



2020 PRIMARY ELECTION ACCOMPLISHMENTS

During the 2020 election, early-voting states like Iowa, New Hampshire, and South Carolina were marked as ground zero. In order to support President Trump and protect the “America First” agenda from his future Democratic opponent, the Committee to Defend the President (CDP) took all of the Democratic frontrunners head-on—from Iowa to North Carolina and beyond.



IOWA

- The Committee **designed and deployed a rolling billboard that followed Mayor Pete Buttigieg’s townhall tour** across Iowa, stopping in towns like Atlantic, Creston, and Council Bluffs. Linking Buttigieg to “The Squad” in front of his supporters, the billboard also attracted the attention of national and local media—from CNN to *The Des Moines Register*.



NEW HAMPSHIRE

- The Committee **invested in static billboards and rally signs, enlisting thousands of grassroots volunteers** to organize dozens of pro-Trump events across the Granite State. The Committee garnered national attention for its one-of-a-kind Joe Biden “Corn Pops” display and the faux “Bernie Bros,” who parodied Sen. Bernie Sanders (I-VT) with slogan T-shirts and pro-socialism quotes.



- **Nov. 11, 2019 Quinnipiac University poll prior to initial NH work: 20% Biden, 16% Warren, 15% Buttigieg, 14% Sanders. FINAL RESULTS: 25% Sanders, 24.4% Buttigieg, 19.8% Klobuchar, 9.2% Warren, 8.4% Biden.**



NEVADA

- The Committee **spent more than \$250,000 on statewide TV and digital advertising in Spanish**. Titled “Nevada, ¿te está mintiendo Joe Biden?” (“Nevada, Is Joe Biden Lying To You Again?”), the Committee’s signature ad highlighted former Vice President Joe Biden’s failing policy record on illegal immigration and the caging of immigrant children. It was specifically targeted at Hispanic voters, denting Biden’s support in minority communities.

- **Feb. 14, 2020 Las Vegas Review-Journal poll prior to initial NV work: 25% Sanders, 18% Biden. FINAL RESULTS: Sanders wins with 46%, Biden at 20.2%.**



SOUTH CAROLINA

- The Committee **launched a \$250,000 statewide TV and digital advertisement, called “South Carolina, Joe Biden Can’t Be Trusted.”** The ad emphasized Biden’s negligent record on African-American rights, using President Obama’s voiceover from his memoir, *Dreams from My Father*.

- The Obama ad **sparked a firestorm of national media coverage from the likes of CNN’s Jake Tapper and The Washington Post**. President Obama and his team even made their first official statement of the 2020 election, demanding the Committee take down its ad. In response, the Committee doubled down and delivered the same ad directly to the cell phones of tens of thousands of African-American Democrats in the Palmetto State before Election Day.



NORTH CAROLINA & SUPER TUESDAY

- The Committee **spent \$200,000 on statewide TV and social media to release the advertisement, “Joe Biden, Where’s Your Endorsement?”** The ad once again targeted Biden, questioning why he hasn’t been formally endorsed by President Obama.
- The Committee **allocated an additional \$50,000 to circulate the ad on social media in Arkansas, Oklahoma, Virginia, and North Carolina**, using sophisticated data targeting to reach Democrats and Independents before Super Tuesday.





2020 GENERAL ELECTION ACCOMPLISHMENTS

Trump Beating Biden In North Carolina Per New CAG/Rasmussen Poll

 August 10, 2020

Between July and August the Committee helped President Trump take lead over Biden in the polls (48% to 47%) within North Carolina. The Committee ran 3 targeted advertisements throughout the state. These ads demonstrated Biden's cognitive decline and highlighted his inability to show leadership and denounce violence in the streets. Using sophisticated data targeting and science we broadcast our ads on TV and through various digital channels.

NBC/Marist Poll, July 14 | Rasmussen/Pulse Opinion, August 10



Facebook blocks pro-Trump group from placing ads on platform for posting misinformation



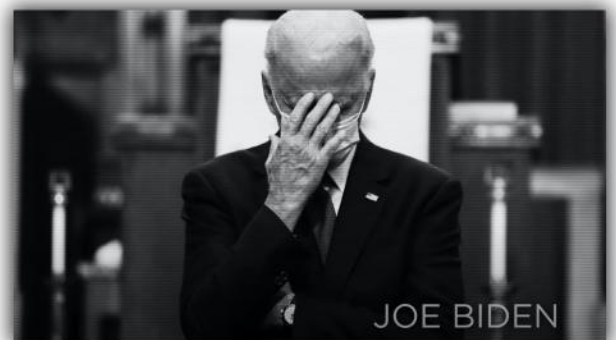
August 7, 2020

The Committee launched a viral advertisement in Spanish showcasing Biden's absence within the Hispanic community, especially as he promised to pick an black American woman to be his vice presidential running mate. President Trump saw our ad and personally retweeted it onto his Twitter. Although the Committee was denounced by the left-wing media and banned from Facebook because of this ad for "spreading fake news," Biden did in fact go on just days later to select US Senator Kamala Harris, a black American woman to be his running mate.

Pro-Trump group ad questions Biden's mental fitness



June 23, 2020



#10 Largest Independent Expenditure Organization, Political Money Line

PAID FOR BY

COMMITTEE to DEFEND
the PRESIDENT



NOT AUTHORIZED BY ANY CANDIDATE OR CANDIDATES COMMITTEE.
www.committeetodefendthepresident.com