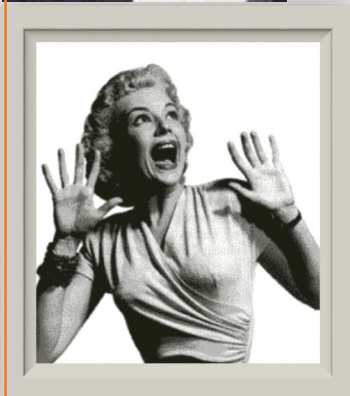


VISUAL BRANDING IS ESSENTIAL

Just like VISUAL PERCEPTION influences our buying decisions far more than any other of our senses (93%), visual framing influences voters big time. Have an effective social media strategy! Memes matter! Cartoons matter! Short videos matter! Pics matter!

Favor simple multisensory messages with lively, authentic metaphors, stories, images, sensory information. Voters need to recognize an **OVERRIDING AUTHENTIC DEMOCRATIC, PROGRESSIVE MORAL IDENTITY**//Know your values. Democratic and progressive values are bedrock mainstream American values. In one speech, you can both **INSPIRE** and **WORD BRAND** at the same time. // **All these strat comm ideas don't come out of thin air; they represent a scientific-rich, evidence-based approach to taking our overall communication up a notch.**



TAKING OUR COMMUNICATION STRATEGY UP A NOTCH