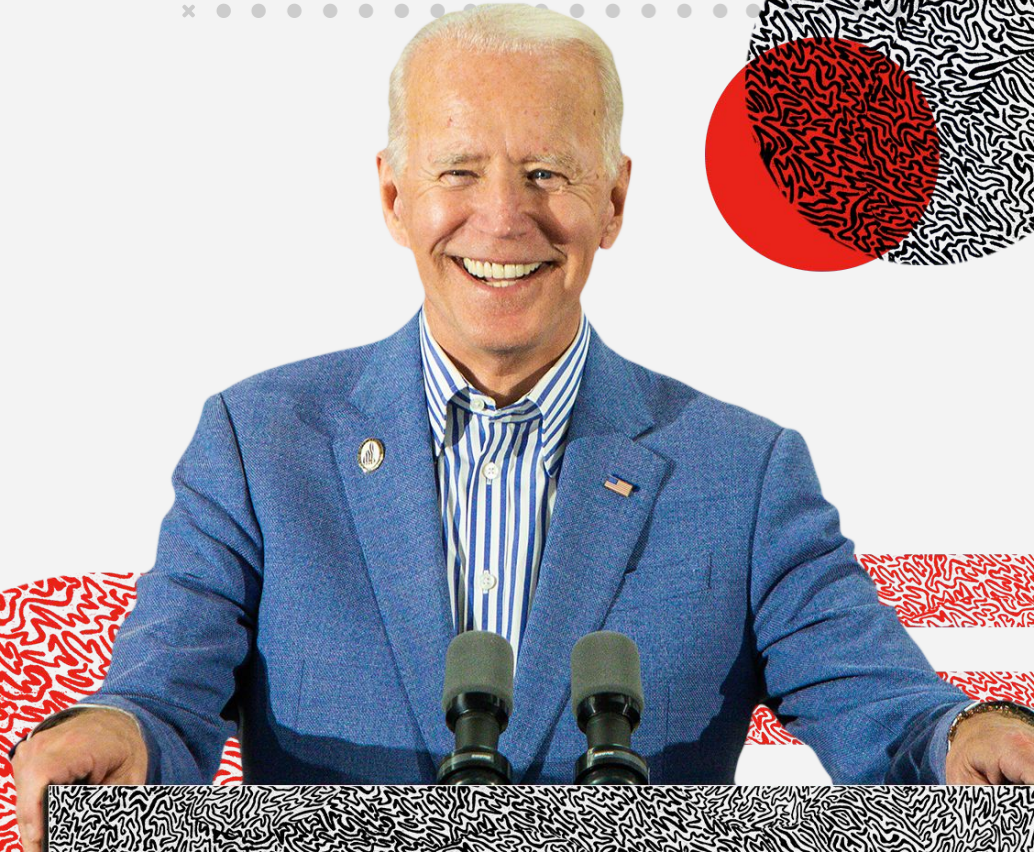


# WHAT WE HEARD FROM YOU

- “ Creating a level of **trust between voters and candidate Joe Biden**, beyond just voting/GOTV efforts
- “ Increasing social media & overall support for candidate Joe Biden from **gen Z & millennial minority groups**
- “ A powerful & authentic surrogate digital marketing campaign that leads to **engagement & increased support** for the Biden ticket



# WHAT WE KNOW

Joe Biden is a father, husband, seasoned politician & **future president of the United States**. Joe Biden has been chosen as the democratic presidential candidate for a reason: Let's help new communities understand even more clearly *why*. Through influencer surrogate partnerships & compelling social media tactics, we can both **reignite existing voter excitement** and **lead to a new engage and diversified audience**.



# THE INSIGHTS



Insight	Implication
<p><b>Voters (Minority &amp; Gen Z)</b> seek Joe Biden to be a relatable leader that's <b>inclusive</b> &amp; speaks directly to their demographics</p>	<p>Create an organic digital campaign that showcases the multiple layers of candidate Biden, leading to <b>increase engagement, new followers &amp; voter loyalty</b></p>
<p>Current organic and digital campaign content needs to <b>align with minority group values</b></p>	<p>Create a <b>social content strategy</b> that leads to <b>new audience growth &amp; builds trust</b> between candidate Biden and minority voters, increasing engagement and intent to vote</p>
<p>The influencer surrogate strategy needs <b>convert independent &amp; lukewarm voters</b> into supporting the Biden-Harris campaign</p>	<p>Highlight influential cultural leaders in support of Biden, engage social audiences through virtual candid conversations, thus <b>increase level of transparency for voters</b></p>
<p>Community management strategy need to <b>reinvigorate current voters across all social platforms</b></p>	<p>Massive potential to <b>create a deep community management framework</b> to scale, opportunity to <b>increase engagement</b> among pro Biden voters &amp; <b>build trust</b> with <b>undecided voters</b></p>

# SOCIAL ACTIVATION PLAN & STRATEGY



## JOE BIDEN

**GOAL** Leverage the ignited Biden-Harris announcement as an opportunity to **encourage all minority voters** to shift their commitments to **vote blue** for the presidential election.

**APPROACH** Commit to social listening & engage audiences on all platforms to build a social media strategy that earns **support for Biden-Harris** on all social media platforms & **high voter turnout**.

<b>RESULT</b>	Increased followers & engagement	Increase visibility and frequency of engaging surrogate content	+% Gen Z & Millennial social following	Data Acquisition
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# OUR APPROACH



## ENGAGE

Build an engaging and scalable community management strategy across social platforms



## IDENTIFY

Identify LatinX, Black and LGBTQIA creators that embody high “intent to vote” impact opportunity for political surrogate content pairings



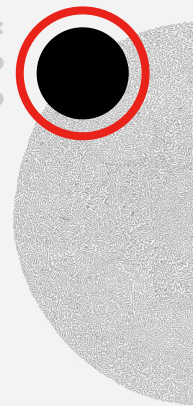
## AMPLIFY

Amplifying archived Biden video content; interactions with voters from all backgrounds (with an emphasis on minority groups)



## PROMOTE

Drive a scaled influencer surrogate effort to existing surrogate pipeline



# ACTIVISTS EXPLORATION

## Influencer Considerations\*

\* - exploratorion only



**Kendrick Sampson**

875K

@kendrick38



**Prisca Dorcas**

18.4K

@priscadorcas



**Alphonso David**

3.2K

@alphonsodavid



**Brittany Packnett**

735M

@mspackyetti



**Ramon Contreras**

6.4K

@ramon.contreras1



**Indya Moore**

1.1M

@indyamoore

# OUR STRATEGY

01

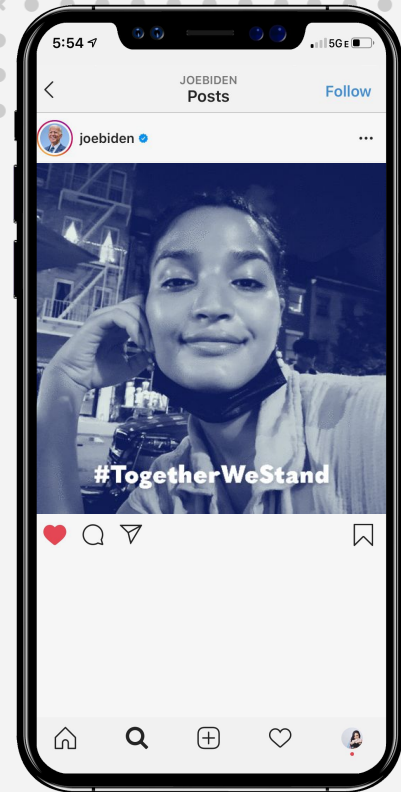
**Social listening** to audiences discover and action against the biggest factors that are **impacting minority groups from voting or voting pro-Biden**

02

**Influencer & political surrogate content partnerships** that showcase Biden as an inclusive leader who is open to all dialogue that eligible voters seek

03

Identifying **minority community thought leader** to lend their voice and support to the Biden campaign, driving micro at scale to build the overall **minority intent to vote for Biden**



# OUR STRATEGY

04

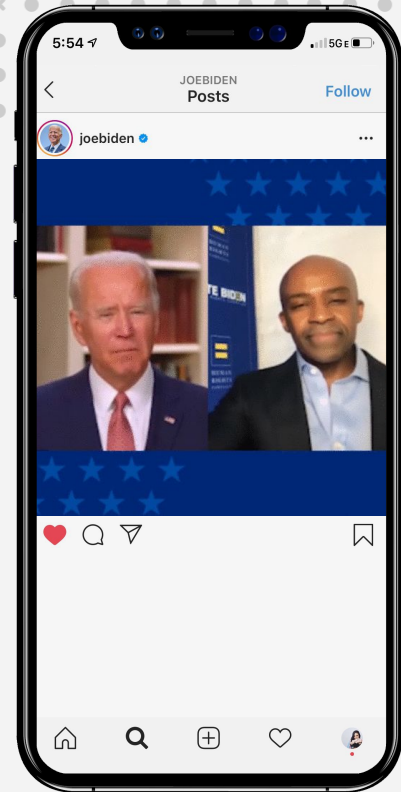
Create a templated **community management** framework that allows for scaled, “**always on**” **social engagement**, providing **positive impact responses to voters that share their concerns for America & needs towards change**

05

Build a **social video content pipeline** leveraging archive content to increase relatability through experience and **showcase issues that drive intent to vote**

06

Create a **digital influencer surrogate roadshow**, connect with key stakeholders across digital management and agencies (**representing 100s of millions in followers and billions of content views**)





# APPENDIX

**ONLY 59% OF LATINX PEOPLE**  
**WOULD VOTE FOR BIDEN**  
**OVER TRUMP. THAT IS**  
**7 POINTS DOWN FROM THE**  
**66% LATINX SUPPORT THAT**  
**HILLARY CLINTON RECEIVED**  
**IN 2016.**

**TO ENGAGE YOUNGER**  
**VOTERS, HE'LL NEED**  
**TO OFFER MORE THAN**  
**THE PROMISE OF**  
**ousting MR. TRUMP**  
**AS AN ANSWER TO**  
**CURRENT DESPAIR.**

**YOUNGER LATINOS PLAY**  
**AN OUTSIZE ROLE IN THEIR**  
**HOUSEHOLDS, IN A SENSE**  
**"NAVIGATING" AMERICA FOR**  
**THEIR FAMILIES AND**  
**MOBILIZING THEIR AUNTS,**  
**UNCLES AND GRANDPARENTS**  
**TO THE POLLS.**