



ABC Teams with IAmAVoter.com on Voting PSA Campaign

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As the 2020 election approached, ABC teamed up with nonpartisan organization IAmAVoter.com to encourage people to register to vote in this critical year.

In a series of PSAs, brought to life in collaboration with Hugo Creative, the campaign worked across ABC's linear, digital and social platforms to tap into both the history of our democracy and the current social-political climate, which has been unavoidably affected by the pandemic. The campaign uses original and eye-catching graphics paired with some familiar rousing music to get people excited about the election to come and to make sure they were prepared to take part.

"2020 has been a chaotic year, full of division and fear, and amidst all that, an election year. We chose to focus on something that unites us as Americans: the power and importance of democracy. Who better to inspire action and civic participation, than our country's greatest leaders and orators," said ABC Producer Hayley Greene in a statement.

"We knew 2020 was going to be an election year like no other and teaming up with IAmAVoter.com was something we were excited to be a part of. Our goal

was to create educational, non-partisan, graphically driven spots to magnify the importance of 'your vote' and encourage voter turnout. After conceptualizing the design we enlisted the talented team at Hugo Creative to help us produce the many spots we would be creating right up until voting day. This was truly a collaboration and everyone involved helped make these pieces informative, visually interesting, and a 'call-to-action,'" said ABC Art Director Charles Beckman, also in a statement.

â€ˆ19th Amendment

Our Democracy

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