



***Communications Campaigns
For Renew Only***

Confidential

***Rethink Brexit. Renew Britain.
Revolutionising Opportunity for all***

RENEW CAMPAIGN Themes – draft

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Note: These campaign themes will help direct our activities and group our messaging, and drive social media/media strategies and content. Creative experts to advise on delivery and implementation. These ideas are completely open to change– nothing is off the table, other campaigns and lines of effort will become apparent! Sequencing and delivery will be important. Campaign should be compatible with comms strategy, core vision and messaging.

1. “Let’s Take a Different Road –It’s not too late – It’s ok to say, we want to stay”- Target Audience: GENERAL

This challenges fixed narratives (no going back; clear will of people); shows what we've learnt, negative Brexit effects so far, refers to stability and the fact 'we deserve a second chance'. It then aims to inspire confidence in Renew and ideas for the future, introducing our key vision and roadmap; why us, why now, how we'll fix our country; fix our European role; proposes Renew's agenda.

(Bored with Brexit? Wanna change the channel? Wanna change your mind? Not too late! We can stop it today and stay in the EU! – call to action)

2. Change your mind; change our future / It's ok to say, we want to stay-' Target Audience – lukewarm Brexiters; apathetic Remainers; non voters

This relies on the fact that some people are changing their minds, and we can create an avenue to channel this. We give voice to regretters from every region (especially leave areas) and walk of life - they've changed their mind, so can you – we show key influential people who've changed their mind; and some powerful people who always advocated remain. Address each Brexit concern through a different voice and show how it's proven false, or reveals something they didn't know (eg. Fantastic docs/nurses from EU, money we get back from EU, cheap flights, etc). This doesn't advocate a return to status quo but to a new future. This campaign redirects anger away from the EU and EU immigrants, and shows we really didn't have enough time or info to make an informed decision. Responsibility for grievance lies at the national level, and overall effects of slow moving change like austerity/globalisation.

3. Why European Britain is Global Britain; Target Audience: Brexiters, all

This campaign explains why being in EU and part of globalisation is good for us, the interconnectedness – this explains how EU helps us engage internationally, and is compatible with our bilateral relations and safeguarding of UK interests; the role of UK and EU soft power, the need for collective response to collective challenges – economy, terrorism, environment, stability. etc. explains EU benefits, addresses myths; what we've learnt since the referendum; It also shows that we voted at moment of crisis which will inevitably happen but we must face together; We show Brexit and wave of populism is wake up call for EU too which is changing politically/economically - let's stay in and move forward together

4. How we'll Renew Britain, revolutionise opportunity for all/"Leave No-one Behind; Hold No-one Back"..Target Audience -all

This allows us to set out our ideas for renewal and creating more opportunities – it gives overview of Britain's problems; airs views on top policy areas like public services, technology, immigration, jobs, living standards, wage disparity, gender, climate change, politics of food and drugs; (video stories, animations/infographics). This campaign also airs results from our roadshow. This has very human oriented, people focused elements, showing how Renew will improve opportunities for different types of people; those who've not done well, and those who have; young and old, foreign and british, manufacturing and professional, different regions, walks of life.

5. "Listen to Britain" campaign. Renewing faith in politics; Putting people at heart of politics' Be part of the conversation...part of our future"

This campaign looks at people's relationship with government and their identity, discovering why some Britons feel disempowered. We look at what different groups of Britons are proud of, core values, aspirations. It attempts to address lack of trust in 'out of touch' politicians and refresh political engagement and show Renew is really listening to our voters. This explores practical ideas to give people more control over their lives. This also addresses UK identity made up of diverse aspects and origins; and attempts to bring us together around a common set of ideas. This channels ideas from roadshow and links to grassroots groups.

6. Topical discussion series: *use blogs, discussions, video spots, animations, or use videos created by others, etc

Sovereignty and legislation – the myth that we lost our sovereignty; and the benefits of EU legislation explained simply

What is globalisation –how can we make it work for everyone

Immigration in UK – good or bad? Future people movements; solutions

Information – how to handle it/ ask where's it coming from/media literacy

How EU helps us at home – concretely – cheap flights, environmental initiatives, mobile phone, structural funds..

Slogans: to be developed

Leave no-one behind; Hold no-one back Renew Listens; The Listening Tour; On the Road with Renew, 'Listen to Britain Tour'

Tough on Brexit; tough on the causes of Brexit / Renew - Revolutionising opportunity for everyone

Stop Brexit: Renew Britain Rethink Brexit; Renew Britain Something to vote for, not against

On the Road with Renew; 'Listen to Britain' Tour – leave no-one behind; The Listening Tour;

Strategy:

Use creative experts to design powerful comms that resonates

Always build and maintain base of Remainer support;

Win over wavering Brexitters first, chipping away at narratives, giving them voice

Research best info channels to audiences (don't stay in echo chambers); Mix social media, mass media and other means

Messages tailored to resonate with identified audiences – through research/analysis

Objectives: challenge existing narratives/fixed ideas; encourage activism: coordinate pressure to reverse brexit; attract voters/supporters

Audience	Desired Effect	Key Messages	Campaign Activities
Remainers – hard/reluctant	Encourage them to agitate to remain	It's not too late – we can still stay in EU EU is changing, open to reform; we'll be part of it You're unrepresented by existing parties It's not unpatriotic/undemocratic to remain: UK was split; more info has come to light We have a plan to address grievances We'll fix what's broken; let's move forward together We deserve a second chance Changing direction now will not harm us; continuing brexit will cause long term damage Pressure govt to reverse brexit/for another vote; Spread the word	
New voters	Encourage them to vote for Renew Encourage them to advocate Remain	We are the party for youth Our open approach will create opportunities for you Be active Remaining will preserve your rts to live/work in EU	
Non-voters	Motivate them to vote	Find your voice; our future is at stake We're from outside politics, will put country over party/ambition	
Brexiters; low income; regional	Gain trust that Renew will listen and address problems	More info has come to light; there was lack of facts Damage is already happening – economic, business Brexit is already distracting govt from your problems Economic decline, higher prices, less trade affects you We accept EU is flawed but it's what there is- we'll support reform from the inside We propose new way forward /New deal/model Leaving EU makes it harder to address real issues We now know more; we deserve a second chance We are ready to listen to you	Roadshow

		We are looking at wage increases, homes, retraining We will Revolutionise opportunity for u and ur kids	
Luke warm brexiter; non voters; apathetic remainers	Turn luke warm brexiter into definite regretters	Change your mind; change our future Time for a rethink? Others are changing their minds, so can you... We heard your pain; we'll address your problems with national measures (a new deal) There's no good brexit; that's why the gov't's failing You were not given enough info over years More info is coming to light; damage to your life/area EU is not to blame; governments have let you down	Weekly positive EU case study – did you know Brexiter video – regret Roadshow – locations??
Other new parties	Get them to join us	Don't fragment the vote; join us and help us win this	
Anti-Brexit groups/networks	Charm offensive and give them exposure	Support our party; spread the word We'll share your information too/give you exposure Your persistence is essential– we will turn your movement into a political reality Together we can change the story	Meetings, networking Association? Gain endorsements?
Defecting MPs/ party supporters	Encourage them to join Renew	Listen to your conscience – you know this is wrong Your party's let you down Find a home with Renew	Private meetings
Business	Gain sponsorship, endorsement	Reversing brexit will restore certainty We will support business innovation/technology... xx	
Brexit campaigners/politicians	Discourage/undermine their narratives; counteract myths	You misled people; this is too damaging You have no vision for the UK EU is changing – we'll support adaptation – in constructive way You are pulling country apart; undermining our stability and international reputation	

Spoilers/disinformation	Discourage/undermine their narratives; counteract myths	We will not let you destroy UK You've misled people; you're finished	
Donors	Encourage funding by demonstrating credibility, strategy and decisive support	Invest in us – we can do it; We must try, this is the last chance before proper brexit and the real mess starts At best, we will snowball into power; at worst we will pressure parties to change direction (second referendum/softer brexit)	
Candidates	Encourage loyalty to Renew and empower with training/policy & messages	Join us and we will provide structural support/leadership/policy expertise to help you win seats and stop brexit	Newsletters, social events, trainings