Florida Senate Social Concepts
5.9.2018

WOMEN'S HEALTHCARE

STATICS

1
VISUALS: A woman in a boardroom

GRAPHIC COPY: What can you accomplish when you don't have to worry about your healthcare?

SOCIAL COPY: Sen. Bill Nelson votes for women to make their own healthcare decisions.

2
VISUALS: A pregnant woman cradling her belly in a boardroom

GRAPHIC COPY: This carefree mama moment brought to you by Bill Nelson.

SOCIAL COPY: Senator Bill Nelson voted to require insurance companies to cover maternity care so parents don't have to worry about it.

GIFS

1
A giggling baby girl
GRAPHIC COPY: This carefree moment brought to you by Bill Nelson.

SOCIAL: Your senator believes she should grow up and be able to make her own healthcare decisions.

2
A young woman on a college campus
GRAPHIC COPY: This carefree moment brought to you by Bill Nelson.

SOCIAL COPY: Bill Nelson believes in affordable healthcare for women. That's why he voted to protect funding for Planned Parenthood.

CAROUSELS

1
Each card unit is a video GIF of a woman looking up at or turning to face the camera (like this and this). *(We'd like to auto optimize the sequence to see which angle of women's healthcare is most effective)*

CARD 1: I need maternity care.
CARD 2: I need cancer screenings.
CARD 3: I need Planned Parenthood.
CARD 4: I need preventative health care.
CARD 5: I need no-cost birth control.

SOCIAL COPY: Senator Bill Nelson trusts women to know what's best for them. He votes for them to make their own healthcare decisions.

ARTICLES

1
After Republicans failed to repeal the Affordable Care Act and its protections for women's healthcare, Senator Bill Nelson stepped up to help lead a bipartisan effort to fix it. [LINK]

BANNERS

Bill trusts women. [Learn More]

Women's healthcare belongs to women.
That's what Bill Nelson believes. [Learn More]

[Visuals of women] Our healthcare, our decision.
Bill Nelson fights for you. [Learn More]

40 YEARS OF EXPERIENCE

STATICS

1
VISUAL: A multi-generational family

GRAPHIC COPY: Bill Nelson fought for them all

SOCIAL COPY: Bill Nelson served generations of Florida's families. And he's not stopping now.

2
VISUAL: A multi-generational family surrounding a pregnant woman

GRAPHIC COPY: Time to serve the next generation

SOCIAL COPY: For 40 years, Bill Nelson has worked tirelessly to build a strong future for Floridians.

GIFS

1
VISUAL: A vintage postcard of Florida. The landscape changes from a scene in the 1970s to a modern one

GRAPHIC COPY: Bill Nelson: serving Florida for 40 years...and counting

SOCIAL COPY: Florida's changed over the past few decades. Bill Nelson's commitment to it has not.

2
VISUAL: A family photo with multiple generations in it. Each person or "generation" (grandparents, parents, etc) fades in one after another

GRAPHIC COPY: (Can be regular text or maybe it'd be fun to have the copy be part of the photo frame/something like this) Bill Nelson: An experienced voice for Florida families.

SOCIAL COPY: As your family's grown over the years, so has Bill Nelson's commitment to serve.

CAROUSELS

1

Each unit is a hokey Welcome to Florida-type vintage postcard. Kind of like this. Each carousel card is the same postcard but in the style of a particular decade. Each card could also be a different postcard, if it's to easier to emulate different decade styles that way.

CARD 1 [1970s style]: Bill has fought for Florida for 40 years
CARD 2 [1980s style]: He fought for your grandparents
CARD 3 [1990s style]: He fought for your parents
CARD 4 [2000s style]: He fought for you
CARD 5 [2010s style]: He's going to keep fighting

SOCIAL COPY: Bill Nelson has been looking out for Florida for decades. His fight isn't over.

ARTICLES

After 40 years of representing Florida, Bill Nelson is as committed as ever to fighting for the Sunshine State. [LINK]

Amidst uncertain times like these, Sen. Bill Nelson draws on his decades of experience to fight for hard-working Floridians. [LINK]

BANNERS

40 years of Florida.
Leadership.
Bill Nelson. [Learn more]

Bill Nelson: serving Florida for 40 years and counting. [Learn More]

[if we need banners for like a takeover thing where they all compliment each other (sorry, i forgot what they're actually called]
Main banner: Bill Nelson: serving Florida for 40 years...and counting
Side banners: He served your grandparents.
He served your parents.
He served you.
He served your kids.

SOCIAL SECURITY

GIFS

1
VISUAL: [Gif of Bill Nelson defending social security from grabby hands, kind of like this.]
GRAPHIC COPY: N/A
SOCIAL COPY: When it comes to defending Social Security, nobody beats Senator Bill Nelson.

2
VISUAL: [Images of people 50+ doing leisure activities (golfing, dancing, relaxing on the beach, etc.) Last frame is graphic copy only.
GRAPHIC COPY: A carefree second act, brought to you by Bill Nelson.
SOCIAL COPY: Senator Bill Nelson fights to protect Social Security, so seniors don't have to.

STATICS

1
VISUALS: 50ish couple, working on finances at a table.
GRAPHIC COPY: Our social security is on the line.
SOCIAL COPY: Senator Bill Nelson supports middle-class Floridians. That's why he works to protect Social Security and Medicare.

2
VISUAL: An older couple, 50+, relaxing on a dock or the beach.
GRAPHIC COPY: Bill Nelson is on their side.
SOCIAL COPY: Floridians deserve to enjoy their second act without worrying about their Social Security.

CANVAS

Designer note: this is a linked canvas. Defer to you on visuals.

SOCIAL COPY: More than 4 million Floridians rely on Medicare. That's why protecting it is Senator Bill Nelson's priority.

INTRO CARD [static]: How important is Medicare to you?

CANVAS 1: Is Medicare important to you?
Buttons: Yes, No

IF NO, CANVAS 2: Well, it is to more than 4 million Floridians. That's why Bill Nelson has always voted to protect it.

Button: Learn More [links to landing page]

IF YES, CANVAS 3: Bill Nelson's in your corner. He's always voted to protect it.

Button: Learn More [links to landing page]

[source]

ARTICLES

Bill Nelson advocates for every generation of Florida families. [LINK]

BANNERS

Bill cares about Medicare. [Button: Learn More]

Who's looking out for you?
Bill Nelson is. [Button: Learn More]

Bill Nelson defends Social Security. [Button: Learn More]
(*Designer note: visuals based on the first GIF)*

GUN VIOLENCE PREVENTION

GIFS

1
VISUAL:

FRAME 1: Image: N/A Text: "Bill Nelson supports common sense gun laws…"
FRAME 2: Image: Assault weapon with a red X through it. Text: "Assault weapons ban""
FRAME 3: Image: A photo ID Text: Universal background checks
FRAME 4: Image: Elementary aged kids. Text:"...to keep kids and families safe."

SOCIAL COPY: Like a majority of Floridians, Bill Nelson supports common sense measures to prevent gun violence.

2

VISUAL: FRAME 1: Image: N/A Text: Bill Nelson supports a ban on assault weapons.

FRAME 2: Image: Musket morphing into an assault rifle.

FRAME 3: Image: N/A Text: Because as weapons change, our laws should too.

SOCIAL COPY: Bill Nelson joins the majority of Floridians who support a ban on assault weapons.

STATICS

1
VISUAL: Happy elementary-aged kids with backpacks walking to school.
GRAPHIC COPY: Bill Nelson won't let them down.
SOCIAL COPY: Bill Nelson supports common sense gun laws to keep kids and families safe.

2
VISUAL: Bill Nelson in action (chatting with other pols or on the senate floor)
GRAPHIC COPY: Enough talk: Bill Nelson walks the walk.
SOCIAL COPY: Bill Nelson launched a bipartisan effort to prevent gun violence at schools.

ARTICLES

1
Florida's new gun violence prevention laws are working. Senator Bill Nelson is working hard to bring common sense reforms to the rest of the country. [LINK]

2
When it comes to keeping our kids and schools safe, Bill Nelson isn't afraid to reach across the aisle and get things done. [LINK]

BANNERS

Bill Nelson supports common sense gun laws. [LEARN MORE]

Bill Nelson wants safe schools for our kids. [LEARN MORE]

Safe kids, safe schools, safe Florida.
That’s what Bill supports. [LEARN MORE]