June 5th 2020

Zero/Dewey Campaign Looking for Edge as Finish Line Nears

The Zero/Dewey Presidential Campaign today released further details on their digital media strategy. The campaign will be aggressively targeting key demographics using online mediums such as Instagram and Twitter, while also purchasing online ad space. As the Presidential race enters the final days, public polling shows the race in a dead heat, though the Zero campaign believes that their targeted online push could prove to be critical.

The online posts are targeted by demographic, platform, and geography. The campaign is heavily pursuing voters in key areas of swing states like the DX-3 Congressional District. Unlike traditional media, online platforms allow for highly customizable audiences and messages. The campaign has identified a series of 'wedge issues' that they believe will powerfully resonate with swing voters. Issues like responsible gun ownership, infrastructure investment, and reducing income inequality are believed to be particularly potent topics.

"We're trying to unseat a sitting President, so it's crucial that was use every tool available to us. We know which voters we need to be talking too, which voters will be receptive to our message, and online advertising and media allows us to reach them directly. That could prove to be a potent advantage" said a high level staffer.

Zero has long been an advocate of gun control, advocating for policies like red flag laws, universal background checks, and safe gun storage requirements. Similarly, Zero is pushing for further social justice reform; policies like fairer tax levels for the rich, affordable housing, and a living wage. The Zero campaign has identified middle income mothers, black women, and suburban 18-24 year olds as key demographics.

Included below are examples of Instagram ads (5), twitter posts (4), and Web ads (4) that will run in DX-3.
https://drive.google.com/file/d/1ixnt002ElL0Ptq1gZcPfTG0Y_6ZcSbQk/view?usp=drivesdk

Meta: *Note to graders, the above pdf of graphics within the linked doc should be included in the event.*