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Steve



consumer response corporation
360 lexington avenue, new york, new york 10017
(212) 867-9333

October 15, 1980

Mr. Richard O'Reilly
Campaign '80
135 West 50th Street
New York, New York 10020

Dear Dick:

I have been trying to apply some of the lessons we've learned to your advertising for the last few weeks of the campaign.

I have some thoughts for a new campaign strategy.

By way of background, we have consistently seen that many New York area voters are quite dissatisfied with the advertising of both candidates.

Carter

...He is well intentioned, but ineffectual.

...His commercials are quite ineffective. His attacks on Reagan test poorly.

Reagan

...Many voters did not know Reagan at the beginning of the campaign. They are getting to know him now, but all of our tests keep coming up with two basic criticisms:

- . His campaign promises are perceived to be too general.
- . His intelligence,

There are other criticisms of course, but intelligence and generalities are two themes that work their way into every discussion. In addition, our research revealed useful information about specific commercials:

...His "California Record" commercial was initially powerful, but Carter's "California man on the street" may blunt this effectiveness.

(continued)

Mr. Richard O'Reilly
New York, New York 10020

Page -2-

- ...His attacks on Carter are more accepted and appreciated than Carter's attacks on Reagan. However, Reagan's attacks are not perceived to be a positive portrayal of Reagan, his values and his programs.
- ...His inflation messages hit upon public needs but his ability to deliver on his promises are not generally accepted.
- ...On the positive side, we have learned how to make Reagan's on-camera shots more interesting, and that voters seem to like the new graphics approaches.

Of all of the criticisms, I believe that Reagan's major advertising problem is generalities. The problem is partially caused by Carter's non-delivery of his 1976 campaign promises, his four years of ineffectiveness, and general public disbelief of all political statements of philosophy.

Voters want issue-oriented commercials. Furthermore, the closer to the election, the greater the need for issue-oriented commercials. Voters want proof that Reagan can deliver. They want specifics--not generalities. They would rather see or hear about an individual action which lets them personally draw conclusions about his competence, not a broad philosophical statement.

Putting all of these bits of information together leads me to the following media strategy for the last few days of the campaign.

1. Cover one subject each night. Every night should address a new subject.
2. Plaster the air waves with as many repetitions as you can afford each night.
3. Use 30 second commercials only. Stay away from the longer ones which voters don't like and don't listen to.
4. Each night's commercial should show a specific problem and a specific "first step" solution.
5. Reagan should acknowledge that time does not allow him to spell out his entire program. He should invite listeners to write or call for more information. (I originally thought viewers should write in so that mail could go out leisurely. Steve felt an 800 number for instant response is much better. Be careful here. If too many calls come in at once, or if Carter people call and block the lines, an 800 number could cause frustration and backfire.)

(continued)

Mr. Richard O'Reilly
New York, New York 10020

Page -3-

Night One - Japanese Imports

Reagan is on camera just part of the time. A chart should show a rise in Japanese imports on an annual basis since 1976, as our automobile exports to Japan for this same period show little growth.

Reagan is shown with a manufacturing backdrop, saying, "Our automotive industry is in big trouble. While the Carter administration studied the problem for four years, our automotive industry has been staggered by the Japanese onslaught. X-hundred thousand are unemployed. The Japanese export here freely, but keep our cars out of Japan."

"Within ten days of my inauguration, I will take steps to reduce Japanese imports into this country until they start to play fair. If you want more information, I will send you my complete program."

Before "The Time is Now" tag line, a super exposure should say:

Write to:
Play Fair, Japan
Box XYZ
Washington, D. C.

Night Two - Coal

Open with a chart showing annual oil price increases since 1976. Concurrently, show that the amount of coal mined per year is at the same level as existed in 1976.

Reagan is shown in a different setting, with different clothing (perhaps at a coal mine), saying, "In the last four years our economy and well being have been drifting into the hands of some tiny desert kingdoms, X-thousand miles away. We have enough coal to serve America's needs for hundreds of years, yet we keep relying on imported oil, and oil prices keep going up."

"Within twenty days of my inauguration, I will take steps to terminate the red tape of seven petty bureaucratic laws that will allow us to immediately increase coal consumption. Additional steps will follow. If you want more information, I will send you my complete program."

Super exposure:

Write to:
Use More Coal
Box XYZ
Washington, D.C.

(continued)

Night Three - Welfare Cheats

A shot showing Cadillacs lining up in front of a welfare center, and taxicabs pulling up. (Production tip: Go to any welfare center on Friday.)

Reagan is saying: "In the past four years our welfare costs have doubled (tripled?). Our great American heritage is to help the unfortunate. But not the cheats and sharpies who steal from all of us."

"Within thirty days of my inauguration, we will evaluate the performance of individual cities in their efforts to eliminate welfare cheats. We will report our findings to you. Local officials who do not perform well will have to answer to local voters."

"If you want more information, I will send you my complete program."

Write to:
Stop the Cheating
Box XYZ
Washington, D. C.

Night Four - Increase Savings

Reagan is saying, "Americans have no incentive to save. The typical German worker saves X% of his salary. The typical Swiss saves Y%. But we save only Z%."

"How come? The answer is simple. Federal and local governments take 40% of the average American family's earnings, including their savings."

"It's not fair. Big corporations get reduced taxes for their capital gains. Why not the same treatment for the small saver?"

"Within thirty days of my inauguration, I will submit legislation to the Congress to reduce taxes on our savings. Let's have fair tax treatment for all Americans. If you want more information, I will send you my complete program."

Write to:
A Fair Tax Treatment
Box XYZ
Washington, D. C.

Night Five - Traffic Problems

Show a shot of a typical big city rush hour scene with clogged roads, frustrated drivers, tooting horns.

Reagan is saying, "The nation's cities are clogged with traffic. All it takes is one double-parker or one poor driver to block an entire street."

(continued)

Mr. Richard O'Reilly
New York, New York 10020

Page -5-

"Some cities do a better job than others to avoid this mess. Other cities have insufficient skills to solve the problem."

"Within thirty days of my inauguration, the Department of Transportation will begin to show local governments how they can solve their local problems. We already have the knowledge; it's buried in some bureaucrat's files. Let's share it with the local governments who need help."

"If you want more information, I will send you my complete program."

Write to:
Clogged Streets
Box XYZ
Washington, D. C.

Night Six - Urban Renewal

Show a shot of crumbling cities. Reagan is saying, "America is more than two hundred years old. We are all proud of our glorious heritage, but we must all remember that with the passage of years, our older cities and communities are showing wear and tear. Urban renewal is primarily a local program, but the Federal Government has information to help."

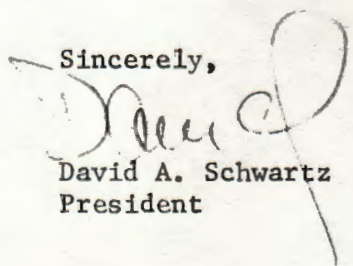
"Within three weeks of my election, the Department of Housing and Urban Development will begin to provide local governments with resource information currently locked up in some bureaucrat's files. Without spending one more dime of the taxpayer's money, we can help local governments do a better job."

"If you want more information, I will send you my complete program."

Write to:
Save Our Cities
Box XYZ
Washington, D. C.

As you can see, I want a different subject plastering the air waves every night. I want the Carter campaign to go on the defensive. Each night, our onslaught will take the initiative with a specific program to answer voters' complaints that Reagan's advertising is "too general."

Sincerely,


David A. Schwartz
President

DAS:fs

CLEVELAND

30-Second Spots

Peace (RR) vs. Light In the Window (JC)

Republicans, Independents and Disaffected Democrats

1 2 3 4 5 6 7

Appeals to me

Does not appeal to me

Unbelievable

Believable

Uninteresting

Interesting

Strong

Weak

Honest

Dishonest

Would not consider voting for

Consider voting for

Does not get point across

Gets point across

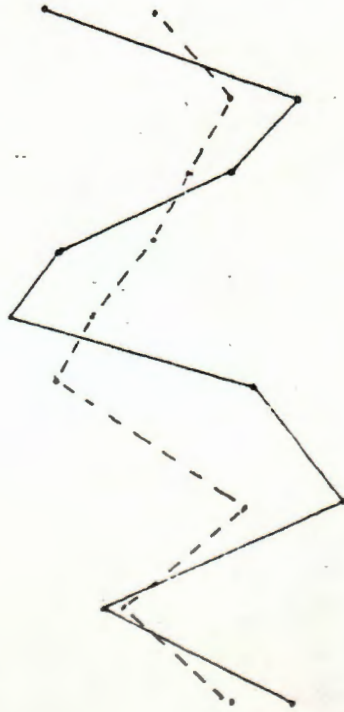
Friendly and warm

Unfriendly and cold

Unnatural

Natural

Reagan ———
Carter - - - - -

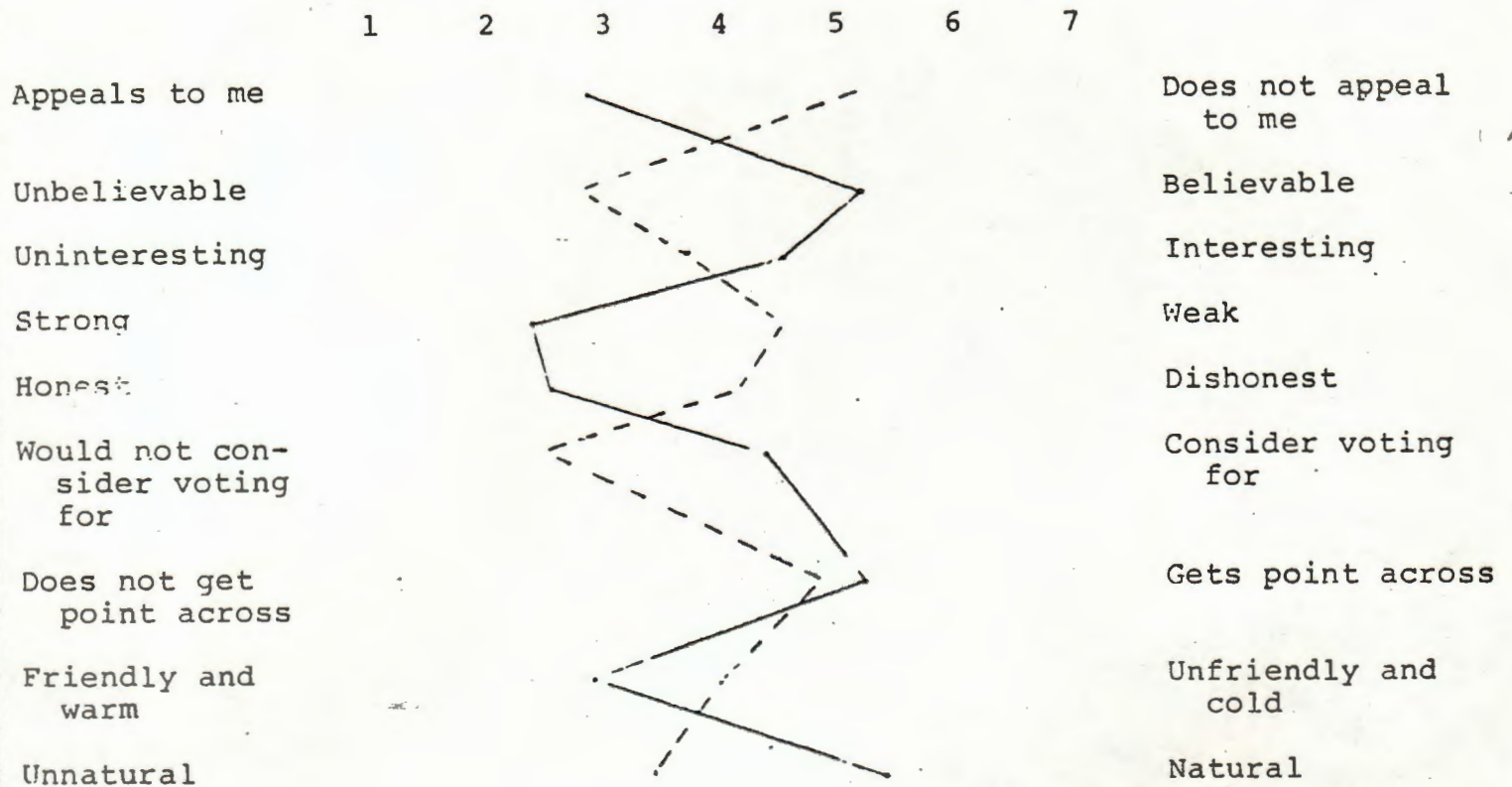


LOS ANGELES

30-Second Spots

Peace (RR) vs. Light In the Window (JC)

Republicans, Independents and Disaffected Democrats



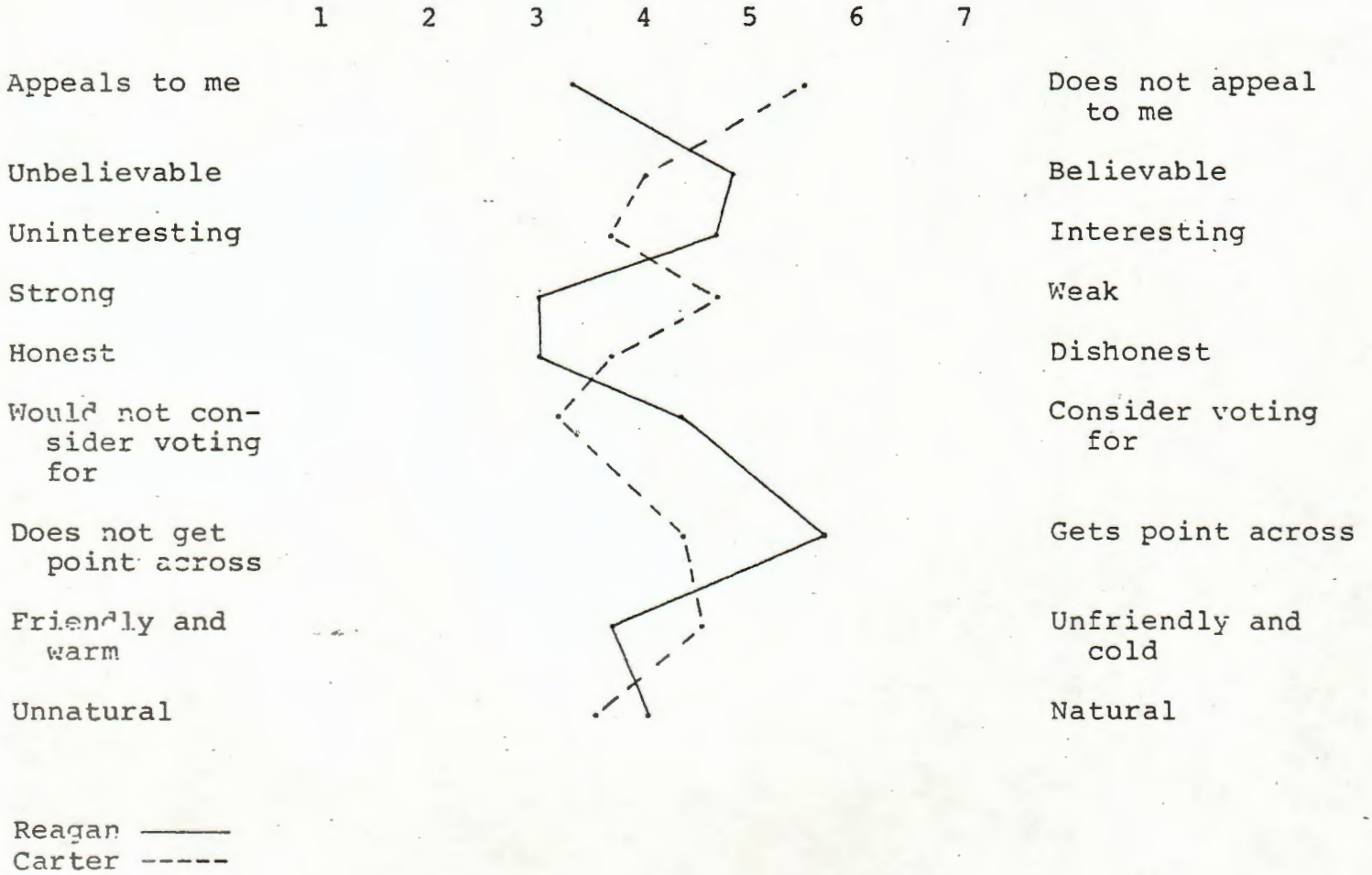
Reagan ———

Carter - - - -

BALTIMORE

30-Second Spots

Peace (RR) vs. Light In the Window (JC)
Independents and Disaffected Democrats



DETROIT

30-Second Spots

Peace (RR) vs. Light In the Window (JC)

Republicans, Independents and Disaffected Democrats

1 2 3 4 5 6 7

Appeals to me

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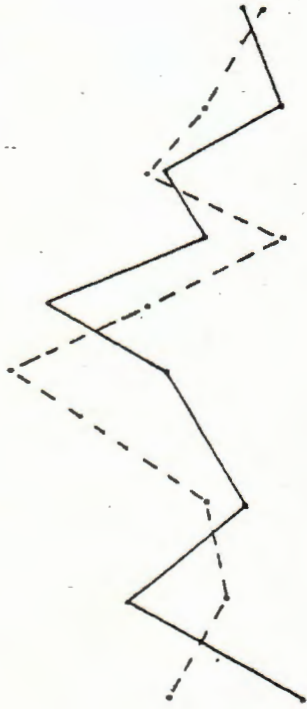
Gets point across

Friendly and warm

Unfriendly and cold

Unnatural

Natural



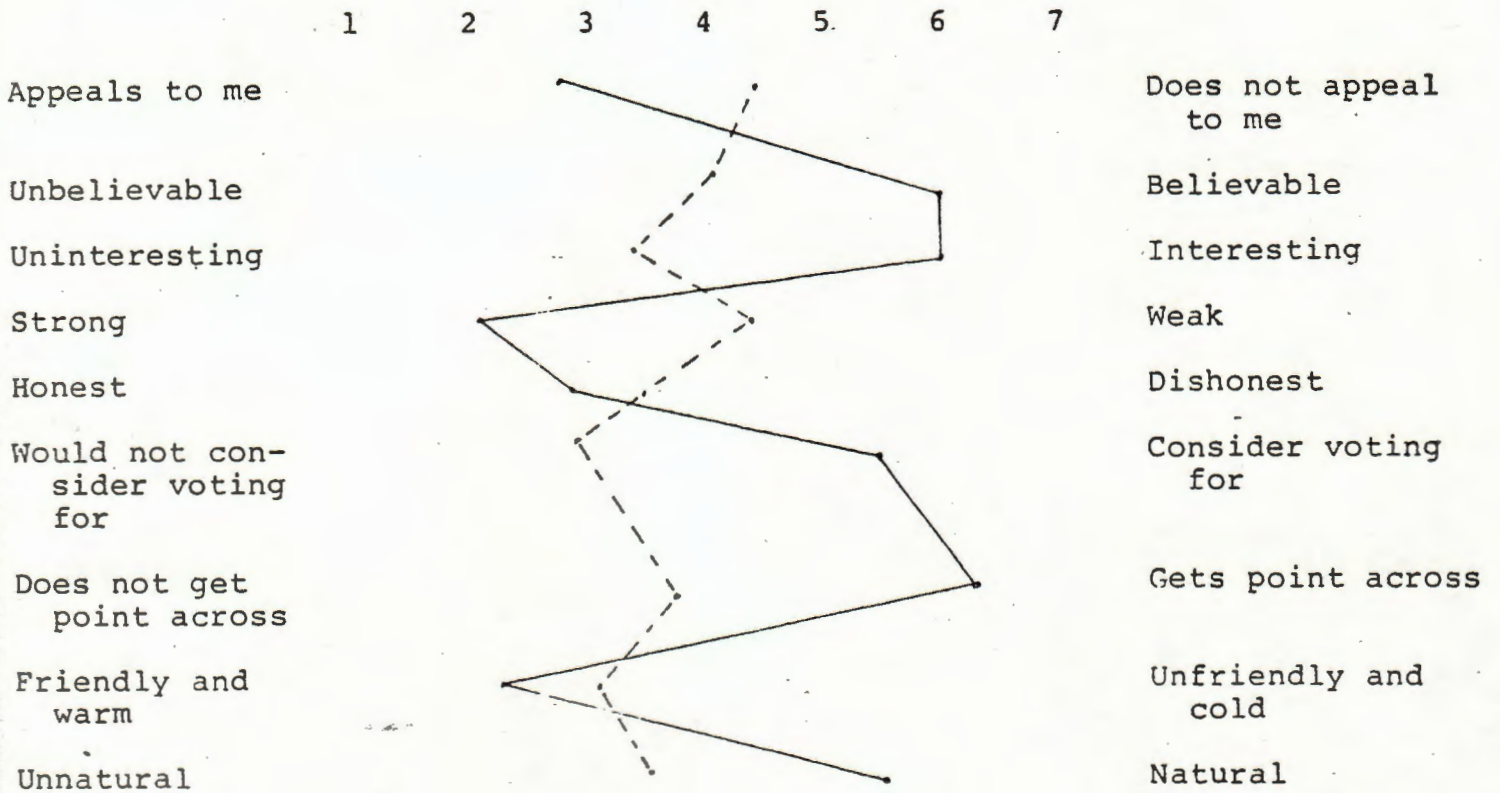
Reagan ———
Carter - - - - -

CLEVELAND

5-Minute Spots

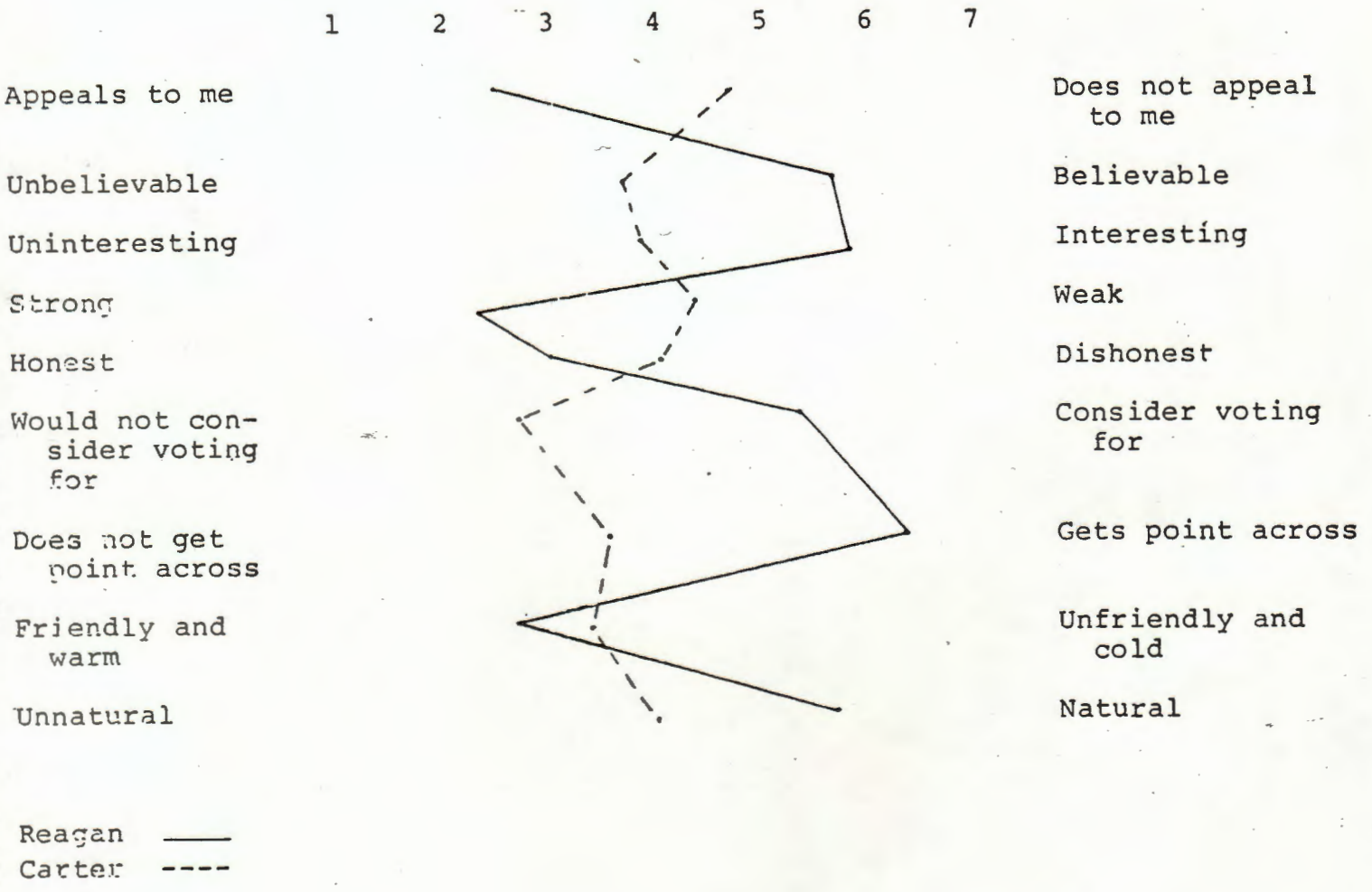
Ohio (RR) vs. Planner for Future (JC)

Republicans, Independents and Disaffected Democrats



Reagan ———
Carter - - - - -

LOS ANGELES
5-Minute Spots
California (RR) vs. Planner for Future (JC)
Republicans, Independents and Disaffected Democrats





BALTIMORE

5-Minute Spots

Maryland (RR) vs. Planner for Future (JC)
Independents and Disaffected Democrats

1 2 3 4 5 6 7

Appeals to me

Does not appeal to me

Unbelievable

Believable

Uninteresting

Interesting

Strong

Weak

Honest

Dishonest

Would not consider voting for

Consider voting for

Does not get point across

Gets point across

Friendly and warm

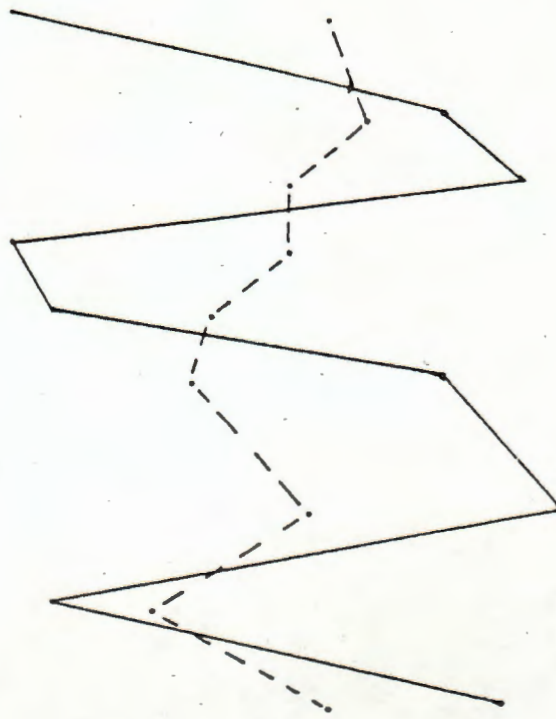
Unfriendly and cold

Unnatural

Natural

Reagan ———

Carter - - - - -



DETROIT
 5-Minute Spots
 Michigan (RR) vs. Planner for Future (JC)
 Republicans, Independents and Disaffected Democrats

