

IE Persuasion – Negative

This client was a multi-million-dollar superPAC, which hired us to work on persuasion in the Wisconsin Senate race. This ad began running in July and August of 2022 to a general persuasion list of Wisconsin voters, and was produced with a slate of other ads that were then tested against each other on a small budget on Facebook, programmatic pre-roll and Youtube to determine which messaging line we should run with. One example script I wrote is below.

Concept 7: Rescue America

- Targeting: General persuasion
- Length: 15 seconds
- Size: 1080x1080, 1920x1080
- Tone: Negative, sarcastic, serious

Visual	On-Screen Text	VO
<p>Photo of Johnson doing media</p> <p>AP: “[...] released an 11-point plan late last month that would impose a modest tax increase for many of the lowest paid Americans, while opening the door for cutting Social Security and Medicare.”</p> <p>Video or photo of WI Seniors</p> <p>Fade to black screen as “but I think it’s a positive thing” is being heard. On-screen text rises from background in red/yellow/gray</p>	<p>Raising taxes on 50% of Americans.</p> <p>It's a positive thing.</p> <p>AP: “[...] released an 11-point plan late last month that would impose a modest tax increase for many of the lowest paid Americans, while opening the door for cutting Social Security and Medicare.”</p> <p>Ending Social Security and Medicare in 5 years.</p> <p>It's a positive thing.</p> <p>Ron Johnson doesn't care about us and that's not a positive thing.</p>	<p>Raising taxes on 50% of Americans.</p> <p>JOHNSON 46:10: It's a positive thing.</p> <p>Ending Social Security and Medicare in 5 years.</p> <p>JOHNSON 46:10: It's a positive thing.</p> <p>Ron Johnson doesn't care about us and that's not a positive thing.</p>

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