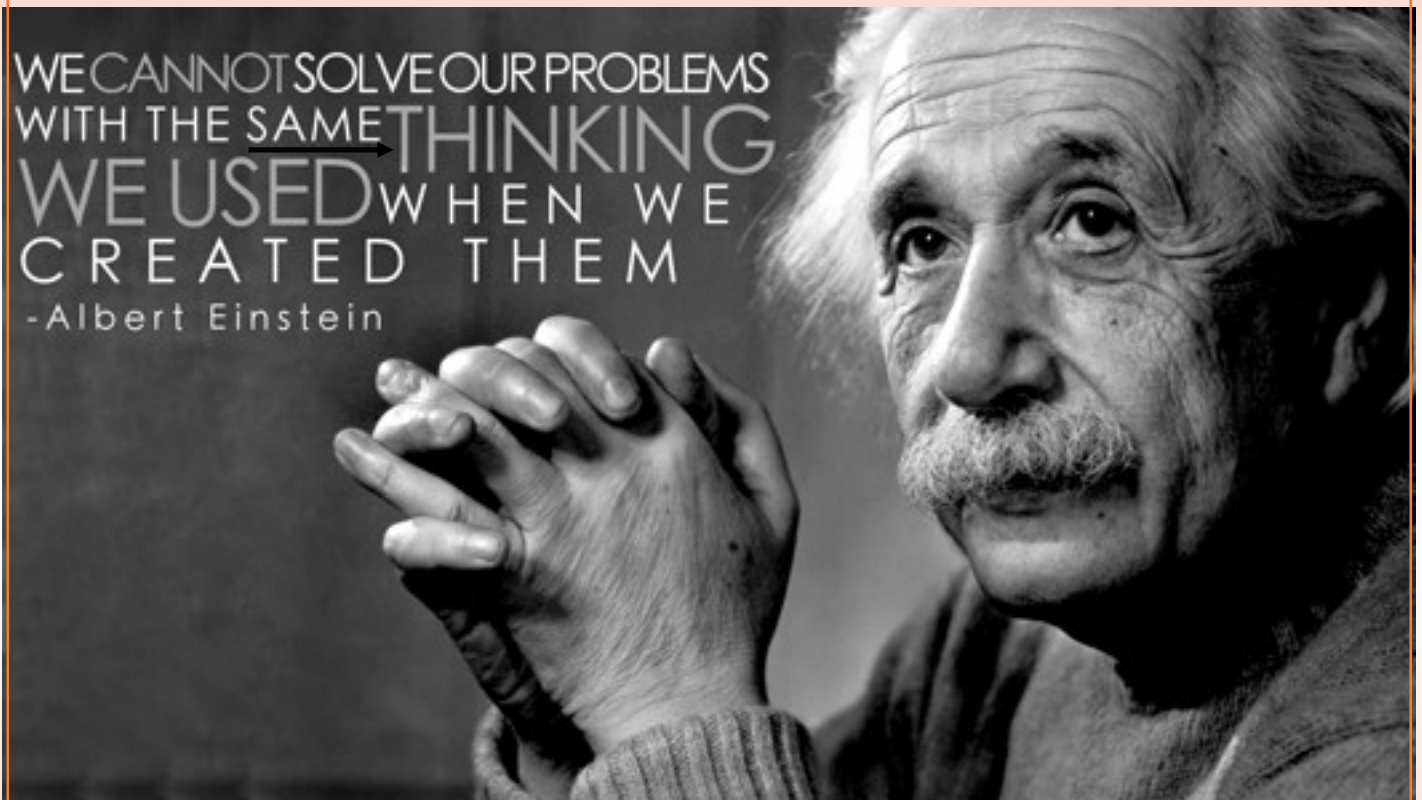


# Conservatives control the language

(strategic political language + moral framing & branding)

**2016 & 2020:**

**Could the stakes be any higher?**



**TAKING OUR COMMUNICATION STRATEGY UP A NOTCH**

Can we expect to win big with our current comm strategy

+ more, better data, tech, tools, more extreme opponents?

*(How would a genius like Einstein answer?) NO!*