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THE REAGAN CANDIDACY
ADVERTISING STRATEGY FOR 1980

THE C. T. CLYNE COMPANY
OCTOBER 22, 1979

Overall, the candidacy of Governor Reagan has the opportunity to present the American people with a solution to some of their most pressing basic needs...needs which presently are unmet by incumbents or other challengers;

Governor Reagan can restore new hope for the future of America;

He can provide new leadership to effect action;

And he can provide new confidence that we can and will meet the present challenge and restore the nation's faith in itself and its future.

It is the purpose of this write-up to provide direction for the advertising to best communicate these factors to the American electorate.

FORWORD

FOREWORD

The following principles are considered basic and fundamental to the development of effective advertising in support of Governor Reagan's campaign for the Presidency:

1. The advertising strategy and execution will serve to emphasize the true and basic principles of the Reagan candidacy and the character, personality and integrity of the candidate himself. To be effective, the advertising must be an integral part and expansion of the campaign's overall "game plan"; not a separate entity.
2. The advertising must be positive in nature - so as to a) broaden the candidate's appeal beyond his hardcore "conservative" support, yet b) not turn away or diminish the ardency of his most powerful advocates.
3. It must present the facts and dimension of the Governor's record and convictions in a manner which would serve to dispell those concerns which research has shown are factors limiting Governor Reagan's acceptance by certain important population segments; i.e., he must be positioned as conservative about our Country's values, yet caring and compassionate about our Country's people.
4. The advertising must be positive, not negative, in nature - particularly for the Primaries; it must leave room for the present supporters of other candidates to join forces with us and support Governor Reagan after his nomination.
5. Lastly, the advertising must address the basic issues of the country's major problems - not in an effort to be totally substantive, as this would be impossible within the time-frame of a 30- or even 60-second commercial - but rather attitudinally, in a positive manner, assuring the American electorate that, with proper leadership, our problems can be faced up to and successfully dealt with.

AIMS AND
OBJECTIVES

SOME PARTICULAR AIMS

1. We would wish to maintain the aura of leadership, decisiveness and confidence which Governor Reagan already enjoys - but add the further dimensions of his compassion, his caring for the individual and his sensitivity to the needs and aspirations of the people as a whole and to the minorities, the needy, the aged and the young.
2. We would wish to provide emphasis to the Governor's thoughtful, deliberate and individual approach to problem-solving - dispelling any vision of him as merely a programmatic conservative to whom all conclusions are pre-ordained by standard solutions already arrived at; rather, he will be positioned as a pragmatic, problem-solving leader - who has handled successfully (via his 8 years as Governor of California) many of the problems we are now facing nationally.
3. We would wish to correlate the record of his California achievements to the present needs of the nation - positioning him as having had the vision to anticipate this country's problems at a time when he was a lonely voice which, if heeded, would have avoided much of today's chaos.

BASIC ADVERTISING OBJECTIVES

1. To create urgency in turning out the voters and capturing the nomination by achieving significant levels of victory in the key primaries.

Advertising must be emotionally compelling with a tonality such as: Our problems can be dealt with. Our present directions are dangerously wrong...compounding our problems...sinking America, etc. We need new directions, new leadership. One man can make a difference. In this election, you must vote, or you will be selling your country and your family short.

The above should be the "music" (if not necessarily the words) of our advertising. We must stress the importance of this election and this man...pushing out the vote as we are expanding our target of voter appeal.

2. To set the blueprint of the leadership qualities of the man - plus his compassion...to clearly establish him as the most experienced, visionary voice the country can turn to...he can make it work; his record in California proves it, as illustrated by (cite examples); he knows what to do; and he cares about us.
3. Via the above, we will not just chart the course for the primaries but guide the results of the election, open the door for the President-elect, upon election, to go directly to the people to get his new direction translated into action...regardless of the Congressional make-up at the time.

TONALITY AND
EMPHASIS

SOME COMMENTS ON TONALITY

We will wish to tap into the American heritage of action - of confidence - of problem solving - of rising to challenge and overcoming it.

We will wish to satisfy the country's need for leadership - for optimism and for idealism.

We will wish to emphasize the Governor's position that America is not inadequate in solving its problems and that our strength, properly harnessed, can lead us to believe, once again, in the country as a prosperous land and powerful leader.

Of all candidates, Governor Reagan has the truest constituency for such a positioning: it is a time for leadership; and his leadership can stop the erosion of our world position, our self-confidence as a nation, and our abilities to overcome the problems of energy and inflation now sapping the national will.

In short, advertising must convey a tonality of strength, leadership and realistic optimism.

Tone of voice will be calm, never strident; urgent but never harsh.

SOME VIEWS AS TO EMPHASIS

Today's basic bread and butter issues must be made to seem solvable.

- . Inflation and runaway pricing must be curbed;
- . The energy scare must be diffused and means found to solve it, in both the short and long term, without extreme gas lines and without extreme home heating costs, which frighten and severely impact over half the nation;
- . The dollar must not be seen as a continually devalued possession;
- . And the cost of catastrophic illness or runaway welfare cannot be allowed to diminish the stance of human life in America.

These issues are entirely consistent with the Reagan philosophy and are areas where we can bring fresh news and fresh hope to the voters, a voter exceedingly concerned about his personal ability to deal with these problems as they relate to himself and his family.

It is to these key issues we believe major emphasis must be addressed...with illustrations as to the Governor's ability to effect solutions to these problems drawn in great measure from his specific record of accomplishment as Governor of California.

A particularly meaningful issue, such as a "war on cancer," could help address the problems of compassion and caring. Nixon mentioned such an approach, but nothing was done. Statistics indicate virtually every family is touched by cancer; one of four families has a cancer-related death...and statistics are worsening with no sign of improvement or progress.

Protection against this most catastrophic ailment would be in keeping with the Reagan philosophy and, by solving the problem rather than merely covering cost of the treatment (which is also essential), we would be saving rather than adding to the Government's expense.

Perhaps equally important, however, is the focus on the critical nature of this election...the country cannot be allowed to further erode...to continue the policies which can only make things worse... if we don't grasp this opportunity, it may not come by again...this must be the underlying theme of our activity, for we must work both to inspire the voter and the vote-getters...and push out the "possible" voters as well as the sure ones and to address the vote-switchers as well as those already convinced. A strong, powerful theme will be needed to break through the normal inertia which viewers have towards campaign rhetoric...and to break through the clutter of competitive copy as well.

PROBLEMS AND
OPPORTUNITIES

PROBLEMS TO BE SOLVED

1. Governor Reagan is labelled by too many potential voters as an arch-typical ("put the wagons in a circle") conservative - we must get the perception of the man to be established beyond the label; we must establish his record; correct the impression of his attitude.
2. Governor Reagan is questioned by some as to whether or not he can be trusted with his finger on the atomic button; perhaps a bit of a "fast gun"; these concerns must be addressed and alleviated.
3. The question of age: We believe this can be translated into benefits of experience and maturity; of the motive of his running being only in the best interest of the nation, not personal glory. This can be done as long as:
a) we are open and above-board in all health-related issues; we cannot "cover up" on health;
b) we give great effort to the candidate's appearance - a major asset; he looks young, thinks young, is sharp. We should not over-work him to a point where these most positive perceptions could be diluted.
4. The question of compassion and humanity. Here we see many specific accomplishments on the Governor's California record which, if broadly known, would dispell this impression in a major if not complete way. We have abstracted certain of these accomplishments from the documents turned over to us and detail them in a separate report which will serve as an addendum to this write-up.

OPPORTUNITIES TO BE ACHIEVED

1. Electronic Imagery. On TV, the man comes across more strongly than the philosophy. (Witness the Pope's tremendous acceptance despite his hard-line stand, which is in opposition to vast numbers of people.)

We have in Governor Reagan a tremendous electronic personality; this should be utilized to the maximum - for a) not only will his charisma be maximized, so too will his opportunity to project his warmth, caring and humanity; b) even more importantly, his attitudes concerning problems as related to his experience and accomplishments could be best communicated here. Overall, we would advocate maximum TV exposure.

2. Debates. The above would include debates, to the fullest; one of the biggest assets of the debates to Jack Kennedy was their ability to allow him to present his knowledge, assurance and style, as he was, up to then, considered by many to be too young and too inexperienced. Nixon lost more because he had more to lose; he was the "expert," so his opportunity to gain was minimal. By contrast, Governor Reagan has a great deal to gain from debates.

Too much is unknown about Governor Reagan. Everyone knows who he is, but there is grave misconception as to what he is that needs to be clarified.

They fear he may be too old, but just as the impression of Kennedy's age went away after the debates, there is strong likelihood that upon seeing a sharp, handsome, clear-eyed candidate this issue would translate into the maturity/experience benefits outlined earlier.

Recommendation: To seek debates to the maximum possible degree.

3. Marketing Strategy. If you would forgive some marketing jargon (and you might have expected some from an advertising agency), Governor Reagan, to achieve victory, must achieve one or both of the following objectives: a) expand his "user" base; b) split the competition's market share. Opportunities for both these strategies are listed below.

Relative to (a) above - expand "user" base. DMI's research data confirms the need to get beyond the hardcore-Republican user base; they also confirm a far broader desire for new, stronger leadership and for a stronger America overall.

Recommendation: We recommend that an additional party label be added to the Reagan effort (beyond the Republican party alone).

This could be headed by many groups who are not the expected constituency, such as Democrats for Reagan, Blacks for Reagan, Jews for Reagan, etc., under a label such as American Leadership Party (ALP) or New Leadership Party (NLP).

Serving as an augmentation to and expansion of Governor Reagan's GOP support to give further evidence of Governor Reagan's broader-than-conventionally-anticipated appeal.

Relative to item (b) above - "split the market share". As outlined by John Sears in our recent discussion, the usually optimum "middle" position of American politics is presently not viable for a variety of reasons.

Notwithstanding the above, however, is the fact that it would be highly desirable to achieve a meaningful "middle" opportunity; consider, if you will, were Governor Reagan to obtain the Republican and "NLP" nomination and run against Ted Kennedy (Democrat) and Jerry Brown (Independent), you would then have the classic "middle": spender, "Teddy Kennedy"; non-spender, "Jerry Brown"; pragmatic, spend-wisely candidate: Ronald Reagan.

Moreover, Brown is a maverick and self-indulgent; he might well want the exposure of an independent race. If he does, he could split the young and the anti-nuclear vote and maybe others away from the democrats...and he would set a frame which would be advantageous to our efforts. He would not be able to hurt us with any of our constituencies and he could hurt Kennedy. Above all, he would provide Ronald Reagan with the "centerist" position which, in most instances, has proven the optimum.

Recommendation: Try and do everything possible to encourage a Brown independent candidacy.

4. Creative Research. In a far more basic area than the above "philosophical" items is the question of creative research - a vast opportunity to potentiate the value of your media dollars to an extent heretofore unheard of in political campaigns.

This is the issue of post-production research. It is far different from the concept "pre-production" research you have used in the past (and should continue to use) and which is in general use by most major candidates.

Concept "pre-production" research details what we should put into a commercial or a set of commercials.

Post-production research tells us a) the degree to which anybody listens to what we have to say and b) the depth and caring with which they recall our message. At our own Agency, we have seen, on any number of occasions, several commercials containing the same basic concept and message strategy achieve incredible variances in their ability to break through the message clutter of the actual TV media world. This will be particularly useful during the anticipated hyper-clutter of next summer where both the Olympics and the convention will be adding to the commercial weight to which the TV viewer will be exposed.

Put another way, if three commercials are produced with the same basic content, but strikingly different in executional format, one may achieve a 10% related-recall level, the second a 20% related-recall level and the third a 40% related-recall level. We have seen these kind of differences often. In such an event, the 40% recall commercial is equivalent to 4 times the audience delivery of the 10% version, or the equivalent of a 4-fold increase in your media budget's productivity.

Recommendation: We strongly urge post-production research for all campaign commercials as this type of study, related to the audience recall achieved by each commercial, will provide you with the optimum copy vehicle to maximize your dollars. Here, with the dollar limitations of electoral spending, copy message impact, as identified by post-production research, can be a new and important differential, with the candidates who run the highest scoring copy having a supreme advantage over the less fortunate adversary.

5. A Unified and Continuing Theme. A further benefit we see open to us is to agree on the value of a basic theme and to select one and to run with it: To run with it as the banner for our dinners, the hallmark of our fund-raising letters, the basic summary of our advertising and as the key content in the announcement speech as well.

Think of it: Without a theme, each letter, message or speech is merely an isolated instance, a separate point in time. With a single basic theme, continually registered via all methods of communication, we hammer home a single basic idea, with all the synergistic values of impact, which has made general products advertising, which uses a central theme, so effective.

In packaged goods, this type of theme - called a U.S.P. (Unique Selling Proposition) has sold millions upon millions of dollars worth of products.

It is no less valid a concept here - as it is, in essence, merely a set of words said each time in the identical manner, which crystalizes the distinctiveness of our candidates benefits in the minds of the American public and the vital, crucial importance of this election.

Basically, we see the theme as evolving from all the ideas previously stated: a) a can-do leader; b) a vital election; c) optimism as to America's future.

Essentially, the theme could be somewhat along the lines of the following: VOTE FOR AMERICA'S FUTURE; VOTE FOR RONALD REAGAN. IT MAY BE THE MOST IMPORTANT VOTE OF OUR LIFETIME.

Recommendation: For all the values of repetition, synergism and cumulative impact stated above, we urge use of an overall and unified theme to be used importantly in all aspects of campaign activity, advertising and communications.

Note: The theme used above is for illustrative purposes only; all our creative resources are being put behind the development of our final recommendation. Your input would be appreciated. One cardinal rule, however, is that the theme... whatever it is...apply uniquely to our candidate. It should not be interchangeable and equally meaningful were it to be used for any other candidate

This singularity of appeal must be one of the cardinal principles to be considered in evaluation of our final theme selection.

STRATEGY

STATEMENT OF GENERAL COPY STRATEGY

Basically we believe the Reagan campaign advertising must communicate the following ideas:

1. That this is a time for new leadership...our problems are tough, but we can solve them; this is no time to give up on America, but we can't afford to keep on going with indulgent, foolish, high spending government any longer. This election is crucial, and for the future of America you must get out and you must vote.
2. Ronald Reagan is the leader we've been looking for. He saw the problems coming. In California he dealt with many of them successfully, like the welfare costs that are eroding our economy and the government spending that's creating inflation and killing the dollar. He took a state virtually in bankruptcy and left it with a healthy surplus.
3. Ronald Reagan is a fair man who helps the needy. He cares for the young...the Blacks and Hispanics...and for women's rights...he helps those who can't help themselves, but he hates freeloaders. He's for helping the individual control his own destiny, to make America strong again, to make the dollar sound and people proud, etc. Above all, he's a competent, dedicated leader who can get us on the right track again and stop the erosion of America.
4. This is perhaps the most important election of our lifetime. All the other candidates are "business as usual." They're for continuing the same basic policies that are killing our country today...and even they say our future is austere. Reagan is the only one with the confidence, the capability and the vision to stop America's erosion and restore America's greatness.

Note: If the above sounds vague and abstract, be assured that it is our intention to execute the copy citing specific illustrations of the Governor's accomplishments.

Overall Theme: The overall theme would encapsulate the above concepts as stated: VOTE FOR AMERICA'S FUTURE. VOTE FOR RONALD REAGAN. IT MAY BE THE MOST IMPORTANT VOTE OF OUR LIFETIME.

TIMETABLE

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The following dates have been established, keeping in mind the start of advertising in New Hampshire of 1/15; Massachusetts, 2/1; Alabama, Florida, Georgia, 2/8; Connecticut, 2/15; New York, 2/27 and South Carolina, 3/2. See Exhibit I.

<u>ITEM</u>	<u>DATE</u> <u>WEEK OF</u>
Strategy statement issued	10/29
Comments on strategy	11/5
Revised strategy and copy presentation	11/12
Copy revised/cleared etc. plus concept research	11/19
Production begins (tape)	11/26
Commercial production completed	12/5
Post production research	12/10
Research results in	12/15
Revision submitted	12/19
Production revisions (if necessary)	12/24
Revised commercial ready	12/29
First air date	1/15

SUMMARY

SUMMARY AND CONCLUSIONS

Ronald Reagan encompasses for the 1980 election the best aspects of the American tradition.

The concept that individual effort, initiative and ingenuity could solve our problems...and we can advance with pride toward the future.

We can re-establish America as a growth nation...a leadership nation...a people of pride and satisfaction.

What's more, this message can be designed to effectively communicate to all segments of the population because the Reagan vision includes helping the truly disadvantaged earn their way upwards and to enjoy the good life.

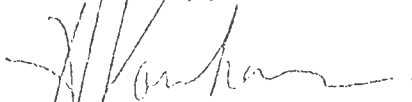
It is also a vision which eliminates the spoiling of the wasters and the freeloaders...it is a vision which will control government spending, no longer allowing the government to cause the inflation and erosion which we are trying to avoid.

It is a vision which is sound; the country needs it and is ready for it and wants it.

If we communicate this vision effectively via advertising, we will have done more than merely a job; we will have helped work with you to create a force for the future of which we can all be proud.

It is in this light that we have addressed this document... it is in this spirit that we request your comments/criticisms, thoughts and suggestions.

Sincerely,


J. Kornhauser
10/22/79

EXHIBIT

EXHIBIT

	<u># OF DELEGATES</u>	<u>DATE OF PRIMARIES</u>	<u>START OF PRIMARY (ESTIMATED)</u>
I. New Hampshire	22	2/26	1/15
II. Massachusetts	42	3/4	2/1
III. Alabama	(27) 114	3/11	2/8
Florida	(51)		
Georgia	(36)		
IV. Connecticut	35	3/25	2/15
V. New York	123	4/1	2/27
VI. South Carolina	25	4/8	3/2