



# SMART PRO-LIFE STRATEGIES

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Dominating in a  
Post-Roe America  
with a Cutting-Edge  
Strategy



**YOUR STEP-BY-STEP PLAN FOR  
EMPOWERING WOMEN AND SAVING LIVES**

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## INTRODUCTION

In recent years, the abortion industry has undergone momentous changes. **The abortion pill now accounts for the majority of abortions in our country.** Through organizations like Plan C ([plancpills.org](http://plancpills.org)), young women can have abortion pills delivered directly to their homes for a so-called DIY (Do It Yourself) abortion.

This content will give you an insider's perspective on the fast-paced changes that are transforming the abortion industry and how **Heroic Media is pioneering new uses of technology, advertising, and smart branding to empower women to choose life.**



# CHAPTER 1

## WHY WE NEED TO TALK ABOUT ABORTION DIFFERENTLY

### The complete makeover of the abortion industry

The pro-life community achieved a historic victory when the Supreme Court overturned Roe versus wade through its ruling in the Dobbs v. Jackson Women’s Health Organization case, but it only relegated the abortion issue back to the states.

**The abortion industry, led by Planned Parenthood, has rapidly shifted its strategy to directly delivering abortion pills to women at their homes, making it extremely easy to access abortion.**

In addition, the annual advertising spend of Planned Parenthood is higher than the ad spend of all pro-life organizations *combined*.

For example, Planned Parenthood spent \$122 million on advertising in 2020, compared to \$5.5 million spent by the National Right to Life Committee, \$5.7 million by Susan B. Anthony List, and \$0.8 million by Students for Life.

**This massive disparity in ad spend has enabled Planned Parenthood to shape the conversation about abortion,** making it tremendously challenging for the pro-life movement to reach women in need of support.



## CHAPTER 2

# UPDATING THE STRATEGY FOR WINNING THE WAR AGAINST THE ABORTION CULTURE



### Adopting “the best defense is a good offense”

In response to the abortion industry’s dramatic shift to its strategy of at-home abortions (with the abortion pill) that it made in order to circumvent new laws aimed at protecting preborn babies – **we are completely updating our strategy for this new reality.**

We believe our new strategy is best described by George Washington’s famous quote in 1799, **“the best defense is a good offense.”**

**In other words, we are proactively outmaneuvering Planned Parenthood by focusing not on the “supply side” of restricting access to abortion,** but instead on the “demand side” by generating demand for young women to choose life.

We are proactively creating partnerships with strong life-empowering brands and organizations to maximize our reach and impact.

For example, in 2022 we launched a new telehealth system called Thrive+ that intercepts abortion-seeking women and puts them into a virtual online telehealth visit with a highly trained registered nurse *within a matter of minutes*, not hours or days.

The Thrive+ telehealth system can reach women nationally, empowering them with science-based facts about abortion as well as informing them about services available to them if they decide to carry their pregnancies to term.

**Thrive+ telehealth empowers women to make an authentic choice.**

Moreover, we are leveraging the power of branding to reach a much greater number of young women with the objective of shifting their brand preference from Planned Parenthood to Thrive+ over time by using creative ads proven to resonate strongly with them.

For example, we are using billboards, radio ads, internet videos and social media to create a magnetic connection with the Thrive+ brand before a woman faces an unexpected pregnancy.

The concept and targeting strategy of “before” is critical because if young women don’t know about the Thrive+ brand before they face an unexpected pregnancy, they will automatically default to the brand that almost all young women do know, Planned Parenthood, when they face an unexpected pregnancy.



## CHAPTER 3: ON THE HORIZON – THE NEW PRO-LIFE

### Heroic Media’s expansion plans include:

- Deploying multi-channel consumer brand advertising to win abortion-seeking women away from Planned Parenthood
- Replacing Planned Parenthood with ThriVe+ in young women’s minds as their #1 go-to provider of women’s healthcare
- Maintaining a constant, long-term market presence in each city where we launch the ThriVe+ telehealth service
- Referring ThriVe+ telehealth patients to local life-empowering pregnancy centers for follow-up in-person services, thereby substantially increasing the number of women that local pregnancy centers serve

The content in the ThriVe+ brand advertisements centers on empowering women and providing them with an authentic, informed choice.

No matter the format of the ad, great care is taken to create ads that incorporate in a highly engaging style the needs, concerns, circumstances, customs, language, and aesthetic preferences of young women.

We believe that young women are the most important demographic in the pursuit to create a culture of life in America because they are the ones who ultimately decide between choosing abortion or choosing life.

As such, we believe our expansion plans to reach millions of young women across our country with the ThriVe+ brand messaging and telehealth service carry the potential to deliver an enormous blow to the culture of death currently so pervasive in our county, replacing it over time with a strong culture of life.





## CHAPTER 4

# THE POTENTIAL IMPACT OF A NATIONAL PRO-LIFE COUNTER BRAND

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### Creating sustainable impact through a unifying brand



Since 2012, Heroic Media's programs have resulted in many thousands of abortion-seeking women changing their minds and choosing life.

To date, our On-demand Alternatives to Abortion SYStem (OAASYS) has documented over 10,000 decisions for life in cities around the country.

As grateful as we are for these lives saved, they are the result of highly geographically targeted programs that were not designed to establish a life-empowering brand name.

Going forward, by building on OAASYS with our Thrive+ telehealth national brand messaging we believe that not only can we win the hearts and minds of millions of young women to the Thrive+ brand before they face an unexpected pregnancy, but we can also unify the many factions of the pro-life community across the country towards a common invaluable objective: creating the first national life-empowering counter brand to Planned Parenthood.

## CONCLUSION

The abortion industry has transformed dramatically in recent years, and the demand for a new pro-life strategy to effectively counter this threat has never been greater. **Heroic Media is utilizing technology, advertising, and smart branding to pioneer new methods of empowering women to choose life**, and our efforts have already had a major impact.

As a national pro-life organization with a proven-effective, unique and scalable strategy for empowering women to change their minds about abortion, we are well-positioned to make a large-scale impact at creating a culture of life in America. We will continue to refine our methods, develop strategic partnerships, and leverage technology to empower an ever greater number of women to choose life. **Together, we can make a difference in the lives of preborn babies and their mothers.**

