

CONSERVATIVE ASSOCIATION

**SAY YES TO A BRIGHT
FUTURE**

A pitch by lobbying Italy

OUR STRATEGY



Change public perception:
Focus on voters (18-70)



Collect consensus



Stop the legalization of
recreational marijuana

HOW?

We give them what they think they want; by showing them what happens when we keep legalizing marijuana

Showing them what happens in the long run;
Focusing on the emotional aspect of fear

TARGET GROUP AND MAIN MESSAGE

Adolescents

Parents and proud
Italians

Stakeholders
with an emphasis
of family / future



COMMUNICATION EXAMPLE

Parents and proud
Italians

Adolescents

Stakeholders
with an emphasis
of family / future

Video advertisement in
which professionals talk
about the negative long term
effects and impacts of
marijuana usage

Viral video of what happens if
you use marijuana in the
short term, but also which
side effects you can get in
the long term

Showing both video's and
reactions on those video's
alarming them of the
change in perception,
offering them consensus.
Focussing on the facts

OUR COALITION PARTNERS

Education

Family
support and
human
services

Youth
development

State entities

Local
community
school
networks

Community
development

Tabacco
businesses

Health care /
Mental
health care

Public
insurance

Rehabs

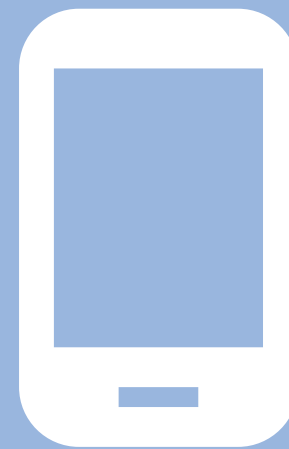
BUDGET

CAMPAIGN TYPE	QTY	PROJECTED COST PER UNIT	PROJECTED SUBTOTAL
Social Media			SUBTOTAL € 1,000.00
Twitter	1	€ 300.00	€ 300.00
Facebook	1	€ 350.00	€ 350.00
Instagram	1	€ 350.00	€ 350.00
Advertising			SUBTOTAL € 2,000.00
Online	1	€ 350.00	€ 350.00
Print	1	€ 1,000.00	€ 1,000.00
Radio	1	€ 650.00	€ 650.00
Television			€ -
Production studio			SUBTOTAL € 7,000.00
All inclusive production	1	€ 7,000.00	€ 7,000.00
Total cost			€ 10,000.00

CONTACT US



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