

## Creative Brief: Targeting Voters Like Rachel, the Childcare Advocate

### Objective:

To create a targeted political campaign that resonates with **working-class voters like Rachel**, focusing on issues of **affordable childcare** and **financial stability**. This campaign will emphasize policy solutions that alleviate the **cost burden of childcare**, allow parents to **remain in the workforce**, and help them provide for their families. The goal is to engage Rachel and similar voters, inspiring them to support candidates advocating for **childcare subsidies** and **basic income** policies.

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### Target Audience:

- **Demographics (Data Utilization):**
    - **Age:** 30-40 (LSA data points to "childcare" and "affordable" as Rachel's top concerns, indicating parents with young children).
    - **Location:** Urban working-class areas, such as **Southfield, Michigan** (cross-referencing LSA and SVO, Rachel's demographic is predominantly urban/suburban, based on location mentions in SVO datasets).
    - **Income Level:** Working class, struggling with financial strain due to high **childcare costs** (LSA and Sentiment data confirm that "cost" is a recurring term with negative sentiment around childcare affordability).
    - **Family Status:** Single or married parents with at least one child in daycare or early education (SVO and Sentiment data show frustration over **childcare availability**, indicating families with younger children).
  - **Primary Concerns (Data Utilization):**
    - **Affordable Childcare:** Rachel is "struggling" to find affordable options (SVO data shows this verb repeatedly tied to "childcare" and "cost").
    - **Work-Life Balance:** The balance between maintaining employment and ensuring reliable care for children is central to Rachel's life (SVO data describes "balancing work" and "childcare" as recurrent stressors).
    - **Financial Stability:** High childcare costs are eating into Rachel's budget, making it difficult to maintain financial stability (Sentiment analysis reveals strong **negative sentiment** tied to childcare costs and financial strain).
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### Insight (Data-Driven):

Rachel is **frustrated** by the **high cost of childcare**, which is one of her largest financial burdens. She feels unsupported by current policies and is **stressed** about the limited availability of affordable childcare options. However, she is **hopeful** that **childcare reform** and **basic income policies** can alleviate her stress. This hope comes through in the **Sentiment and SVO data**, where "childcare" and "basic income" are linked to more **positive emotions** when discussed as potential solutions.

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## Key Message:

"Affordable childcare is a right, not a privilege. By voting for candidates who support **childcare reform**, you can ensure that your family has access to high-quality, affordable childcare, allowing you to balance work and provide the best future for your children."

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## Tone & Personality:

- **Empathetic:** Acknowledge the **stress** and **frustration** Rachel experiences while juggling work and childcare. (Sentiment data highlights the emotional toll childcare costs take on Rachel).
  - **Empowering:** Offer **solutions** like **basic income** and **childcare subsidies** to alleviate her financial burden, positioning her as a capable parent who deserves support (LSA mentions "affordable," "support," and "income" in context with "childcare").
  - **Hopeful:** Highlight the **hopeful emotions** tied to reforms that would bring relief and improve her financial stability (Sentiment data suggests **joy** and **positive emotions** when solutions like **subsidies** and **basic income** are mentioned).
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## Campaign Components (Backed by Data):

### 1. Digital Campaign:

#### ○ Targeted Facebook & Instagram Ads:

- **Data Usage:** Use visuals showing **working parents** in childcare settings, emphasizing affordability. This appeals directly to Rachel's concerns about the rising cost of care (LSA data indicates "affordable childcare" as Rachel's top priority).
- **Emotional Appeal:** Include relatable copy like "No parent should have to choose between their job and their children's care." This messaging taps into her **frustration** over balancing work and family.
- **Supporting Hashtags:** Use hashtags like **#AffordableChildcare** and **#SupportWorkingParents** to increase engagement among working-class parents facing similar struggles (Sentiment data shows positive emotions tied to solutions like "support" and "affordability").

### 2. Email Campaign:

- **Subject Line:** "Affordable Childcare Is Possible—Here's How We're Fighting for You"
- **Body Copy (Data-Driven):**
  - **Personalize** based on Rachel's profile: "As a working parent, we know that finding reliable, affordable childcare is a constant struggle."
  - Use **Sentiment Data:** Emphasize that policies like **basic income** and **childcare subsidies** offer real solutions. Refer to Rachel's **positive emotions** toward these policy ideas (Sentiment data ties "basic income" to **hope** and **relief**).

### 3. Community Engagement:

- **Local Events:** Partner with community centers, schools, and parent groups to host events discussing childcare policy solutions.

- **Data Connection:** Use SVO data that mentions the stress of "balancing work and care" to discuss how these policies can give parents more flexibility and stability.
  - **Advocacy Workshops:** Teach parents like Rachel how to engage in advocacy efforts for **childcare reform** and **financial relief**.
    - **Data Tie-In:** Frame workshops around the **hopeful sentiment** Rachel expresses toward **childcare reform** and **subsidies** (Sentiment and SVO data highlight the positive emotions tied to solutions for childcare issues).
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## Call to Action (CTA):

"Vote for affordable childcare. Vote for a future where parents like you don't have to choose between work and family. Make your voice heard—support policies that support you."

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## Creative Inspiration (Data Utilization):

- **Visuals:** Use **real-life scenarios** of parents dropping their kids off at affordable, high-quality childcare centers, showing the peace of mind this brings.
    - **Data Tie-In:** SVO data frequently ties Rachel's worries to **work-life balance** and the stress of finding **affordable care**, making these visuals resonate directly with her emotional drivers.
  - **Narratives:** Highlight the daily struggles of **working parents** and demonstrate how policies like **childcare subsidies** would make a **real difference** in their lives.
    - **Emotional Appeal:** Show the **stress** Rachel feels, but balance this with the **hope** she has for **childcare reform** to offer real solutions (Sentiment and SVO data show a mix of frustration but optimism toward positive change).
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## Measurement of Success:

- **Engagement Metrics:** Monitor likes, shares, and comments on social media ads focused on **affordable childcare** and policy solutions. Track participation in local advocacy events through sign-ups and attendance.
- **Email Metrics:** Track **open rates** and **click-through rates** on email campaigns, particularly those discussing **basic income** and **childcare subsidies** (Sentiment data highlights positive emotions toward these solutions).
- **Voter Turnout:** Track increased voter turnout in districts heavily populated by working-class families like Rachel's, measuring support for candidates advocating for childcare reform.