

# COLORADO MARIJUANA LEGALIZATION AMENDMENT

Given Colorado's thriving marijuana industry today, it seems unfathomable that there was a time when marijuana legalization wasn't on the books in the state. And yet that was the context ahead of the November 2012 election, six years after a legalization measure in Colorado was defeated.

Ahead of this critical 2012 Election Day, Gunster Strategies (then Goddard Gunster) was retained in early 2011 to help map out a strategy to get a



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sensible ballot initiative passed. Our team directed and conducted foundational quantitative and qualitative opinion research to understand a winning framework; the key insight from that research was the critical consideration of generating support from the statewide law enforcement communities.

From that research, we developed a digital convening point (LegalizeResponsible.org) that focused on coalition-building and consensus development. We tested and launched TV spots throughout Colorado, entitled "Get It Right." Ultimately, the measure -- "Amendment 64" -- passed by a resounding 55-45 margin, launching Colorado's nation-pacing economic growth engine around legalized marijuana.