



FREE
MARKETS
CREATE . . .



WASHINGTON
POLICY CENTER
Improving lives through market solutions
WWW.WASHINGTONPOLICY.ORG

MARKETING
& MEDIA CAMPAIGN
REQUEST FOR FUNDING

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SUMMARY

Nationwide, support for the ideal of free-markets and capitalism is losing ground with younger generations. We are seeing an increased trend toward socialist thinking – but it is reversible. How can we convince young Americans that free markets offer solutions, not more problems? By introducing them to a fresh, bold and unexpected take on the power of the marketplace.

In 2020, Washington Policy Center will go on offense by launching a sustained marketing campaign and digital outreach, potentially reaching 1.5 million of our state’s youngest voters with a unique, powerful message. Through this message of truth and perspective, we will awaken their appreciation for free markets and optimism about the problems market approaches can overcome. Our message will generate skepticism of socialism’s ability to deliver on its promises, and it will warn them about the restrictions on individual freedom and opportunity that go hand in hand with socialist models.

We believe our effort will lead young voters to become more favorable and open toward free-market thinking—and will cause them to question the false promises offered by socialism.



The Night Socialism Went Mainstream

Bernie Sanders's victory in the New Hampshire primary marks a turning point for Democratic politics.

[Russell Berman](#)
February 11, 2020



"The socialist bogeyman idea," she continued, "has been used for decades to prevent people from bringing up alternative ideas, and Bernie winning validates our ideas and demonstrates that people, especially young people, are willing to confront capitalism."

PROBLEM & OPPORTUNITY

Washington Policy Center is fighting every day for a freer, more prosperous Washington. While it is easy to get distracted by the pressures of today and the short-term victories and policy set-backs, we are committed to keeping our eyes on the long term, including educating the next generation.

The well-publicized and growing acceptance of socialism by younger people is a direct threat to our American way of life. Older generations have long been averse to the centralized control of socialism, but younger generations do not share that perspective. Without changing how younger voters perceive socialism, as Baby Boomers and Gen Xers give way to Millennials and "Generation Z," we will see a demographic shift that will alter the American political landscape, with younger voters embracing greater centralized government. The consequences of this could alter the American character by reducing entrepreneurship, individual initiative, and self-reliance. The increased entitlements promised by centralized government programs, such as government-run health care, will inevitably lead to higher rates of taxation.

Parts of our state, the Seattle metropolitan area in particular, are nationally known for socialist leanings. Seattle, the state's largest city, is a focal point of the socialist movement, boasting an open socialist as a member of the Seattle City Council and a level of activism that rivals that of Portland or San Francisco and which drives statewide policy leftward.

Nationwide, the ideals of free-markets and capitalism are losing ground with younger generations. According to Pew Research Center, 70 percent of Generation Z (those age 13 to 21 in 2018) and 64 percent of Millennials believe government should do more to solve problems. Fifty-one percent of millennials view socialism positively while only 45% view capitalism positively. Democratic socialists are becoming a prominent voice in policy and have created a following among young Americans. Why is this shift happening? Younger generations have moved toward socialism and away from the free market in part because their exposure to ideas is almost entirely monopolized by the left.

In April 2019, Washington Policy Center's Young Professionals organization hosted debates at Gonzaga University and Washington State University called 'The Great Tax Debate: who should pay and how much?' The events were attended by over 350 students. After the debate, student attendees were asked to complete a survey. Eighty-two percent said they had never before

heard the free-market perspective or a debate on the issues that WPC presented on campus.

A Gonzaga WPC Young Professionals club member conducted a survey of Gonzaga students. When asked if, in their experience, the liberal/progressive viewpoint was looked down upon by faculty or peers, zero percent said that it was. However, 88 percent said the conservative viewpoint was looked down upon by professors or peers, and 86 percent of those students cited examples. These students are not alone. Examples of hostility toward the conservative viewpoint on campuses and in today's culture abound.

The mission of Washington Policy Center is to improve lives through free-market solutions. Yet, increasing animosity by younger voters against the ideas of capitalism, free-market solutions and limited government make it harder for market-based solutions to be heard. Further, this generational move leftward has emboldened a stronger embrace of outright socialism within the mainstream political left (which dominates in parts of Washington state).

Our state, like the nation, is at a crossroads. There are several serious efforts underway to introduce a state income tax. A working group was funded by the 2019 Legislature to develop a plan to impose a state-based, government-funded healthcare system. Environmental reform proposals are more focused on ideological mandates than on real environmental achievements.

Those of us who believe in freedom and free markets have a choice. We can concede the message battle to the left and continue on defense, challenging individual policies or policymakers as best we can. Or we can move to offense, believing that the trend toward socialist thinking is reversible — and act on it.

At Washington Policy Center, we know that free-markets work. We know they create opportunity and we know they lift people up. The challenge is to reach younger people with that truth in a way that speaks to them and will be remembered by them.

PROGGRAAMP PLAN

Young people want to change the world, and they are willing to go to great lengths to do it. Research shows they are “temperamentally progressive” in their politics. So how do we, as a free-market organization, reach out to them with a message that works?

We have two secret weapons we plan to unleash: the first is “creative destruction.” The second is an award-winning, nationally proven marketing firm to run a campaign that will turn heads and cannot be ignored.

This year, we will join with **Emergent Order**, a creative studio based in Austin, TX that makes award-winning, original content to move audiences, build brands and change the world.

Emergent Order, in turn, will join with **Iron Light**, an award-winning marketing agency based in Chicago that specializes in building digital communities that drive political change.



IRON LIGHT

THE PURSUIT: AMERICAN ENTERPRISE INSTITUTE

Arthur Brooks — economist, musician, and former president of the American Enterprise Institute — approached Emergent Order with the question: How can we lift up the world, starting with those at the margins of society? To find the answer Emergent Order spent four years on the road exploring the foundations of happiness, belonging, and prosperity. The result was *The Pursuit*, their third feature film, now available on Netflix globally as well as Apple TV and Amazon.



emergent order

MISES VS. MARX:

A VIRAL RAP VIDEO WITH MORE EDUCATIONAL CONTENT THAN A WHOLE SEMESTER OF ECON 101

Emergent Order made an epic 10-minute rap song, a music video, an interactive website featuring interviews with conservative economists, social posts, ads, and a crowdfunding campaign that generated \$30k in donations in less than two weeks.

This video campaign pits Austrian economist Ludwig von Mises against the godfather of socialism, Karl Marx, in a rap battle that spans more than 150 years of history, philosophy, and economic theory. The video amassed over 1.9 million views on YouTube and over 6 million globally since its release last fall.

WPC Team,

Free Markets Create is exactly the kind of project my partners and I founded Emergent Order to take on. Our mission is to bring world-class creative storytelling backed by sound strategy to the cause of advancing liberty. First and foremost, we're passionate about the moral foundations of individual liberty. That moral core has propelled us to produce some of the most unique, creative content campaigns in our movement.

We've created three economics rap videos that have become required viewing in classrooms around the world. Our latest, Mises vs. Marx, recently went viral with over 6 million views.

Our pro-capitalism film The Pursuit with Arthur Brooks found warm reception at film festivals across the country and a distribution home on Netflix.

Our Beat Florida ad campaign for the Beacon Center helped end the state's only tax on income. Our work with SPN over the years includes campaigns on worker voting rights, donor privacy and a broader defense of freedom through the Free Together initiative.

We live in a cluttered, chaotic media and messaging world, which is why our approach is always to push creative boundaries and produce content that cuts through the noise for our target audience. It's been 10 years since we released Fear the Boom and Bust, an unlikely viral hit, and we're still swinging for the fences. We want to go to bat for free markets in Washington with you.

John Papola

Co-Founder + CEO

Emergent Order





TARGET AUDIENCE

This bold, strategic campaign will exclusively target College Students and Young Professionals age 18-34.

Based on Washington Policy Center experiences on college campuses, we suspect many of the students have never been exposed to free market concepts or ways of thinking. In surveys of college students at WPC debates, 60 percent said that after hearing free-market policies presented, they were more inclined towards them. Young people in Washington state are hungry to learn how the free market is innovating and changing the world, even if they don't yet realize it.

Targeted areas will include the Seattle Metropolitan area (King, Pierce, Snohomish, Island, and Kitsap counties), Whatcom, Clark and Spokane Counties, and the Olympic Peninsula. Final target areas and platforms will be determined by initial research and the creative strategy process.

Social media platforms allow us to micro-target groups including, but not limited to, Millennials and all Gen Z's of voting age.

- Nationally, this group cast one-fourth of all votes in the 2018 midterm election.¹
- The audience is mobile-first with a heavy emphasis on social, streaming music, and video. Focusing exclusively on digital and mobile will help us squeeze the most value out of every media dollar.²

¹ <https://www.pewresearch.org/fact-tank/2019/05/29/gen-z-millennials-and-gen-x-outvoted-older-generations-in-2018-midterms/>

² <https://genhq.com/top-10-ways-gen-z-is-shaping-the-future/>

MESSAGING

Why do so many right-leaning organizations struggle to communicate effectively with young people?

Because young people are temperamentally progressive regardless of their political beliefs.

Young people want to change what they believe is broken in society and build a better world. That is why young conservatives say they want to “revolutionize the right”.

Luckily.... Conservatives have a secret weapon. It is called....

CREATIVE DESTRUCTION.

The process of continuous innovation that takes place in markets. It's one of the most profound and tangible ways that free markets improve lives. It's a bold, memorable way to reframe “market forces” for a generation that loves their iPhones even more than they love Bernie Sanders.

While it is important to remind young people that “free markets create,” we need to keep their emotional temperament in mind. Research shows they want to tear down what they see as broken. They want to “revolutionize the right.” That is why we believe that through the Free Markets Create campaign, they will be more excited to hear how Free Markets are destroying what they want to change!

Free markets destroy the obsolete ideas of the past and power the bold solutions of tomorrow!

Free markets break down barriers and borders. They empower ambitious outsiders, upstarts, and immigrants. If you want to build a better world, free markets can help you make your dream a reality.

Tagline: “Hate it? Innovate it.” “Improve Everything.”

WPC and Emergent Order believe the best way to accomplish our goals is to:

Get intellectually curious and persuadable college students and young professionals 18-34,

To believe in the power of free markets to improve lives and engage with the campaign,

By showing them a fresh, bold, and unexpected take on free markets.

FREE MARKETS DESTROY

Free Markets Destroy PRIVILEGE

Free Markets Destroy POVERTY

Free Markets Destroy DISCRIMINATION

Free Markets Destroy BOREDOM



YouTube



Tik Tok

ACTIVITY:

Iron Light's extensive data team analyzed voters in Washington and determined that there are at least one million active voters born between 1986 and 2002. Based on that analysis, we're setting the target audience at 250,000 voters age 18-34.

Given that the audience skews younger, we will focus on unique reach, video views, and engagements on social media channels such as :

- TikTok
- Instagram
- YouTube
- and Facebook.

Marketing strategy comes down to three simple rules:

- Test small
- Measure properly
- Rapidly scale what works

WPC will work with our existing campus clubs at five of our state's colleges to engage college students, including:

- Video contest with cash prize
- Campus debate series on Environmental Policy
- Booths on campus—"Free Markets Create Week" on campus
- Digital and print ads in campus newspapers and college publication social media platforms

TIMELINE:

February 17 – March 13:

Testing and Research (4-8 weeks)

March 17th:

Presentation to WPC Board of Directors

April:

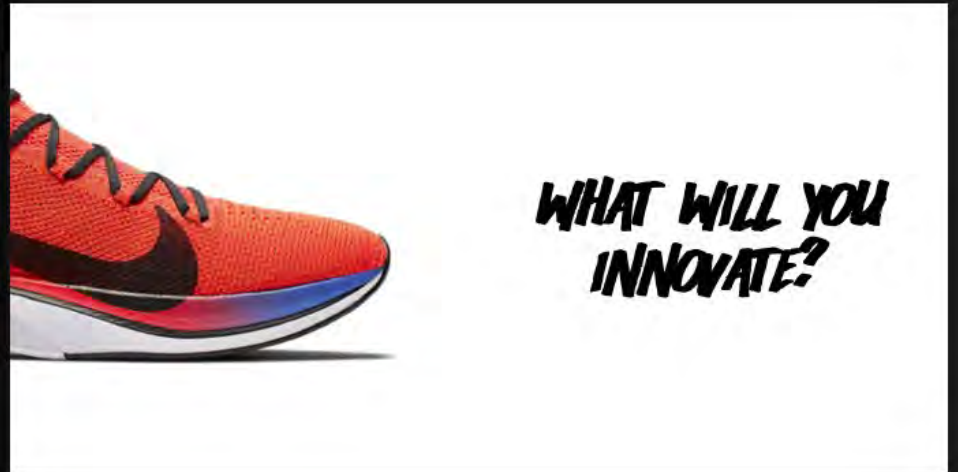
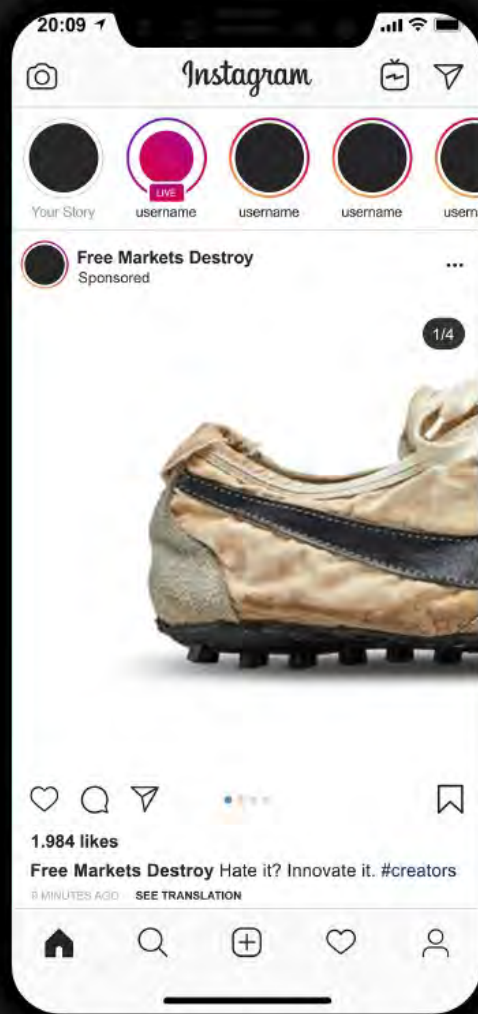
Creative content: Scripts, storyboard approval and signoff creative

May and June:

Production

June/July:

Campaign Launch with continual benchmark review every 30 days



CREATIVE
CONTENT
EXAMPLE

INSTAGRAM CAROUSELS

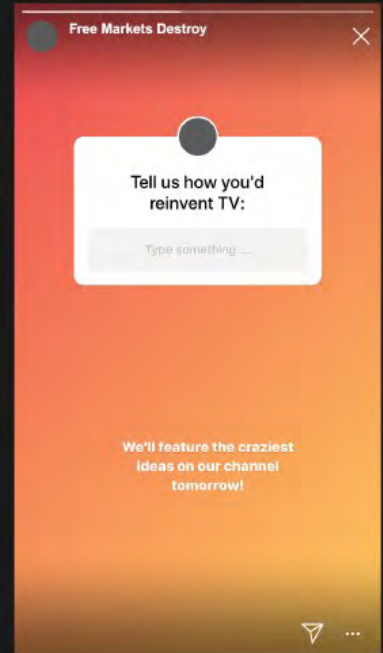
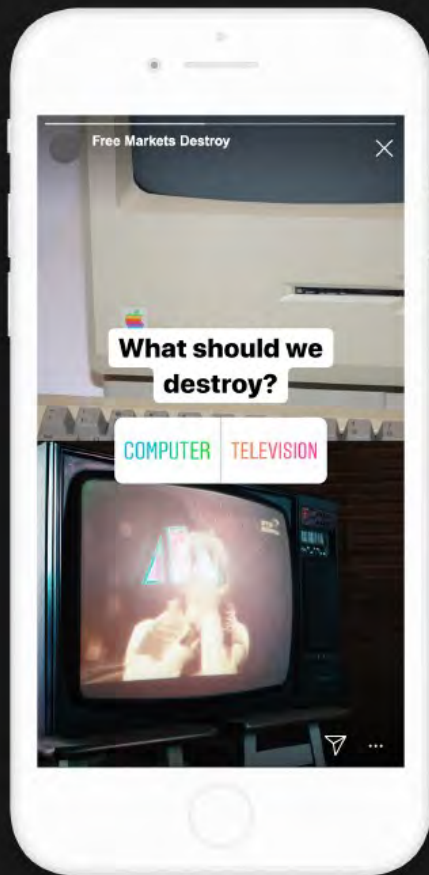
Instagram carousel ads show how free markets destroy old ideas and create new ones.

We will show constant improvement through innovation, focusing on the products young people love: phones, cars, sneakers, snack foods.



THE CAMPAIGN ANTHEM

Emergent Order will write and produce a campaign anthem—like a jingle on steroids—in 5 different popular music genres. The anthem will be run as an ad on streaming services like Spotify and social platforms such as TikTok. They will also produce a “supercut” version of the song that mixes and matches the genre-specific versions.



INSTAGRAM STORIES

Use Instagram Stories and TV to ask Gen Zs and Millennials to share the products and problems they want to destroy, and their own big ideas for innovative solutions.

CREATIVE
CONTENT
EXAMPLE

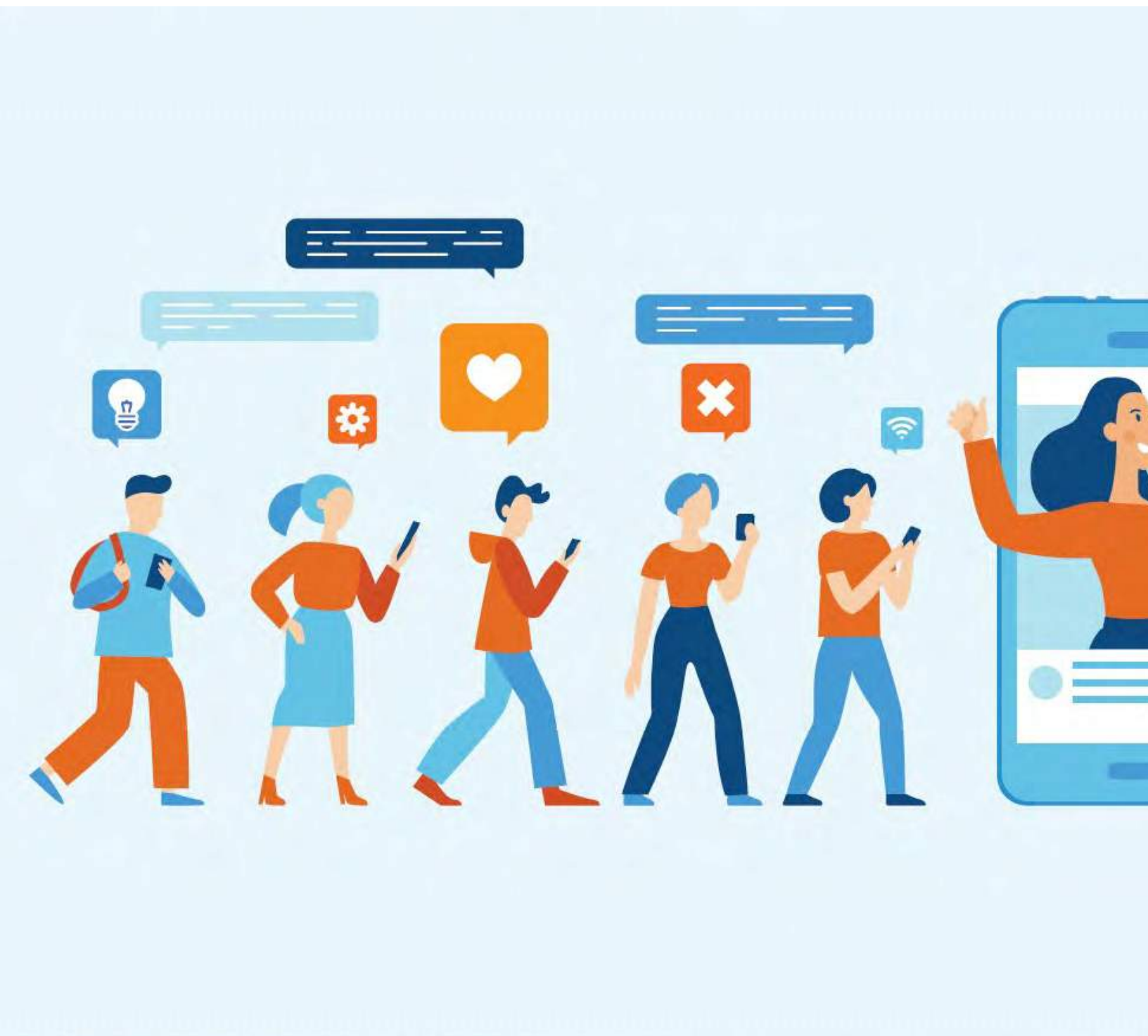


CREATIVE
CONTENT
EXAMPLE

THE CREATIVE DESTRUCTION CHALLENGE

Start the #createdestructionchallenge on Tik Tok and invite users to perform their own rendition of the Creative Destruction jingle, and showcase their sketches.

Partner with Tik Tok influencers to kickstart the challenge and drive engagement.



MEASURABLES & OUTCOMES

The primary objective of the Free Markets Create campaign is to make young people in the target demographic more open to and favorable toward free market thinking, and less favorable toward socialism.

To ensure the effectiveness of the campaign and to measure its impact, WPC conducted a poll of the target audience before the campaign and will poll again after. The initial poll established a benchmark of support for free-markets and capitalism among the target demographic in our state. We will also test throughout the campaign via social media tools to ensure our messaging is successful and moving target demographic groups in a positive direction.

The initial research in February and March will establish a benchmark of support for free-markets and capitalism among the target demographic and provide initial testing for potential messages. Digital feedback in terms of engagement and sharing will help evaluate the effectiveness of ongoing campaign messaging. Subsequent surveys and focus groups will measure how audience perceptions changed over the course of the campaign.

Ultimately, success will be seen not only through favorable poll results, but also through interaction on the campaign's social media platforms, a campaign landing page and also through:

- Turning back the growing efforts to institute a state income tax, a state-based, government-funded healthcare system or other socialist leaning policies and increased success of free-market, individual choice policies.
- Increased success of candidates throughout the state who support free-market policies in the state legislature and at the local level.
- Increased attention toward and recognition of the positive impacts of free-markets in broader media coverage and public conversation.





CAMPAIGN BUDGET

Free Markets Create.... Has the potential to significantly impact our state for years to come. The depth of its impact will largely be determined by funds available to invest in a large-scale, high quality information campaign that systematically penetrates the target markets. Below we have identified the minimum start-up costs and list of additional investments that would significantly extend the campaign's reach and impact.

Emergent Order Strategy and Production	\$375,000	
Media Buy:	\$500,000	
<i>Facebook</i>	<i>\$170,000</i>	<i>34%</i>
<i>Instagram</i>	<i>\$170,000</i>	<i>34%</i>
<i>YouTube</i>	<i>\$100,000</i>	<i>20%</i>
<i>TikTok</i>	<i>\$60,000</i>	<i>12%</i>
College club engagement:	\$50,000	
WPC operations and staffing	\$75,000	
TOTAL:	\$1,000,000	

While the budget is ambitious, if we are successful in creating content that moves the needle on how younger generations perceive socialism and improves their understanding of the value of free markets, the content, having been created, can be expanded in multiple states and/or nationwide. The production costs having already been incurred, future funds could go entirely toward message promotion.

An investment in Free Markets Create is an investment in the future of our state and the nation. Your support of this campaign will make you a part of a historic and ground-breaking project that could shift the public's thinking for generations to come.



Ready to invest in Free Markets Create?

The time is now to engage and influence young people in how free markets create. Your 100% tax-deductible donation today will change lives tomorrow.

Ways to give:

1. Visit www.washingtonpolicy.org/donate/page/free-markets-create to make a 100% tax-deductible donation online
2. Give via the mail. Make your check out to *Washington Policy Center* and mail to P.O. Box 3643, Seattle WA 98124
3. Donate from your IRA:
 - Meet the QCD requirements
 - Satisfy required minimum distributions
 - Calculate your QCD tax break
 - Set up a direct transfer to Washington Policy Center
4. Gift a gift of stock. You can contact your broker and provide them with the following information to send the funds:

Gary Pratt, Broker

Attn: Kent Ryland

UBS

601 108th Ave N.E. Ste 2000

Bellevue, WA 98004

1-800-831-8511

DTC Number - 0221

Account Number - KX 21458

Washington Policy Center Tax ID Number - 91-1752769

Tax ID #: 91-1752769

WPC is an independent organization and does not receive government funding. Our work is funded solely through tax-deductible gifts from private companies, foundations, and individuals. WPC is a non-profit, 501(c)(3) tax-exempt organization.

**For questions, or to discuss the campaign further,
contact WPC's Development Director, Sydney Jansen
at sjansen@washingtonpolicy.org or (206) 937-9691**

WASHINGTON POLICY CENTER

Washington Policy Center (WPC) improves the lives of Washington state's citizens by providing accurate, high quality research and free-market solutions. WPC believes that, over time, ideas supported by sound research and promoted through publications, social platforms, conferences and the media create an environment in which policymakers and citizens make sound public policy decisions. Its ultimate goal is that Washington state remains among the best places to raise a family, earn a living and run a business. The organization has an impressive track record and brings a credible, free-market perspective to the public debate in Washington state.

WPC has a staff of 25, an annual budget of over \$4 million and offices in Seattle, Olympia, Spokane and the Tri-Cities. Its research program is based on eight areas of public policy. Each issue area is a designated research center run by an expert research director. Areas of focus include:

- Agriculture
- Education
- The Environment
- Government Reform (budget & taxes, open government)
- Health Care
- Small Business
- Transportation
- Worker Rights/Labor Reform

In addition, WPC operates WashingtonVotes.org, the premier website for tracking the legislative process, providing objective, plain-English summaries of legislation, a weekly roll call, legislative news reports, and quick access to legislators' voting records.

Washington Policy Center continues to grow in size and impact. Policymakers rely on WPC research and ideas. A number of WPC's recommendations have been passed by legislators or voters and signed into law. Coverage by national and major state media grows significantly each year, with WPC's research appearing in the media an average of seven times per day. Media outlets that have featured WPC's work include: CNN, CNN Money, FOX News, *The Wall Street Journal*, *Bloomberg News*, *The Spokesman-Review*, *USA Today*, *The Seattle Times*, *The Puget Sound Business Journal*, all network affiliate TV stations in Seattle, Spokane and the Tri-Cities and many more. WPC also reaches a wide audience through social media, national blogs and WPC's own website and blog.

Washington Policy Center (WPC) Young Professionals group engages and educates future leaders about sound policy while advancing free-market solutions through relationship building, events and outreach.

WPC's Young Professionals group works to educate tech, business, industrial, and community leaders ages 18-40 years about public policy issues facing our state. From environmental issues to health care, to all of WPC's areas of policy focus, WPC strives to educate young people so that their action and drive is channeled toward wise public policy..

Washington Policy Center is committed to high quality research and innovative policy ideas that Washington's policymakers and citizens can rely on. Recent impact from WPC's work includes:

Initiative on Agriculture: In 2018, the state Legislature adopted a 'fix' to the 2016 Hirst water and property State Supreme Court ruling. WPC's extensive writing and research helped develop a solution that allowed Washington's rural citizens to once again have access to water to build their homes.

Center for Worker Rights and the *Janus* decision: In January 2018, WPC launched the new Center for Worker Rights. The Center focuses on compiling and presenting clear, factual data on the impact of unionization versus right-to-work, offering common-sense labor reforms and offering workers choice in their workplaces.

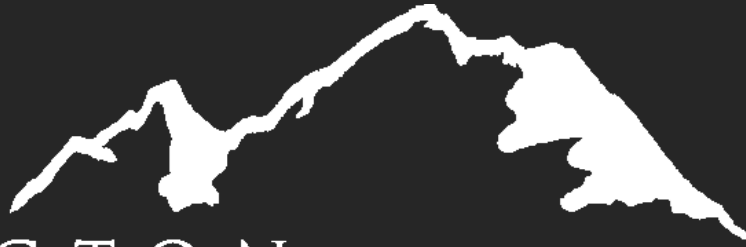
The Supreme Court's *Janus* decision brought a major change in labor policy, and a great opportunity for this new research center. For the first time, Washington state is right-to-work in the public sector. This is the most important labor reform ruling in favor of worker rights in decades, ending the forced unionization of over 5 million public sector employees around the nation. WPC's Center for Worker Rights has embarked on a partnership with Freedom Foundation (FF) to wage a state-wide, multi-media campaign to educate the general public and public employees on their *Janus* rights and drive them to FF's well-established opt out website, www.optouttoday.com.

Tax Policy: WPC and the Center for Government reform continue their efforts to protect Washington's competitive advantage of not having an income tax. In 2019, we successfully stopped efforts by the Governor and the Democrat-controlled Legislature from imposing a capital gains income tax and won a public records lawsuit against the City of Seattle to uncover details about its illegal local income tax. Proponents of the new tax were attempting to call it an "excise tax" to get around the state's constitutional ban on a graduated income tax. In preparation for this debate, we contacted the revenue director of every state in the country and compiled responses showing a capital gains tax is an income tax. We also secured a letter from the Internal Revenue Service (IRS) clearly stating a tax on capital gains is an income tax. Washington voters have rejected an income tax ten straight times at the ballot box.

Regarding the City of Seattle's illegal income tax, WPC filed its first-ever lawsuit to force Seattle to disclose a 2014 legal memo about the income tax. After six months, Seattle settled the lawsuit paying our full costs and attorney fees and released the memo. The memo shows Seattle knew the income tax was illegal and imposed it anyway. This legal memo was then used by the former state Attorney General and Chief Justice of the state Supreme Court in their legal fight to have the Seattle income tax invalidated for being against state law.

Education reform: The Center for Education continued to fight to protect Washington state's charter schools, leading to a State Supreme Court ruling 6-3 that the state's charter schools were indeed constitutional and could remain open.

WPC's Center for Education Director, Liv Finne, discovered that the 2018 supplemental state budget bill proposed a \$30 million cut to Washington state's popular Running Start program for high school students. The powerful WEA teacher's union wanted to cut this program because they see it as competing with their own state-funded programs. Thanks to Liv's work, the program was protected and over 26,000 students continue to benefit.



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