

# 2020 GOTV CAMPAIGN



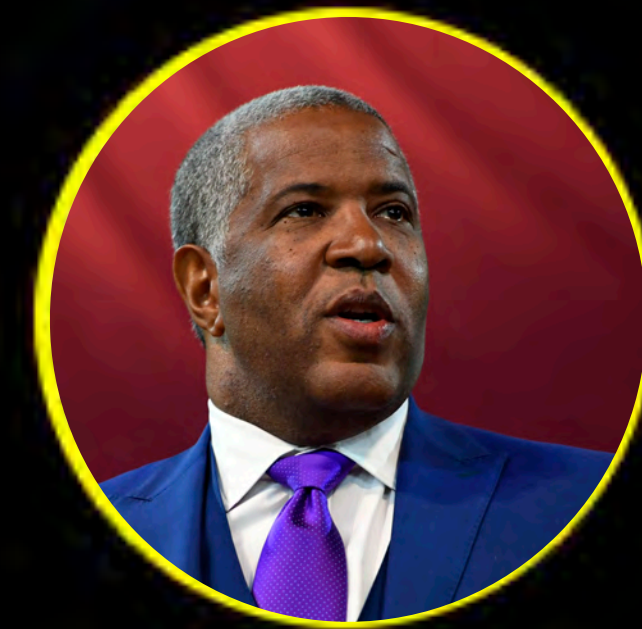




## OUR PURPOSE

BE WOKE VOTE IS A VOTER ENGAGEMENT PROGRAM COMMITTED TO ENGAGING PEOPLE OF COLOR. OUR PURPOSE IS TO PUSH THE NEEDLE FORWARD BY GETTING MORE MILLENNIAL AND GENERATION Z VOTERS OF COLOR INTERESTED IN POLITICS AND PARTICIPATING IN THE VOTING PROCESS.

WE ENGAGE AND ENCOURAGE NEW VOTERS ON SOCIAL MEDIA, TRADITIONAL TV/RADIO CHANNELS, AND GROUND-LEVEL ACTIVATIONS IN KEY COMMUNITIES TO ADVANCE THE CAUSE FOR EQUITY AND JUSTICE. AS A SOCIAL MEDIA MOVEMENT, BE WOKE'S CHANNELS HAVE OVER 150 MILLION UNIVERSAL IMPRESSIONS AND OVER 20 MILLION ENGAGEMENTS. TO DATE, WE HAVE REACHED MORE THAN 50 MILLION VOTERS. AND WE ARE JUST GETTING STARTED.



ROBERT  
SMITH



DEON  
TAYLOR



ROXANNE  
TAYLOR



## BRAND TECHNICIANS

- FULL PROJECT MANAGEMENT
- PROCESS AND SYSTEM SET UP FOR THROUGH THE LINE ACTIVATION
- LIAISE BETWEEN ALL AGENCIES TO MANAGE SCOPE OF WORK AND ROI BASED ON DELIVERABLES AND INDIVIDUAL TASKS
- RECAP AND PROVIDE SUCCESS AGAINST EACH INITIATIVE

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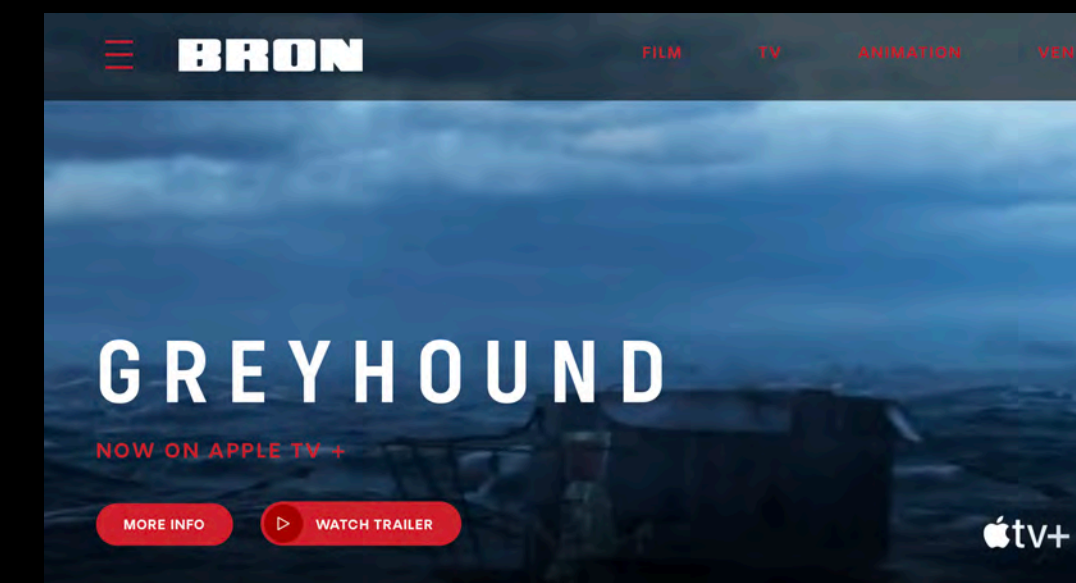
## ALLIED - EXPERIENTIAL MARKETING

- MANAGES THROUGH THE LINE PRODUCTION FOR ON SITE ACTIVATIONS
- RECAP AND MANAGEMENT OF ASSETS POST EVENT TO TEAMS FOR MAXIMUM AMPLIFICATION
- LOCAL APPROVALS AND PERMITTING
- LOCAL INTEGRATION FOR VOTING SOCIAL STUNTS



## PAULINE FISCHER

- STRATEGIC PARTNERSHIP MANAGEMENT AND ACTIVATION
- FULL IMPLEMENTATION OF BRAND LOGO, ASSETS, AND DELIVERABLES INTO THE BE WOKE INITIATIVES FOR COMPANY ROI
- LEVERAGE AND CROSS SYNERGY PARTNER PLATFORMS TO AMPLIFY MESSAGING



## BRON

- MAJOR STRATEGIC PARTNERSHIP
- CORPORATE FUNDRAISING
- LEVERAGE AND CROSS SYNERGY PARTNER PLATFORMS TO AMPLIFY MESSAGING



## HYPER ENGINE

### HYPER ENGINE - DIGITAL

- SOCIAL AND DIGITAL MARKETING PLAN TO DRIVE VISIBILITY FOR BE WOKE VOTE
- MANAGE SOCIAL CONTENT AND CHANNELS FOR CONSISTENT EDUCATION AND COMMUNICATION TO OUR AUDIENCE
- DIGITAL BRANDING AND PAID MEDIA

**MAXIMIZE  
ROI WITH 360  
APPROACH**

"Best Places to Work 2020" - PRWeek

## R&CPMK

ROGERS & COWAN PMK

### PMK - PRESS

- STRATEGIC AND TACTICAL BE WOKE COMMUNICATION AND NARRATIVE.
- CREATE STORIES OF VOTING, TIMELINES, AND HISTORY TO DRIVE MESSAGING
- TALENT / INFLUENCER MANAGEMENT

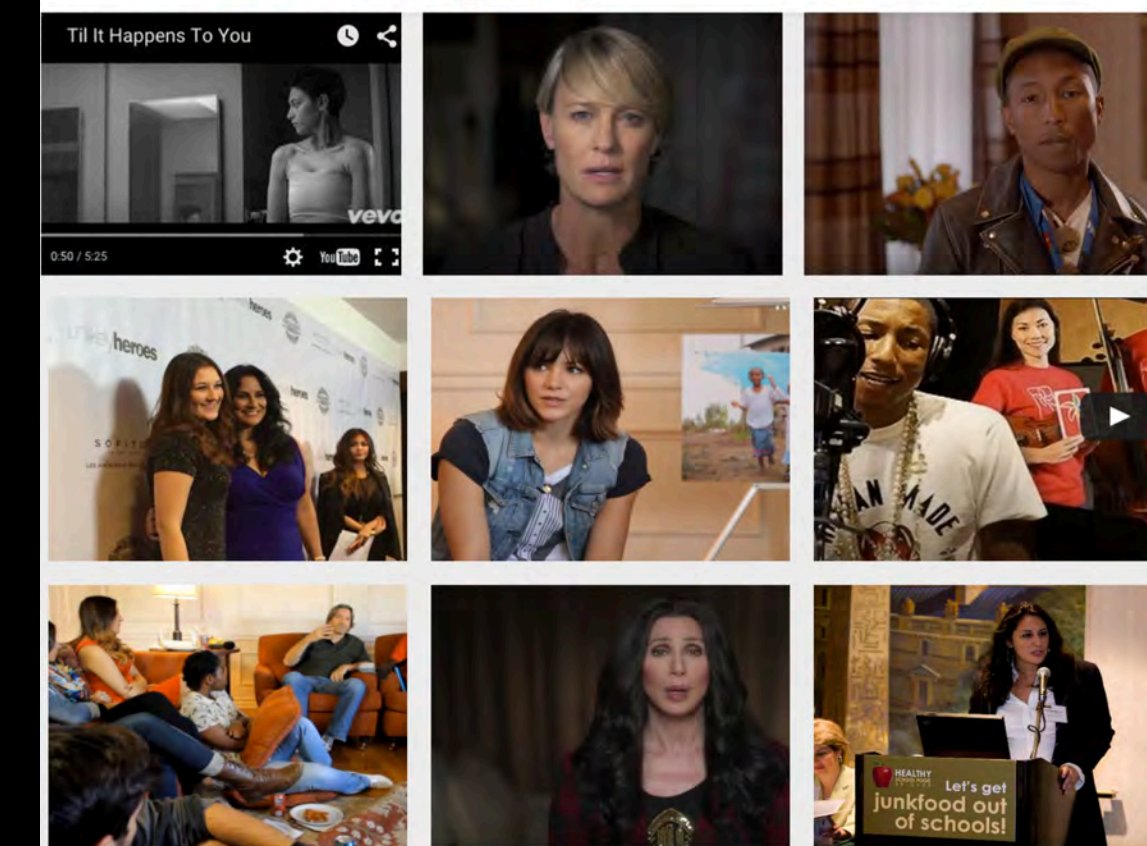
## LA

PRINT + MOTION + AV

### LA ASSOCIATES - CONTENT

- OUR HUB FOR CREATING ALL CONTENT AGAINST THE VISUAL NEEDS OF ALL INITIATIVES
- RANGE OF ASSETS FROM WEB BANNERS, LETTER HEAD, COMMERCIALS, PSA'S, GIFS AND STILL ART WORK FOR A CONSISTENT CREATIVE LOOK AND FEEL FOR BE WOKE 2020.

## abaunza group



### ABAUNZA - SOCIAL IMPACT

- COMMUNITY AND SOCIAL EXPERTS ON VOTING CAMPAIGNS AND INITIATIVES. ENSURING BE WOKE IS AT THE HELM OF ALL EXTERNAL ACTIVITY
- LEAD ON ALL COMMUNITY BASED PARTNERSHIPS
- SCHOOLS, HBCU, LOCAL ORGS,



# ***WE ARE***

*POLITICALLY ACTIVE  
MULTI-GENERATIONAL  
INFORMED  
VIBRANT  
ADAPTING TO CHANGE*

# ***WE ARE NOT***

*ENDORISING ANY CANDIDATES  
JUST FOR THE YOUNG  
SMUG  
CYNICAL  
TRYING TO REINVENT THE WHEEL*

**AS THE NEEDS OF THIS ELECTION ARE CONSTANTLY EVOLVING,  
OUR NIMBLE TEAM IS ABLE TO REACT IN REAL-TIME AND PIVOT  
TOWARDS THE ISSUES + AREAS THAT ARE MOST PRESSING.**





**BEWOKE.  
VOTE**

## **AN ELECTION LIKE NO OTHER**

THE 2020 ELECTION WILL BE HERE BEFORE YOU KNOW IT. NOW MORE THAN EVER, WE NEED AMERICANS TO MAKE THEIR VOTE MATTER. THIS IS ESPECIALLY TRUE FOR GEN X, GEN Z, AND MILLENNIAL VOTERS, PARTICULARLY FOR THOSE IN SWING STATES AND IMPORTANT REGIONAL RACES.

IN THE 2018 MIDTERM ELECTIONS, TWO-THIRDS OF VOTERS UNDER 30 SUPPORTED A DEMOCRATIC CONGRESSIONAL CANDIDATE, MAKING THIS THE WIDEST PARTY GAP IN THE LAST QUARTER OF A CENTURY.

**THERE IS STILL A LOT OF WORK TO DO.  
THAT'S WHERE YOU COME IN.**

BE A PART OF AN AUTHENTIC AND CREDIBLE CAMPAIGN THAT REACHES MILLENNIAL/GEN Z THROUGH ENGAGING AND DISRUPTIVE INITIATIVES. A PARTNERSHIP WITH BE WOKE VOTE ELEVATES YOUR BRAND WITH THE CACHE OF;



**1**

**OUR  
TALENT  
POOL**



**2**

**SOCIAL  
IMPACT AND  
ACTIVISM**



**3**

**FRESH AND  
DISRUPTIVE  
ACTIVATIONS WITH  
MAXIMUM REACH**

# ***GET WITH US***

***BORN FROM EXPERIENCE IN MEDIA AND ENTERTAINMENT,***

***BE WOKE HAS THE UNIQUE ADVANTAGE OF THE BUILT-IN AUDIENCE OF A-LIST CELEBRITY INVOLVEMENT.***

With original Be Woke Vote content at the center, our initiatives will expand out to Influencers, Social Media, Digital Media Programming, Press, Media Activations, and Experiential Activations, Brand Partners and so on.

## ***PLAN OF ATTACK:***

***BE WOKE | Amplification***

***BE WOKE | Talent Pool***

***BE WOKE | Remove The Roadblocks***

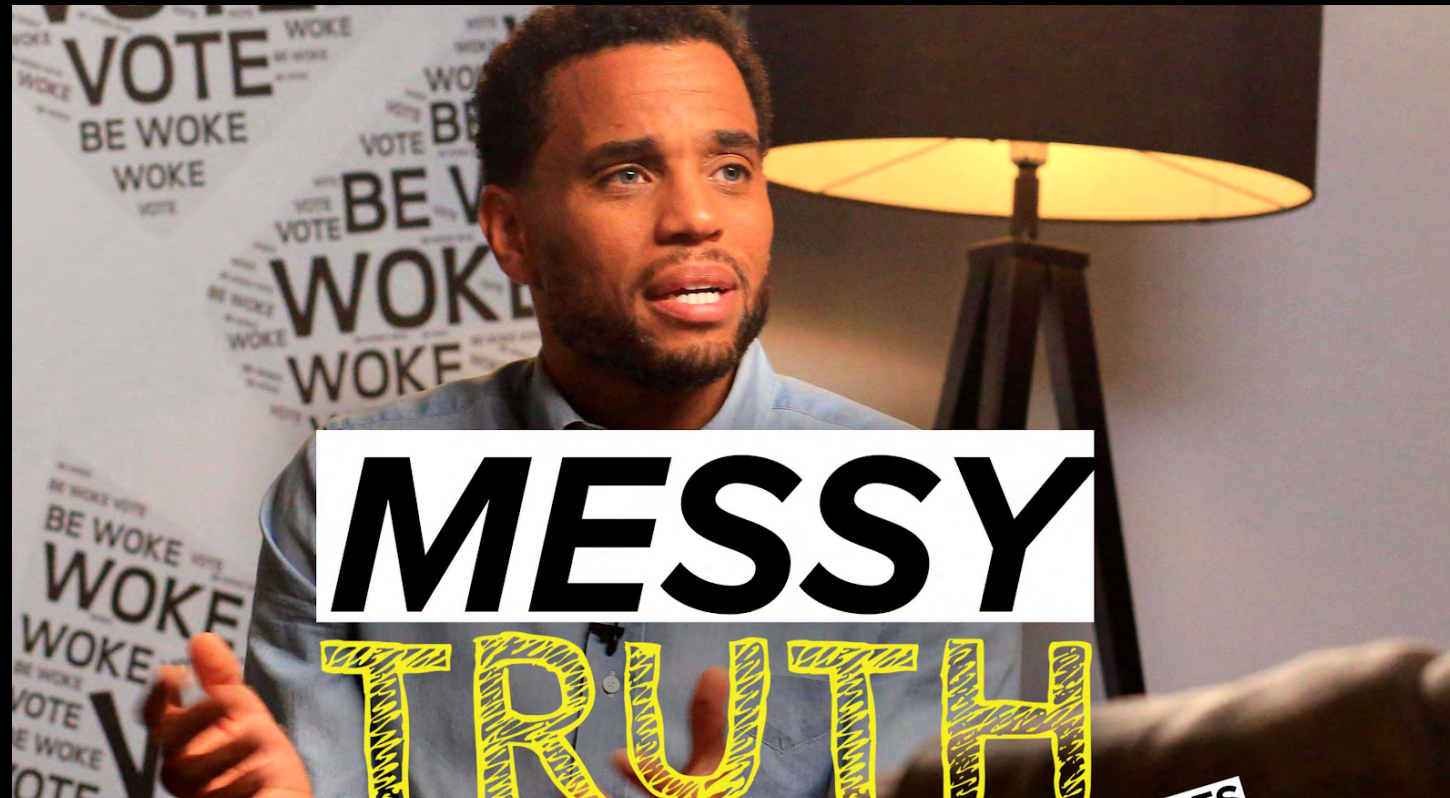
***BE WOKE | In The Community***

# **BLACK LIVES MATTER**



# BEWOKE. VOTE HOW WE SHOW UP

## OUR MARKETING PILLARS



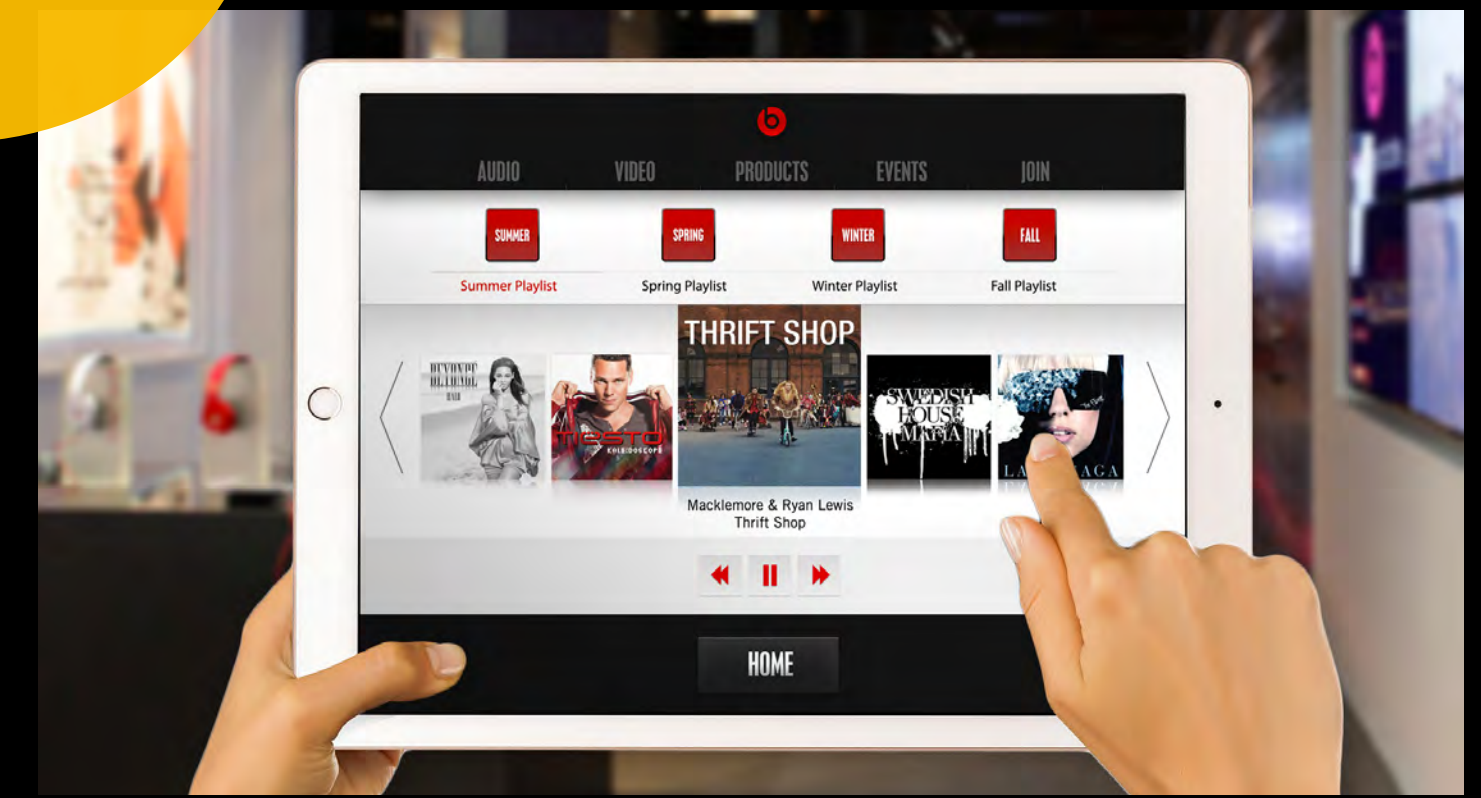
### PRESS, INFLUENCER OUTREACH & EARNED SOCIAL MEDIA

- PRESS RELEASE ANNOUNCING THE PHOTO CAMPAIGN WITH TOP CELEBS + LOCAL ACTIVATIONS WITH COMPTON + YOUTH VOTER GROUP
- CONTINUED PRESS WITH DEON TAYLOR + ROXANNE TAYLOR AND CELEBS



### PAID MEDIA, DIGITAL, RADIO AND OOH

- WE PARTNER WITH TV AND RADIO NETWORKS TO AMPLIFY OUR MESSAGE WHILE WE, IN TURN, PROVIDE THEM WITH COMPELLING CONTENT WITH RECOGNIZABLE TALENT. THIS CAN INCLUDE PSA SPOTS, SYNDICATED TALK RADIO TALENT APPEARANCES, AND TV TALK SHOW APPEARANCES. WE LEVERAGE OUR WIDE POOL OF TALENT TO CATER TO EACH NETWORK UMBRELLA'S SPECIFIC MARKET.
- OUR TALENT NETWORK WILL MAKE APPEARANCES AT VARIOUS SATELLITE RADIO SHOWS TO HELP PROMOTE OUR BE WOKE VOTE INITIATIVES.



### EVENTS, VIRTUAL EXPERIENCES & COMMUNITY IMPACT

- TOWN HALL EVENTS
- PANELS / ONE ON ONE INTERVIEWS
- INCENTIVE PROGRAMS



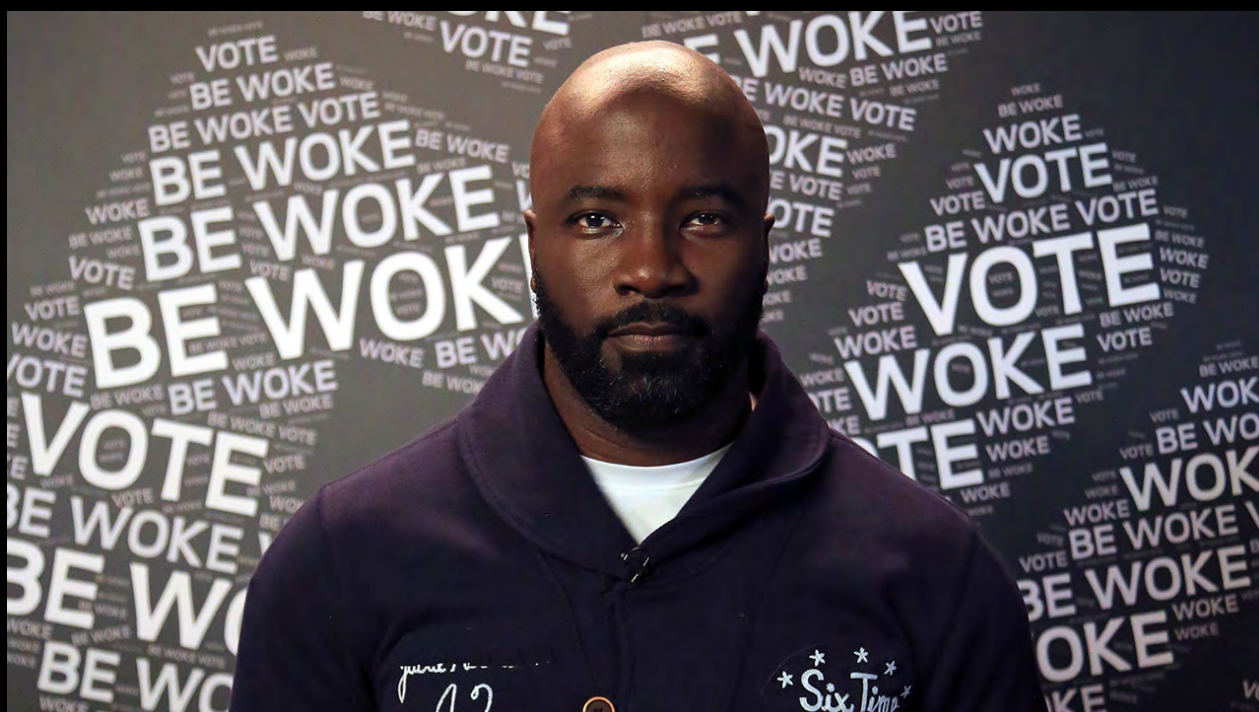
# BEWOKE.VOTE CONTENT

## WEBSERIES CHANNEL EPISODES

Be Woke Vote Season 1 gathered momentum by getting more young voters and people of color to be more engaged in the voting process. Through our content across social media platforms, and with the help of big names like Kim Kardashian and Jamie Foxx, we were able to empower voters, and even be honored by the Webby Awards along the way.



We continue our original Be Woke Vote web-series channel content with the launch of season 2, aimed at continuing our efforts to engage and activate young voters. This new season features The Sit down with Terrence J, The Beat with Tiffany Cross, and The Truth Serum with Charlamagne Tha God.





# SAVE THE DAY

**REMOVING  
ROADBLOCKS**

## ***SAVE THE DATE***



We push out eye-catching, vibrant campaigns with our celebrity talent publicizing the due date to request a vote by mail.

The requirements vary state by state, so each one would be tailored to each state and ideally customized using talent for that state. These activations will be created uniquely to the states process and pushed out on print and digital formats for maximum impact.

NOVEMBER 8 2016

# VOTE

**100M**  
PRESS AND SOCIAL  
IMPRESSIONS



**BEWOKE.  
VOTE**

# **“I DID IT” CONTENT SERIES**

State by state campaigns to spread awareness of the vote by mail deadline to request a vote by mail with the “I Did It” video campaign.

This is a cheeky, attention grabbing campaign to bring awareness to how easy it is to request your vote by mail. We use our celebrity talent, having them speak directly to the camera:

“I did at the grocery store.”

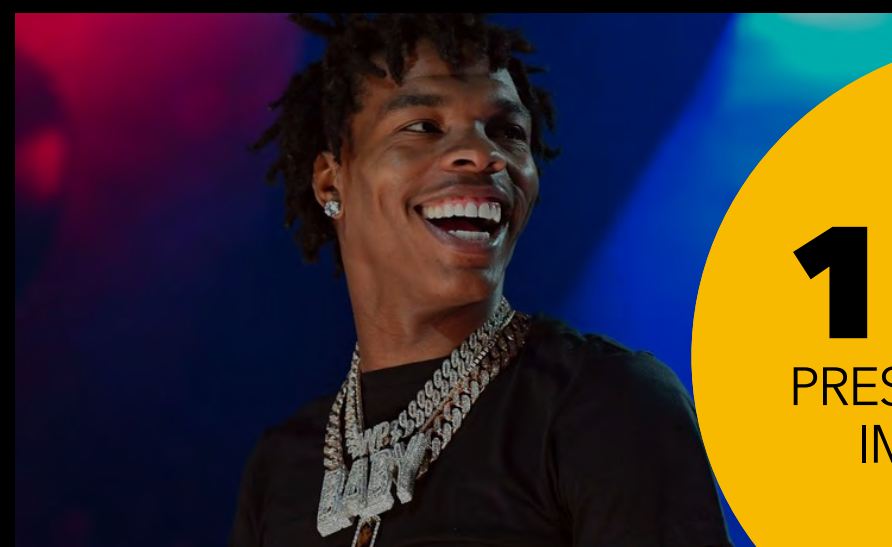
“I did it in a parked car.”

“I did it with the neighbors.”

“I did it over my lunch break.”

“I did it in less than five seconds. My personal record.”

We reveal that the “it” is requesting a vote by mail ballot using our **BE WOKE VOTE** registration initiative.



**When we ask the youth to Be Woke, and Vote. We have to lead by example, show them that we are 100% committed to engaging underserved neighborhoods.**

- ROXANNE TAYLOR

**100M**  
PRESS AND SOCIAL  
IMPRESSIONS



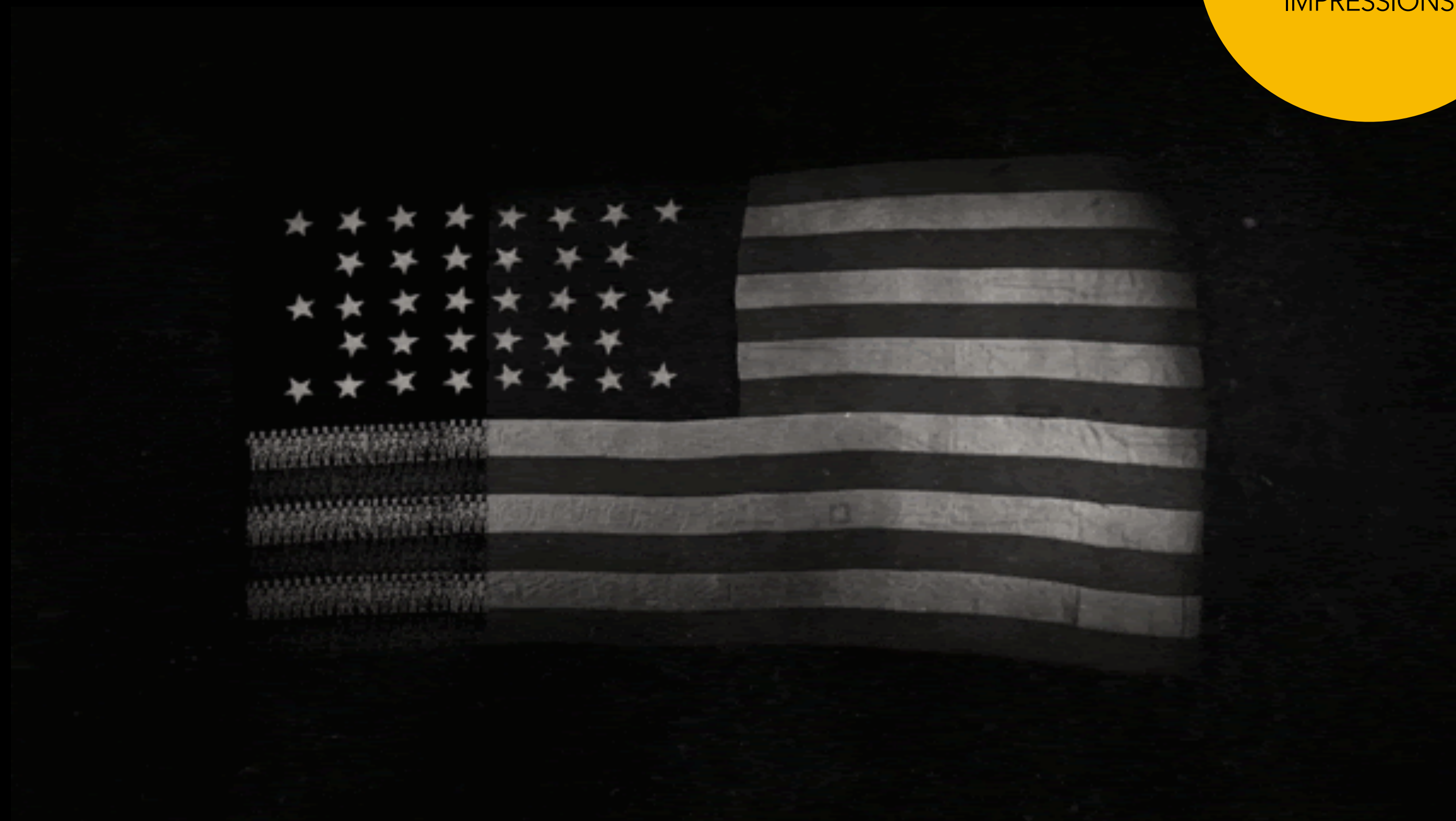
**BEWOKE.  
VOTE**

# STATS ON STATS

**100M**  
PRESS AND SOCIAL  
IMPRESSIONS

## INFORMATIONAL MOTION GRAPHICS

There's bound to be a ton of disinformation this election cycle. So let's create educational motion infographics that show the key statistics regarding topics and issues facing Black communities throughout the country. These assets will arm our followers with talking points when they get into political discussions, while educating them on the important issues at stake in 2020.





BEWOKE.  
VOTE

# WOKE STREETS



**OUR GOAL is to hit over 50 million impressions with press and social media while cleaning up our neighborhoods and lifting spirits in the community.** As the artists create their works, we will create time lapse videos to be intercut with interviews with the artists on the importance of voting.

Black Lives Matter murals and street art has been sweeping the nation. Let's keep that momentum going into November by commissioning local artists to create BE WOKE VOTE murals in their communities across the country.

We will unveil all 10 murals on the same day, in 10 strategically chosen locations, creating a viral social event. We will coordinate artists' posts 6x throughout the day and partner with local broadcast and print affiliates for increased visibility.

**20**

PIECES OF CONTENT &  
OVER 50 POSTS TO  
AMPLIFY



**BEWOKE.  
VOTE**

# RIDE APP, REMOVE THE ROADBLOCKS

## GET VOTERS TO THE POLLING PLACES

We'll partner with a ride share company like Lyft to offer free or discounted rides. We can also hire buses to transport voters in locations with larger populations.

- BeWoke Stickers / Magnets for the Cars
- Flyers and collateral placed in all the Cars leading up to
- Be Woke Code for the complimentary ride
- Be Woke Cards to hand out through Street team

saeed @wearingahelmet

all aboard the @Booker4KY bus taking constituents to Northern KY polling locations!



Charles Booker @Booker4KY

Need a ride to the polls? We'll give you a Lyft!

Team Booker is offering \$20 Lyft rides, \$10 there and back, to all KY polling locations. Use the code VOTEKY until midnight. Polls close at 6 pm!

Limited quantities available. (1/2)



**VOLUNTEER TO DRIVE PEOPLE TO THE POLLS**

THE POOR, ELDERLY, & POC MAY NEED HELP.

YOU CAN HELP ENSURE VOICES ARE NOT SILENCED

**PEOPLE CAN'T VOTE IF THEY CAN'T GET TO THE POLLS**

**FREE RIDE TO THE POLLS**

Meet at Union Circle and bused over to the Denton Civic Center to Vote!

**NOW - NOVEMBER 1ST, 2018**

**10:00 AM - 4:00 PM**





**BEWOKE.  
VOTE**

# FEED THE VOTERS

## FEED & ENTERTAIN THE VOTERS

The answer to removing the roadblocks of hunger and boredom would-be voters experience while waiting in line at the polls presents an easy fix: let's feed and entertain them as they wait!

This provides an opportunity to hire and support small local businesses while providing them a platform to promote their business. This also increases the visibility of the polling place and supports the idea of voting as an act of community engagement.

**OUR GOAL is to engage 7 key markets with at least 25 food vendors. With support, we can feed more than 20k voters.**



Alan Tines of Yummie Donuts & Bagels handed out free doughnuts to people waiting to vote at Twin Lakes Park in Sarasota, Fla., on Election Day in 2008. Chip Litherland for The New York Times

