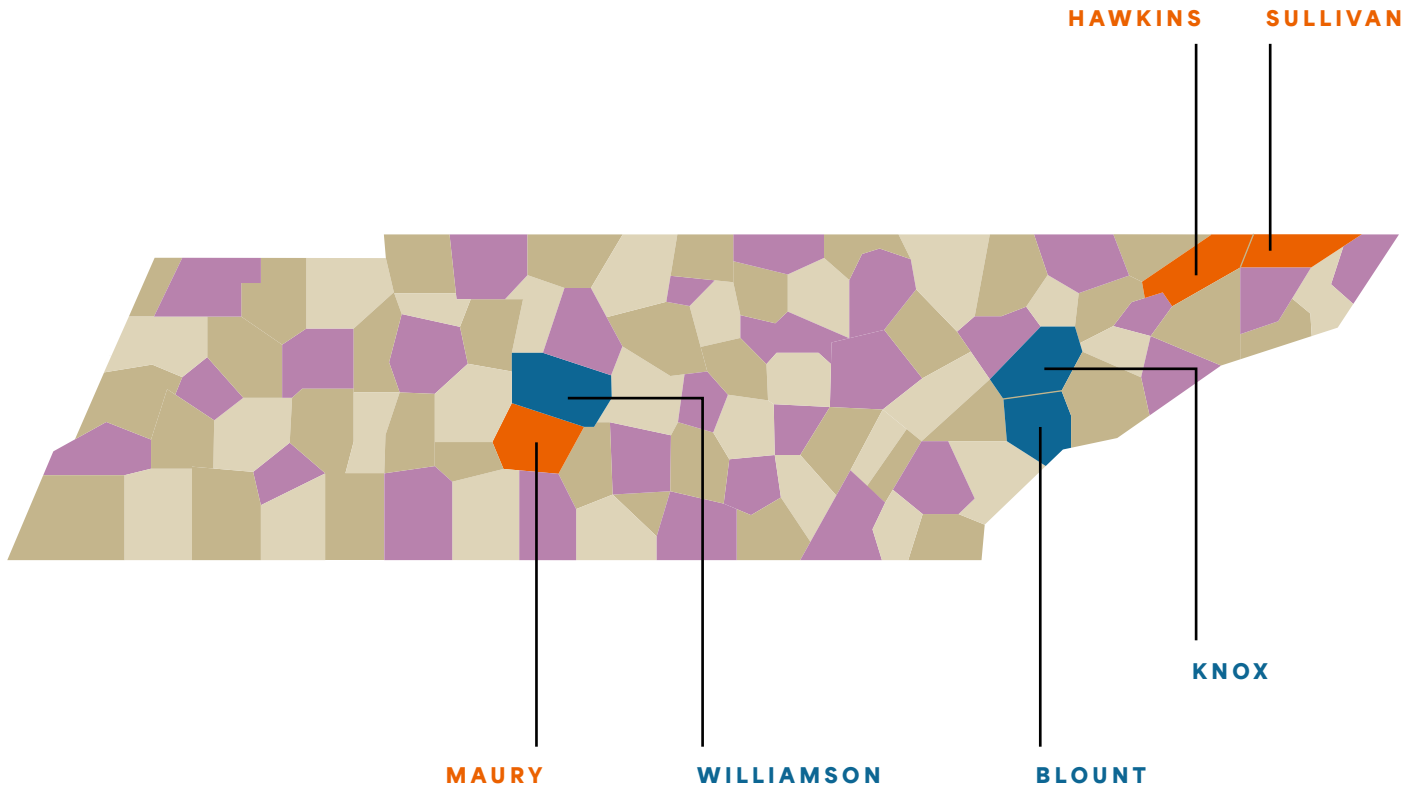
The amount of the increase for total targeted voters was just over 3 percentage points. However, there was a substantially higher increase for medium and low propensity voters, with the highest increase seen in the 6-week campaign. There, medium propensity voters we targeted turned out 13.54 percentage points higher than voters we did not target, and low propensity voters we targeted turned out 6.97 percentage points higher than those we did not target.

Since the demographic statistics were comparable and the medium and low propensity turnout is different, it can be inferred that The Best of Tennessee's sequenced communications campaign had a significant relationship on the increase in voter turnout.

A significant relationship means when something is introduced, like sequenced communication by Best of Tennessee, you will see the target variable (voter turnout) increase (positive relationship) or decrease (negative relationship). This type of correlation does not statistically imply causation, but when one event occurs before another event, causation can be appreciated (but not confirmed). It is hard to ignore the substantial increase in voter turnout and not expect the sequenced communications campaign to be a factor.

What We Did

BOT targeted its ads to the IP addresses of **specific voters in six counties**, each of which had at least one competitive state legislative primary.



6 WEEK CAMPAIGN

3 WEEK CAMPAIGN

The ads were featured across various digital platforms, including banner and online streaming video ads, as well as OTT ads on television streaming services.

In 2022, 80% of Tennessee voters stayed home during the primary election.

20% showed up.

Paid for by The Best of Tennessee, Inc.

This small group is choosing the candidates for you.

Don't let them.

Paid for by The Best of Tennessee, Inc.

Vote in the August 1st Primary.

Be part of the solution.

Paid for by The Best of Tennessee, Inc.

6 WEEK CAMPAIGN

START DATE: JUNE 24, 2024

We targeted the IP address of households with:

at least one woman who voted in the 2020 Presidential election but skipped the 2020 primary elections

over the age of 30

some post-high school education

income over \$50,000



WILLIAMSON KNOX BLOUNT

3 WEEK CAMPAIGN

START DATE: JULY 15, 2024

BOT changed the targeting parameters:

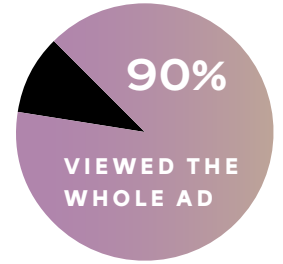
at least one woman who voted in the 2020 Presidential election

over the age of 30



MAURY HAWKINS SULLIVAN

.33% CLICKED ON THE AD



Six ads focused on low statewide turnout and encouraged voters to cast a ballot in the August 1st primary. Three ads per county highlighted poor local turnout statistics.

Over the course of the campaign, the click through rates on our ads averaged .33% with average banner campaigns typically generating click through rates of .05%. Our OTT ads also had a 90% completion rate, meaning the ad was viewed to completion 9 out of 10 times it was shown. We credit these higher-than-average rates to our targeting — connecting the right message with the right audience.

Before we get better leaders, we need stronger candidates.

Paid for by The Best of Tennessee, Inc.

Who you nominate matters.

And it's time to level up.

Paid for by The Best of Tennessee, Inc.

Vote in the August 1st Primary.

Be part of the solution.

Paid for by The Best of Tennessee, Inc.

In 2020, 72% of Knox County voters cast a ballot in November.

Paid for by The Best of Tennessee, Inc.

But only 26% voted in the primary.

Paid for by The Best of Tennessee, Inc.

Stop letting this group pick your candidates.

Decide for yourself.

Paid for by The Best of Tennessee, Inc.

How We Measured Impact

TARGET VOTER BASELINE

Because our ads were running on any device associated with the targeted IP address, anyone living in the targeted household could see our ads. Therefore, we included all eligible, registered voters, i.e., those registered to vote in Tennessee prior to July 2nd, 2024, living within target households as the baseline for our analysis.

CATEGORIZING TARGET BASELINE VOTERS

Once we established the total number of registered, eligible voters living within the target households, we used historical voter file data to separate that group of voters into four categories based on how often they voted in recent state legislative primary elections (2022, 2020, 2018, + 2016).

High Propensity Voters VOTED IN 4/4



Medium Propensity Voters VOTED IN 2 OR 3/4



Low Propensity Voters VOTED IN ONLY 1/4



New Voters VOTED IN 0/4



Categorizing individuals by their voting history allowed for a more precise analysis. The resulting data also offers an opportunity to consider the potential need for different messaging segmented by voting propensity in future campaigns.

IDENTIFYING AND CATEGORIZING CONTROL VOTERS

To evaluate the true impact of our campaign, BOT identified six counties from which to compare control voter segments.

To do this, we used the same parameters from our targeted campaign to identify households and then included all eligible, registered voters living within those households as **our control voters**. Importantly, the counties where our control voters lived had the same number of state legislative primary races as the counties where our corresponding target voters lived.

TARGETED VOTERS BASED ON PROPENSITY

| | 6 WEEK | | | | 3 WEEK | | | |
|-------------------|--------|-------|---------|-------|--------|-------|---------|-------|
| | TARGET | | CONTROL | | TARGET | | CONTROL | |
| HIGH PROPENSITY | 622 | 0.7% | 574 | 1.1% | 3,186 | 6.2% | 7,021 | 6.7% |
| MEDIUM PROPENSITY | 8,197 | 9.4% | 5,700 | 10.7% | 10,942 | 21.2% | 20,953 | 19.9% |
| LOW PROPENSITY | 16,037 | 18.4% | 9,303 | 17.4% | 9,302 | 18.1% | 18,023 | 17.2% |
| NEW VOTERS | 62,353 | 71.5% | 37,904 | 70.9% | 28,062 | 54.5% | 59,065 | 56.2% |
| TOTAL VOTERS | 87,209 | | 53,481 | | 51,492 | | 105,062 | |

This table shows the total number of voters in both the target and control groups. Most voters fall into the new voters (never voted or new voter) propensity group (over 70% for 6-week and over 55% for 3-week). High propensity voters make up the smallest group of voters (approximately 1% for 6-week and 6.4% for 3 week). Medium and low make up the middle percentages and is a focus of this analysis.

We then measured the difference in voter turnout percentages between our target voter audience and the voters we did not target. We quantified this difference using percentage points to focus on the raw magnitude of the variance rather than the relative proportion.

In order to assess the effect, we looked at the following:

TABLE ① Demographic statistics between the target and control counties

TABLE ② Demographic voter barriers between the target and control counties

FIG. ① ③ Comparisons for voter turnout for target and control groups based on voter propensity

FIG. ② ④ Comparisons for voter turnout for target and control groups based on medium and low voter propensity

NOTE: STATISTICS ARE BASED ON 2018-2022 U.S. CENSUS (ACS SURVEY) INCOME, RENT, AND VALUE ARE MEDIAN VALUES

TABLE ① DEMOGRAPHIC STATISTICS

| | | TOTAL POPULATION | WHITE % | MINORITY % | HOUSEHOLD INCOME | HOME RENT | HOME VALUE |
|-------------|------------------|------------------|---------|------------|------------------|-----------|------------|
| 6 WEEK | TARGET COUNTIES | 783,581 | 84.2% | 18.1% | \$53,407 | \$709 | \$174,867 |
| | CONTROL COUNTIES | 731,315 | 82.4% | 18.9% | \$52,442 | \$742 | \$144,567 |
| 3 WEEK | TARGET COUNTIES | 331,495 | 86.9% | 14.3% | \$62,293 | \$923 | \$208,400 |
| | CONTROL COUNTIES | 387,421 | 85.5% | 15.5% | \$65,922 | \$901 | \$196,933 |
| STATE OF TN | | 6,923,772 | 74.9% | 27.4% | \$64,035 | \$1,047 | \$232,100 |

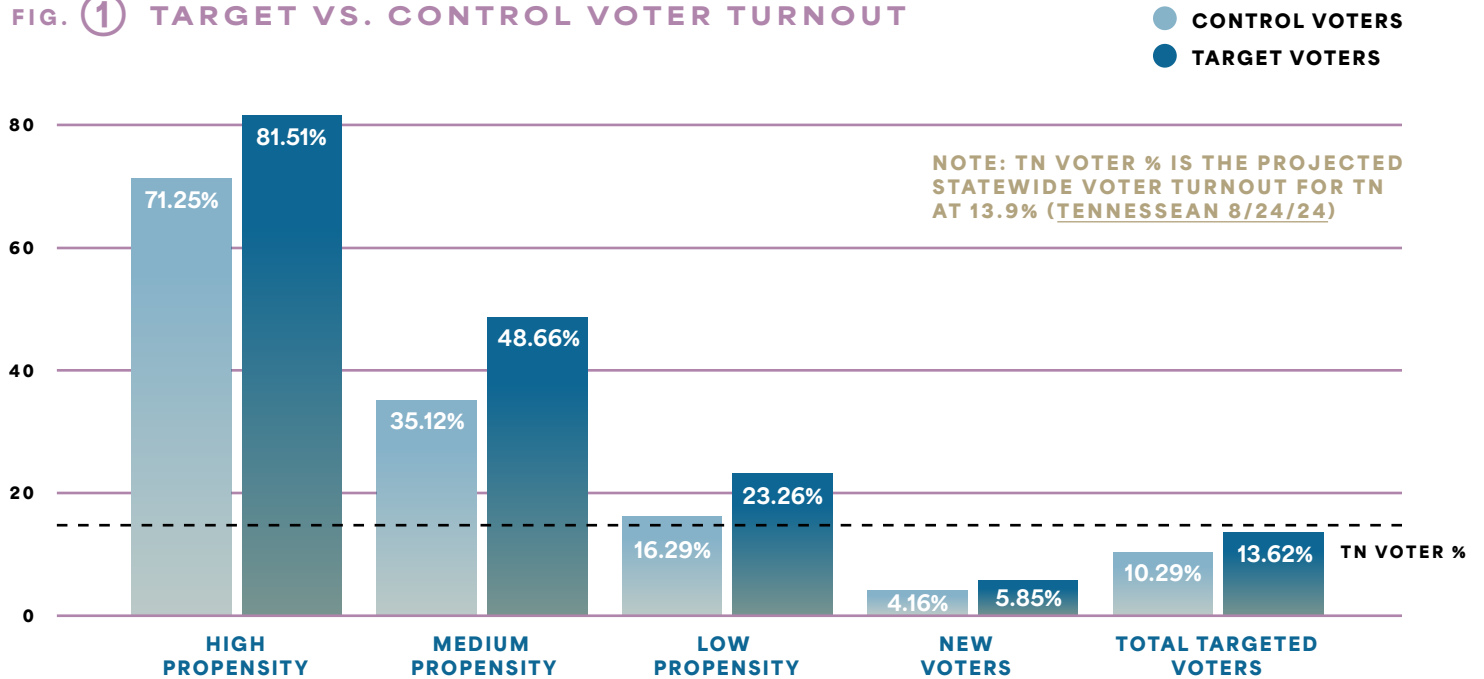
TABLE ② DEMOGRAPHIC VOTER BARRIERS

NOTE: STATISTICS ARE BASED ON 2018-2022 U.S. CENSUS (ACS SURVEY)

| | | UNEMPLOYMENT RATE | HOUSEHOLDS BELOW POVERTY LEVEL | UNAFFORDABLE HOUSING 30% OR MORE | NO VEHICLES PER OCCUPIED HOUSING | LIVING WITH A DISABILITY | UNINSURED HEALTHCARE |
|-------------|------------------|-------------------|--------------------------------|----------------------------------|----------------------------------|--------------------------|----------------------|
| 6 WEEK | TARGET COUNTIES | 4.8% | 21.1% | 15.0% | 8.7% | 5.3% | 11.3% |
| | CONTROL COUNTIES | 4.8% | 16.4% | 17.4% | 5.9% | 6.8% | 11.4% |
| 3 WEEK | TARGET COUNTIES | 4.9% | 13.4% | 17.1% | 5.1% | 5.3% | 8.6% |
| | CONTROL COUNTIES | 5.2% | 13.6% | 16.4% | 5.0% | 6.3% | 8.9% |
| STATE OF TN | | 5.0% | 13.9% | 17.9% | 5.3% | 15.1% | 10.1% |

Impact

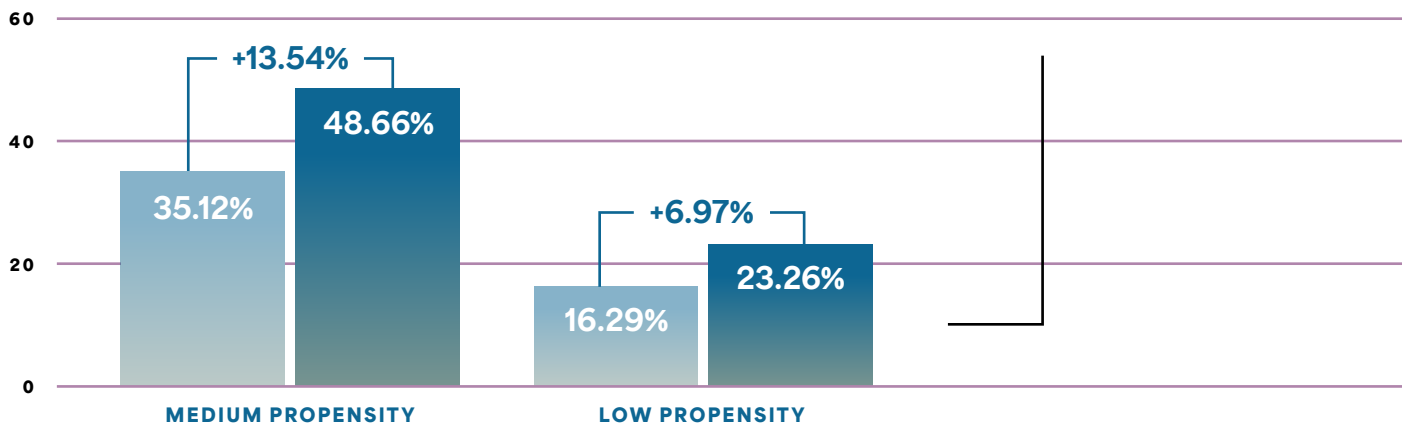
FIG. ① TARGET VS. CONTROL VOTER TURNOUT



The overall voter turnout was 3 points **higher** for the voters we targeted (13.62%) compared to the group of control voters we did not target (10.29%). There was a significant difference in voter turnout between medium and low propensity voters.

Turnout for targeted medium propensity voters was 13.54 points **higher** than the control group. Turnout for targeted low propensity voters was 6.97 points **higher** than the control group.

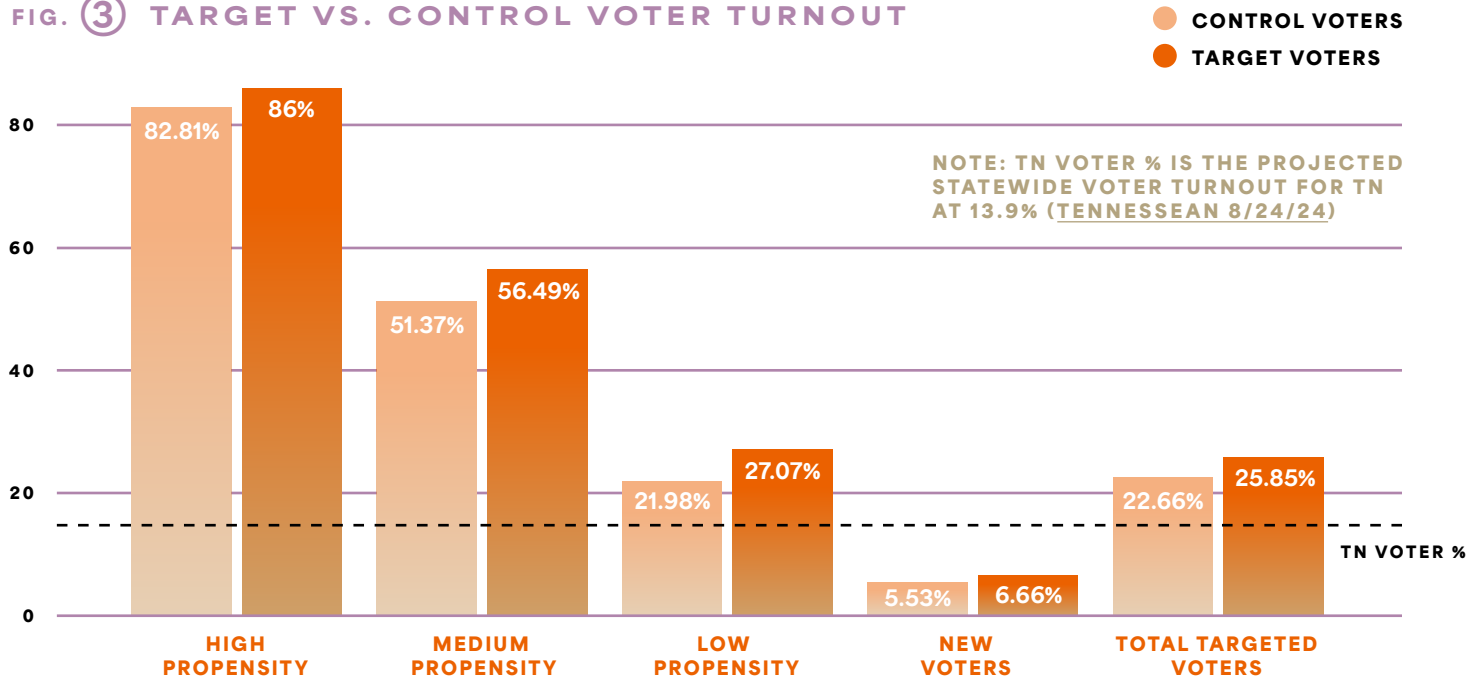
FIG. ② MEDIUM AND LOW PROPENSITY



Impact

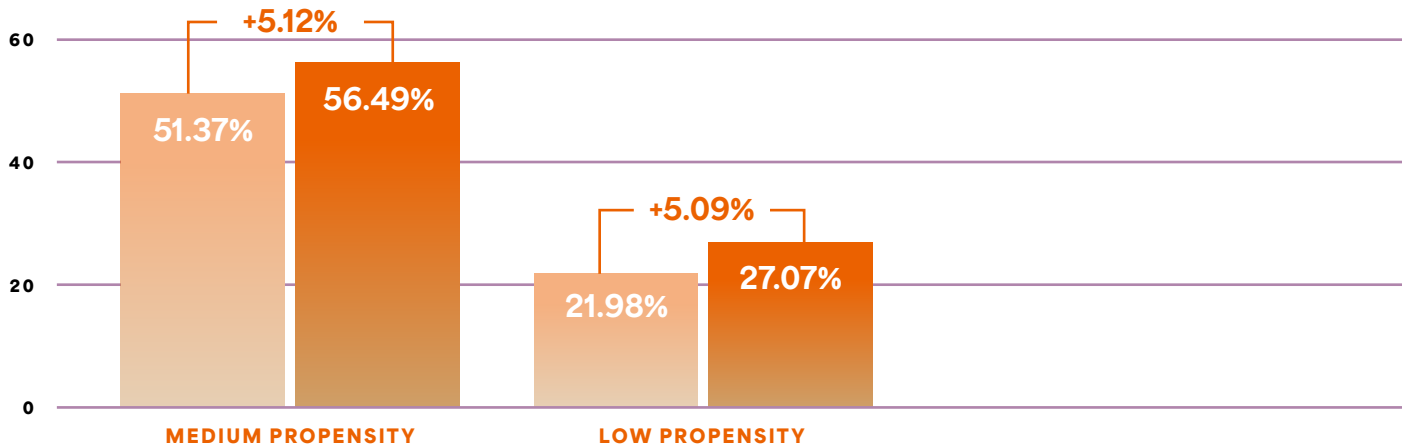
3 WEEK CAMPAIGN

FIG. ③ TARGET VS. CONTROL VOTER TURNOUT



We see a significant increase in turnout for the targeted medium and low propensity voters — roughly 5 percentage points higher than medium and low prosperity voters in the control group. For the 3-week campaign, the overall voter turnout was higher than the 6-week turnout, and it should be noted that the criteria for the 3 week was a more generalized target compared to the 6-week campaign.

FIG. ④ MEDIUM AND LOW PROPENSITY



2

Paid, Earned + Social Media

In addition to our targeted digital strategy, BOT incorporated other elements into its 2024 campaign to increase voter turnout in the primary elections.

Earned Media

Included appearances by our Founder and CEO on local political talk shows in both East and Middle Tennessee in early July.



Inside Tennessee

WBIR

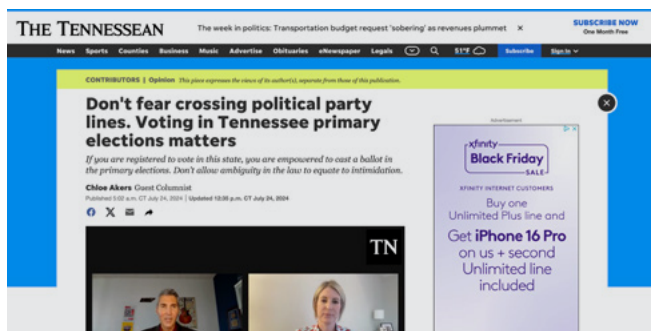
WATCH →



Inside Politics

NEWS CHANNEL 5

WATCH →



Our CEO wrote an Op-Ed published digitally and in print by The Tennessean.

The same Op-Ed was also featured in the print version of the Sunday News Sentinel on July 28th, the Sunday before Election Day.

Don't fear crossing political party lines. Voting in Tennessee primary elections matters

THE TENNESSEAN

READ IT →

Paid Media Campaign



Be Part of the Solution

WATCH →

BOT launched our video ad statewide in all four major markets during the first Presidential debate on June 27th.

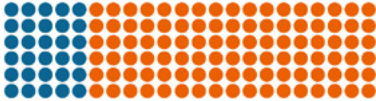
We placed broadcast ad buys during local evening news to run for three nights (July 29, 30, and 31) prior to Election Day in the Knox/Blount market on local ABC, NBC, and CBS stations.

We also placed digital ads in The Tennessean and The News Sentinel to run for three days prior to Election Day (July 29, 30, 31, and August 1), reaching Knox, Blount, and Williamson Counties.


Social Media Campaign


BOT used Instagram to grow and engage our base and to disseminate longer form educational information.

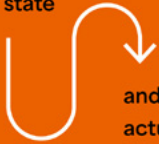
Over the last decade, the composition of the Tennessee legislature has not changed by more than **2** seats.




Tennessee is a representative democracy turned upside down.



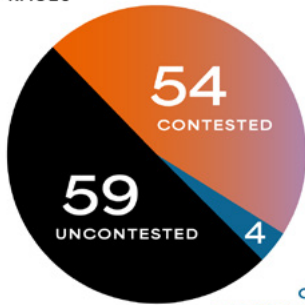
This upside-down incentive structure explains the disconnect between  what most Tennesseans want from our state government and what actually occurs.



Over the last 10 years, an average of only **22.61%** of registered voters cast a ballot in our August primary election in Tennessee.



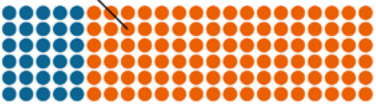

2022: 117 RACES



| Category | Count | Percentage |
|-------------|-------|------------|
| Contested | 54 | 46.1% |
| Uncontested | 59 | 50.4% |
| Competitive | 4 | 3.4% |

ONLY 4 RACES WERE COMPETITIVE (3.4%)

A **super minority** of our population, less than 30% of registered voters, is nominating the **majority** that represents us.



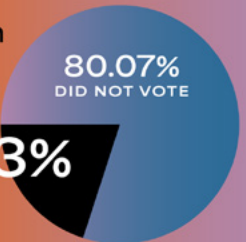
What is a primary election, and how is it different from the general election?



The more people who vote, the more voters lawmakers must please to win.



2022
Voter turnout in primary election



| Category | Percentage |
|--------------|------------|
| Did Not Vote | 80.07% |
| Did Vote | 19.93% |

Using a strategy that included text, graphics, and video, we created a branded stream of consistent content distinguishing our organization.

The industry standard engagement rate for new accounts is 1 - 3%. With 2,761 interactions from 25,739 accounts reached, **our engagement was**

10.7%

Our top video post, which made the connection between voting in the primary and a more functional government, reached over

17,700
views

11.2%

growth in followers over 8 weeks

\$0

Notably, all of our social media development was organic, as we did not run any paid content.

3

The Best of Tennessee Action Fund

Our affiliated super PAC, the Best of Tennessee Action Fund, supported four candidates in this cycle's state legislative primaries, and all four of our candidates won.

Altogether, our super PAC deployed 72,074 mailers and text messages targeting specific segments of voters for maximum persuasive impact.

Given our relatively limited resources in our first year, we prioritized protecting vulnerable incumbents facing more extreme challengers and open-seat races featuring a clear contrast between reasonable and extreme alternatives.

The Candidates

Our first priority was to defend reasonable incumbents and, secondarily, to support more mainstream candidates in open-seat primaries. All four of these winning candidates offer a more thoughtful and constructive attitude rather than a rigid, all-or-nothing approach to governance. We believe they are strong leaders who will contribute greater character, courage, communication, and collaboration to our state legislature. **All four won their primaries.**



Sam McKenzie (D)
KNOX COUNTY
STATE REPRESENTATIVE

McKenzie faced a left-wing activist funded by out-of-state special interests. We targeted low and middle-propensity households with a demonstrated record of crossover voting in support of Sam McKenzie's constructive leadership on mainstream, kitchen-table issues like crime and education.



Tom Stinnett (R)
BLOUNT COUNTY
STATE REPRESENTATIVE

Stinnett, a retired public-school teacher, coach, and county commissioner known for his involvement in the community was supported by local business leaders. Stinnett faced two opponents: one, a county commissioner known for his association with far-right groups, the other, an ambitious perennial candidate who frequently changes his ideological complexion to suit the occasion.



Tom Hatcher (R)
TENNESSEE SENATE
DISTRICT 2

Blount County's longtime Circuit Court Clerk, Hatcher was the consensus candidate of local leaders and the business community. Hatcher's opponent was State Rep. Bryan Richey, widely considered the most inflexible and unreasonable ideologue in the General Assembly. Richey defeated a reasonable incumbent two years earlier due to a surprise infusion of outside special interest spending. Primary voters nominated Hatcher by a 52-point margin.



Ferrell Haile (R)
TENNESSEE SENATE
DISTRICT 18

Speaker Pro Tempore Haile faced a formidable onslaught as the top "RINO" (Republican In Name Only) target of the far-right this election cycle. Haile's opponent ran an entirely negative campaign based on misinformation and distortions of Haile's record. By contrast, our mailers highlighted Haile's pragmatic leadership on fiscal responsibility, safe baby courts, and adoption, helping Haile achieve an impressive double-digit victory.

4

The Best of Tennessee Victory Fund

To combat extremism in Millersville, Tennessee's local government, the Best of Tennessee Victory Fund supported three highly qualified candidates for the Millersville City Commission, and all three candidates won.

Millersville, Tennessee: Extremism in Local Government

THE SITUATION

A set of fringe candidates took control of Millersville’s city government after a special election to fill a vacancy late last year.



After that, the city manager was fired and replaced by a political activist who then fired many of the city’s department heads. Since then, the community has repeatedly made [state headlines](#) for all the wrong reasons. Cronyism, incompetence, secrecy, conspiracy theories, and chaos have reigned.



In particular, Millersville’s [public services were crippled](#), which impacted public safety and first responders, endangered lives, lowered property values, and pushed up insurance rates.

THE GOAL

Local community members reached out to us asking for our help to restore good government to Millersville by electing three new city commissioners during the nonpartisan race in November.

Working with community leaders, our PAC, the Best of Tennessee Victory Fund recruited, financed, and advised three highly qualified candidates for the Millersville City Commission, each of whom embody The Best of Tennessee’s core values of strong leadership: character, courage, communication, and collaboration.

The Candidates



Lincoln Atwood
a planning commissioner and computer scientist who supervises 36 data centers



Dustin Darnall
a chemist and father of two who is active in his church



Jesse Powell
a U.S. Army veteran and former senior Pentagon staffer with an M.A. in Public Policy from Georgetown University

THE RESULTS



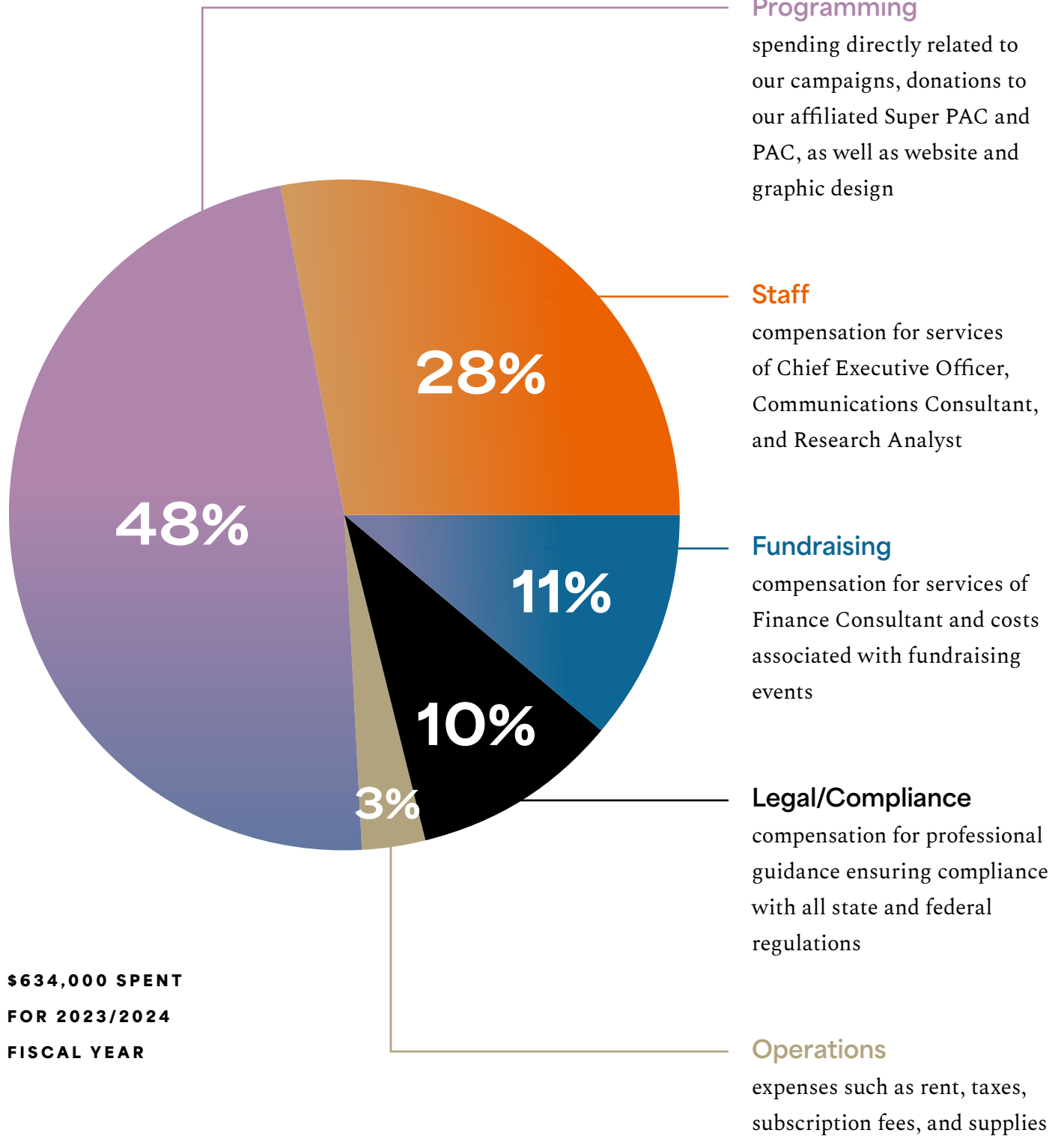
Our three candidates won all three at-large seats on the ballot this year, which flipped control of the Millersville City Commission to a 4-1 majority of pragmatic leaders committed to getting back to the basics of good government.

5

Spending

The Best of Tennessee, Inc.'s operating budget for the 2023/2024 fiscal year was \$634,000.

Budget Allocation





Paid for by The Best of Tennessee, Inc.,
The Best of Tennessee Victory Fund, and The Best of Tennessee Action Fund.

Not authorized by any candidate or candidate's committee.

Contributions to The Best of Tennessee, Inc., The Best of Tennessee Victory
Fund, or The Best of Tennessee Action Fund are not tax-deductible.

For contributions to The Best of Tennessee Victory Fund or The Best of
Tennessee Action Fund, federal and state law requires us to use our best
efforts to collect donor names, addresses, occupations, and employers.