

# FREE MARKETS CREATE . . .



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. If we don't change 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 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.

During Washington Policy Center's three-year strategic planning process, the board of directors and staff developed an idea to counter the rise and popularity of socialism and show young people the benefits that the free market creates every day.

The project, **Free Markets Create**, is a \$1 million marketing and media campaign with the potential to reach 1.5 million of our state's 18-34 year-olds.

Washington Policy Center has partnered 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 is joining with **Iron Light**, an award-winning marketing agency based in Chicago that specializes in building digital communities that drive political change.

The campaign will target 18-34 year olds on social media.



*Click here to watch a presentation from Emergent Order's CEO and co-founder, John Papola about Free Markets Create*



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

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

## **Paid Spend + Budget Allocations**

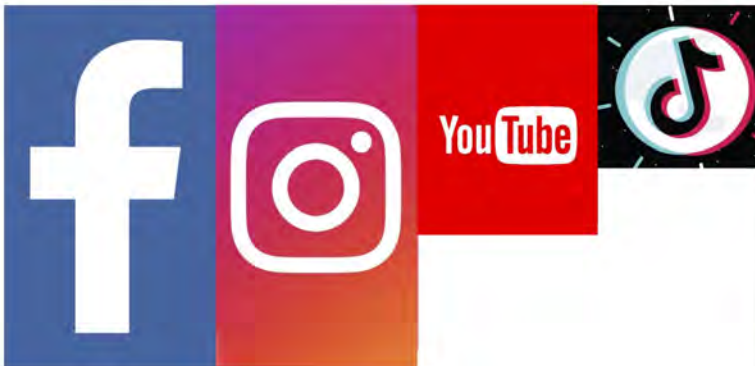
**Facebook**  
17%

**Instagram**  
17%

**YouTube**  
10%

**TikTok**  
5%

**Strategy + Production**  
50%





Young people's politics and views on policy issues aren't firmly established. Persuasive messaging that builds support for free markets could have a powerful and lasting effect on Gen Z and on Millennials as well

To reach this younger audience, we need a bold, attention grabbing message that breaks through the clutter on digital and social media.....

## **How do we do this?**

With **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.

You often hear "young people want to revolutionize the right"

They want to destroy what is broken and build it back up

## **Which is why we landed on the message of...**



FREE

MARKETS

DESTROY

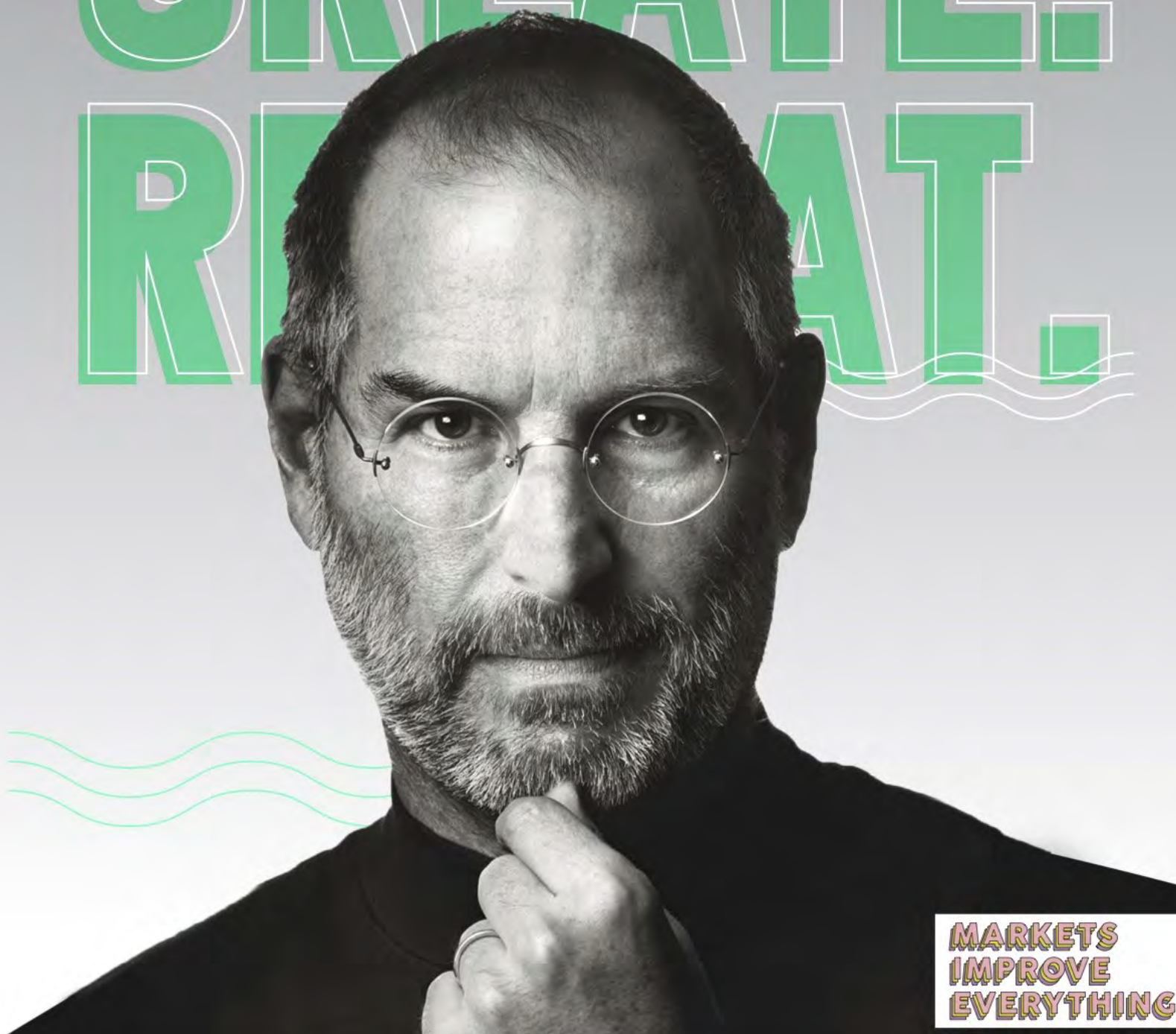
# Hate it? Innovate it. Improve everything.

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.

DESTROY.

CREATE.

REPEAT.



MARKETS  
IMPROVE  
EVERYTHING





# DESTROY. CREATE. REPEAT.

Learn how free markets help innovators like Thomas Edison make room for progress.

**MARKETS  
IMPROVE  
EVERYTHING.**





# FREE MARKETS DESTROY TRAFFIC

Learn how free markets are making your commute safer, faster, and more fun.

MARKETS  
IMPROVE  
EVERYTHING.



# FREE MARKETS DESTROY POVERTY

Learn how markets lifted 80% of the world out of poverty.

MARKETS  
IMPROVE  
EVERYTHING.

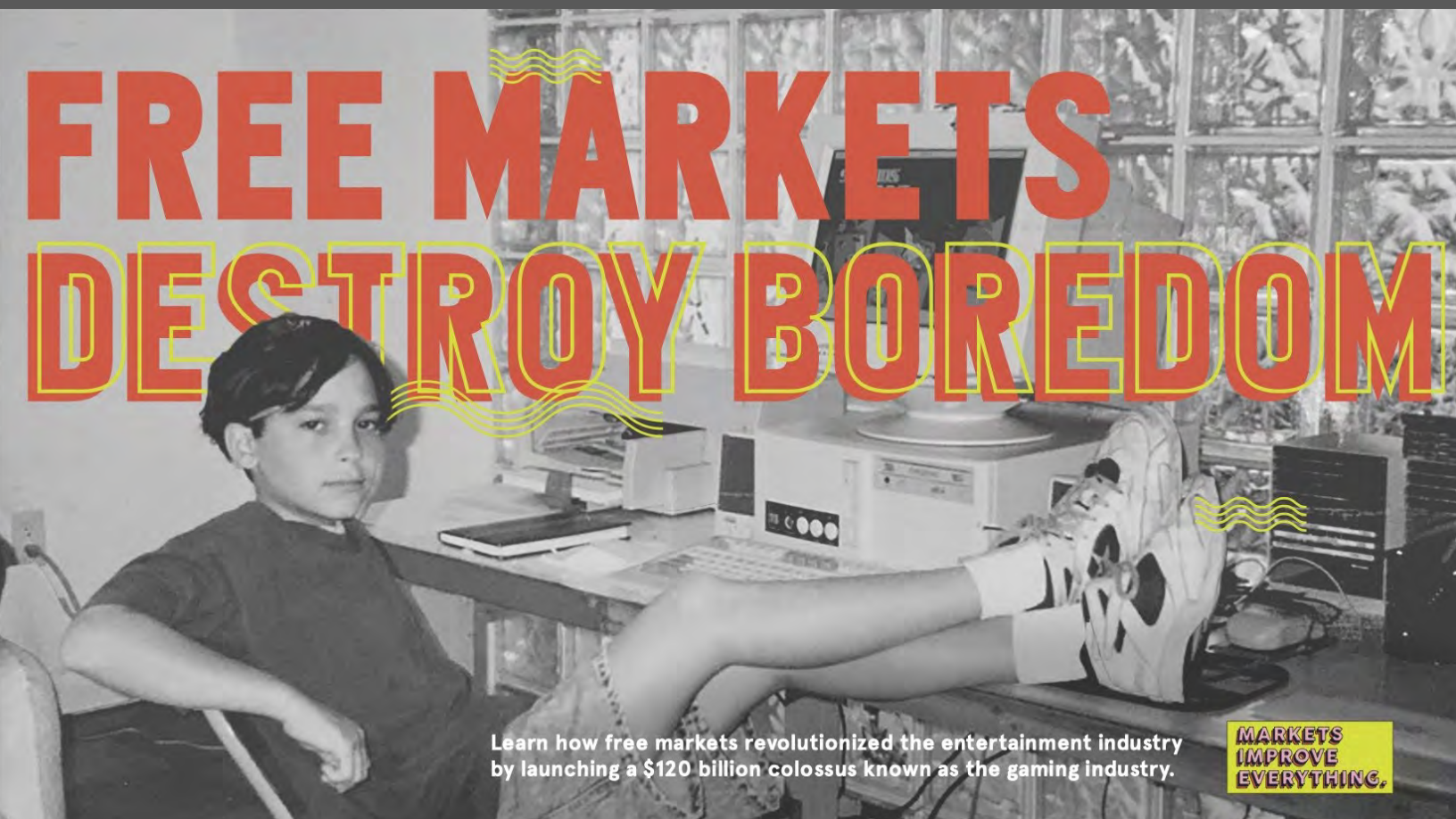


# FREE MARKETS DESTROY HUNGER



Learn how free markets revolutionized food production and slashed global hunger in half

# FREE MARKETS DESTROY BOREDOM



Learn how free markets revolutionized the entertainment industry by launching a \$120 billion colossus known as the gaming industry.

**MARKETS  
IMPROVE  
EVERYTHING.**



**THE END IS JUST  
THE BEGINNING.**

MARKETS  
IMPROVE  
EVERYTHING.



**DESTROY.  
CREATE.  
REPEAT.**



Learn how free markets help innovators like Yvon Chouinard make room for progress.

MARKETS  
IMPROVE  
EVERYTHING.





## WE TESTED IT...

*Free Markets Destroy* tested twice the average with our target audience

In a short period of time, the message gained significant reach:

129,632 unique facebook users

105,549 unique video views

1,049 page likes (for an undeveloped test page)

## PROJECTED OUTCOMES:

- Based on the results of the testing, we project that the campaign will generate more than 10k likes for the Free Markets Destroy Facebook page, our primary content and community hub
- Eventually we will be able to merge the Free Markets Destroy page with Washington Policy Center's main page, growing WPC's owned audience on Facebook by 60% and significantly increasing WPC's direct access to millennials
- FreeMarketsDestroy.com will attract thousands of sign-ups, giving us a database of people in our targeted demographic to education with pro-market messages and community events

**SPRING  
2020**

**TESTING**

**Facebook & Instagram:**

**in-feed and Stories**

Test copy and creative content  
& grow Facebook likes

**JULY  
2020**

**LAUNCH**

**Facebook, Instagram, Giphy,  
Google, Adwords**

Launch Website  
Grow Facebook page likes  
Drive web traffic

**Campaign launch with billboards &  
press release**

**OPTIMIZATION**

Reduce cost per page like  
Reduce cost per click  
Increase Facebook page likes  
Increase web traffic

**AUG  
2020**

**SCALE**

**Facebook, Instagram, Giphy,  
Google, Adwords**

Grow Facebook page likes  
Increase Facebook engagement  
Increase website traffic

**FALL  
2020**

**GOING FORWARD**

**Continual ads & targeting plus  
ongoing engagement**

Email sign ups, blogs, online  
videos, podcasts and community  
events

# PROGRAM BUDGET

<b>Emergent Order Strategy and Production</b>	<b>\$375,000</b>	
<b>Media Buy:</b>	<b>\$500,000</b>	
<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>
<b>College club engagement:</b>	<b>\$50,000</b>	
<b>WPC operations and staffing</b>	<b>\$75,000</b>	
<b>TOTAL:</b>	<b>\$1,000,000</b>	

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.



**Raised:**  
**\$505,495**  
**Left to Raise:**  
**\$494,505**  
**By August 31st**

**100% OF EVERY DOLLAR RAISED MOVING FORWARD  
GOES DIRECTLY TO THE MEDIA BUY**



# Ready to invest in WPC's 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 WPC's [secure online donation page](#) 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 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](mailto:sjansen@washingtonpolicy.org) or (206) 937-9691**