

BIDEN CAMPAIGN STRATEGIC BRIEF

WHAT WE HEARD FROM YOU**

- Recap key objectives clients requested
 - 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**

- What we know Biden to be and insight into how the influencer program will achieve objectives
 - 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 **

- Key insights and implications to achieving those
 - Current voters want to see a presidential candidate as more than just the leader of our nation, there's a need to make Joe Biden feel less scripted for voters
 - Implication - Funnel through archive video content that can translate through the different social media platforms creating an organic digital campaign that showcases the multiple layers of candidate Biden, leading to increase engagement opportunities from new followers & additional voter loyalty
 - The current minority focused organic and campaign content isn't engaging minority groups or mirroring their social behavior
 - Implication - Create a social content strategy that leads to new audience growth & builds trust between candidate Biden and minority voters, increasing engagement and intent to vote
 - The influencer surrogate strategy needs to touch audiences within and outside the pro-Biden audience
 - Implication - Create an influencer based surrogate strategy that highlights cultural leaders having engaging conversations with Biden about the current political agenda, leading to an increase level of transparency for voters

- The current community management strategy needs a more aggressive engagement process across all social media platforms FB, TW, IG, and TikTok
- Implication - Massive potential to create a deep community management framework to scale, opportunity to increase engagement among pro Biden voters, build trust with undecided voters & increase loyalty among the social media audiences

OUR APPROACH **

- Creative fun and 3-5 options on approach in achieving objectives
 - Build an engaging and scalable community management strategy across social platforms to reach voters where they're at, increase personal touchpoints and drive intent to vote
 - Identify LatinX, Black and LGBTQIA creators that best drive the Biden campaign objectives and have high "intent to vote" impact opportunity for political surrogate content pairings
 - Create a social video strategy focused on amplifying archive interactions with voters from all backgrounds (with an emphasis on minority groups)
 - Drive a scaled influencer surrogate effort to support Michelle's surrogate pipeline

STRATEGY**

- Strategy recommendation that will ladder back up to campaign goals
 - Social listening to audiences discover and action against the biggest factors that are impacting minority groups from voting or voting pro-Biden
 - Influencer and political surrogate content partnerships that showcase Biden as an inclusive leader who is open to all dialogue that eligible voters seek
 - 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
 - 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
 - Build a social video content pipeline leveraging archive content to increase relatability through experience and showcase issues that drive intent to vote
 - Create a digital influencer surrogate roadshow, bringing Michelle Kwan to the table with key stakeholders across digital management and agencies (representing 100s of millions in followers and billions of content views)

MEASURING SUCCESS

- 3-4 key metrics that will inform XX Artists success
 - Increased followers & engagement
 - Increasing pro Biden commentary from supporters
 - Increased community management strategy that'll increase overall frequency & digital footprint of Biden's presence on social platforms

- A diversified and increase support of Joe Biden campaign from Gen Z & Millennial minority groups
- Drive data acquisition (phone number, email, etc.)

APPENDIX

Hey Design Team,

For this slide, I just want to showcase to the client the biggest factors that we are facing in getting the support Biden needs from minority groups. Kyle wanted to provide the sources to the client & I think it's best we go ahead and highlight these stats in a way that shows them why they need us, right? Maybe typography or quote graphics and the links to the sources in the notes of the slide. Another idea, protest signs or banners with the stats/quotes with each respect source hyperlinked. I gave you all a few options on quotes that you think would best fit with the call to action in educating the client on how minority groups feel about the candidate. Trust you all, just want to provide as much insight to help.

[Black Americans Have a Message for Democrats: Not Being Trump Is Not Enough](#) May 2020

-to engage younger voters, he'll need to offer more than the promise of ousting Mr. Trump as an answer to current despair.

-Mr. Biden also must minimize mistakes, said Mayor Stephen; Mr. Biden apologized after saying "you ain't black" to black people uncertain whether to support him or Mr. Trump.

-"I do believe, that if the vice president is authentically Joe, a legitimately good man who cares, I think people will gravitate to that authenticity."

-“We have to be very intentional about saying this is not about one moment or one murder — but the entire infrastructure of justice.”

[Biden's pitch to Mexican-American voters](#) July 2020

-Of the U.S. Hispanic population, which is nearly 60 million people, Mexicans make up over 60% of the total.

-Only 59% percent 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.

[Op-ed: Joe Biden has a Latino voter problem. Here's how he can fix it](#)

-less than 60 percent of eligible Latino voters say they definitely plan to cast a ballot in 2020 and demonstrate a low enthusiasm about the candidacy of Vice President Joe Biden.

-Latinos require sustained outreach from campaigns and organizations to speak to them, understand their lives, their fears and aspirations in order to motivate them to vote for their candidate.

-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.

-Biden and the party need to continue engaging and meeting the community where they are.

DECK CREATIVE OUTLINE

Overall theme of the slides, stock images of minority groups, inclusive activism, people of color standing together etc, with a few images of Biden with voters

Slide 1

Who We Are

Slide 2

What We Heard From You

Slide 3

What We Know

Slide 4

Insights

Slide 5

Strategy

-Hey Design Team,

For this strategy slide when talking about utilizing influencers for the campaign, I have provided links to the influencers that would be examples of the minority group influencers that fit this narrative.

Slide 9 & 10 from the [RCA Records Proposal](#) is along the lines of what I was thinking to showcase each of these groups respectfully. I trust your judgment regardless, you are all the experts.

Lastly,

Within this same section a slide Vicky wanted a visual representation of our possible hashtag strategy that would help amplify this Biden movement. It would be great if you guys can just watermark one HQ image from each influencers profile with #TogetherWeStand just to help the client see our vision come to life. Another cool idea, giving the photos a blue grayscale tone, supporting democrats. Totally open to what you all think.

[Alphonso David](#)

[Ramon Contreras](#)

Slide 6

Our Approach

Slide 7

Measuring Success

Slide 8

Appendix

Slide 9

Thank You