MOORE

for AMERICA

ABOUT WES MOORE



WES MOORE

HIS STORY



Wes Moore has spent his life leading. Currently, he serves as the 63rd Governor and first Black Governor of Maryland, but his background lies outside of politics. In Afghanistan, Wes served our country as a lieutenant of the 82nd Airborne Division. Upon arriving home, he advised on issues of national security and international relations as a White House Fellow. He launched a successful business, BridgeEdu, dedicated to helping underserved students succeed in college. As a money manager for CitiGroup on Wall Street and Deutsche Bank in London, Wes gained experience with fiscal responsibility. As CEO of the nonprofit Robin Hood Foundation, he fought poverty, distributing hundreds of millions of dollars to American families in need.

As the first Black Rhode's Scholar from Johns Hopkins University, where he received his Bachelor's Degree, Wes knows the value of education. His background has taught him the importance of service, security, and community. Wes knows hardship, losing his father to a treatable illness at a young age. He is a proud husband and father to his wife Dawn and his children Mia and James. He cares deeply about his own family, and yours.

Wes has led soldiers into battle, led students to success in college, and led families out of poverty. He is ready to lead this country next.

America needs Moore.

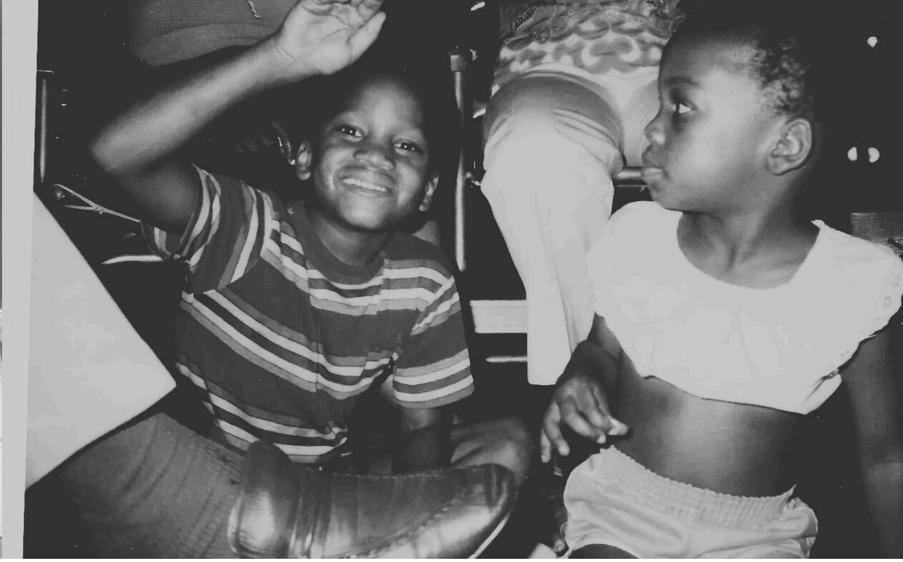
MOORE *for* AMERICA





WES MOORE

HIS STORY



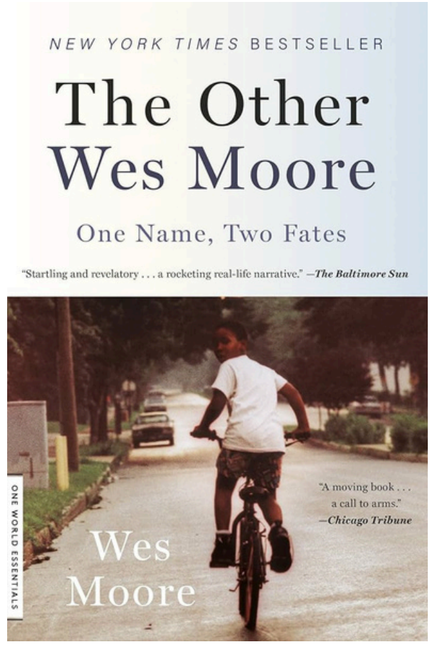
His Upbringing:

- Born in Tacoma Park, MD
- Grew up in The Bronx following his father's death at age 3
- Raised by a single, immigrant mother
- Struggled with school and minor delinquency before being sent to military school at 13

Education

- Associate's degree from Valley Forge Military Academy and College
- Bachelor's degree in international relations and economics from John's Hopkins University where he graduated Phi Beta Kappa, the oldest and most prestigious honor's society in the United States.
- As Rhode's Scholar he recieved his master's in international relations from Wolfson College at Oxford in the UK.

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NYT bestselling author of *"The Other Wes Moore"*, a story about two young men from Baltimore, one who became governor, the other serving life in prison for murder.



Core Messaging

Supporting the “Everyday American”: The Middle Class

- The majority of Americans should not be struggling to make ends meet.
- Focus on affordability
- Other candidates are for corporations and billionaires, Wes Moore is for YOU.

Leading with courage

- Wes is not afraid to fight
- As a veteran, he fought for this country; as a CEO, he fought poverty; he will fight for you.
- “Confront crisis with courage.”

New and Unique Candidate

- America needs something different, something new
- Only political experience is as Governor, but his success in other fields makes him qualified to lead the country

Why Wes in 2028?

Policy Accomplishments & Leadership Record: He knows how to make things happen. He is a planner and an action-taker (look at success at MD Gov.) He is ready to face problems head-on and deliver results.

Compelling personal biography: Wes's background and personal story, not coming from a world of politics, makes him adaptable and gives him a unique perspective different from other candidates. His success story is the kind of "American Dream" narrative that compels voters across party lines.



Political & Demographic Appeal:

- MD's 1st Black Governor
- "Next Generation" Leadership Profile
- Blend of academic, military, philanthropic, and political experience
- Recent high-profile cases outside of MD (emerging national profile)

Public Persona: Wes is personable and ambitious, yet full of humility. He is younger and passionate, a change of pace compared to current politics.

America wants a new face,
America needs change.

POLICY POSITIONS

Major Policy Positions

1. Affordability

When life gets affordable, opportunity becomes possible

a. One of Moore's top priorities is making America a more affordable place to live, work, and raise a family. He views childcare and housing as the two biggest barriers standing between Americans and opportunity, and he is committed to tackling the affordability crisis head-on.

b. *"If we want to build new bridges to wealth, bring down costs, and supercharge growth, we need to prioritize housing that's affordable and located near jobs and transportation."*

2. Economy & Competitiveness

A competitive economy where every American can win

a. Wes Moore is committed to building an equitable, robust, and globally competitive economy centered on expanding opportunities to work, earn, and build wealth.

Proposals:

a. Small Business First Strategy

b. Equitable Growth Tax Reform

Major Policy Positions

3. Health Care

A nation where every American can afford to live well.

a. *"Leave no one behind"*

b. Health care is a human right, period and full stop. Moore is ready to put forward a comprehensive plan to make America's health care system more equitable, accessible, and affordable.

Policies:

a. Universal Affordable Coverage

b. Health Equity Agenda

c. Protected Personal Health Freedoms

4. Foreign Policy & National Security

Security through strength, prosperity through partnership

a. As a combat veteran, Wes Moore knows firsthand the weight of decisions involving America's troops. He treats foreign policy with the utmost seriousness, offering the judgment and proven leadership the American people can rely on to keep the country secure.

Focus:

a. Purpose-Driven Alliances

b. Economic Diplomacy

STRENGTHS AND WEAKNESSES

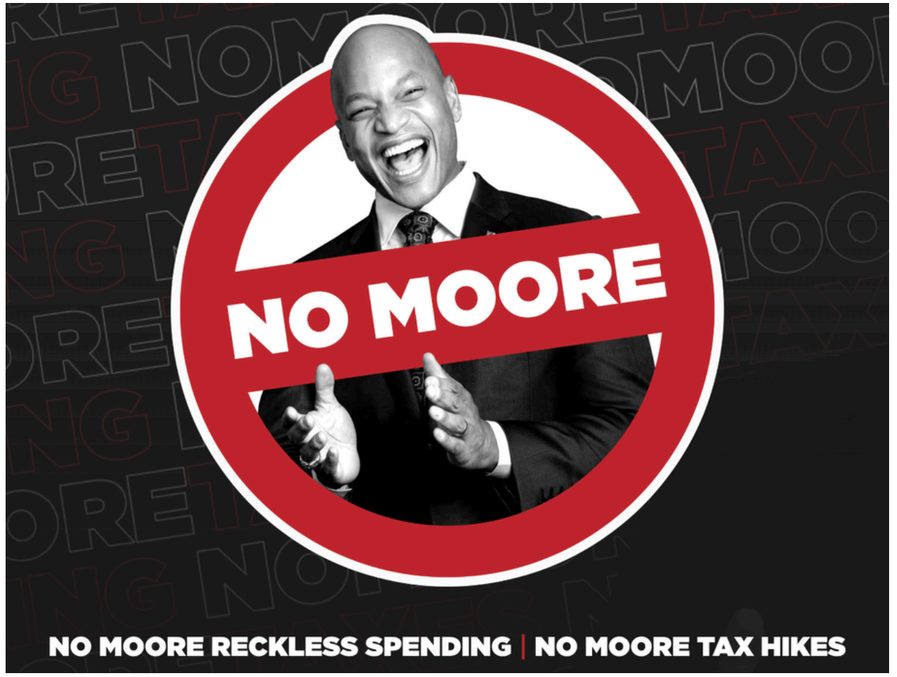
Strengths

- Fiscal responsibility
- Experience in International Relations
- Trusted and recommended
- “For the People”
- Great communicator

Weaknesses

- Criticized for tax increases
- Criticized for government spending
- Lack of political experience
- Little known name





Moore on Strength

- Highlight fiscal responsibility through emphasis on financial experience and executive policy experience

- Maximize speaking opportunities, in-person events, virtual townhalls, and rallies so voters can experience Moore's charisma and powerful speaking

- Use speaking opportunities to talk about international relations concerns (Russia, China) based on immense IR education and previous experience advising the White House

- Continue to seek out high-profile endorsements and connections, like Oprah Winfrey, to increase name recognition







No Moore Weakness

"The guy's been a success at everything he's done."

- John Willis, former Secretary of State.





- Emphasize concrete wins and accomplishments at state levels
- Highlight non-political experience and transferable skills
- Reframe tax-deduction issues by blaming on Trump
- Boost name recognition through campaigning

BRANDING

A new vision in familiar colors

Branding Strategy

The Wes Moore Brand: A brand for all.

- Traditional American colors, but with a twist.
  - It’s America, but more modern and more reflective of our country today.
  - Using the classic American branding, red, gold, and blue, displays Moore’s identity as a candidate for all Americans, not just those who identify with a specific political party.
    - The gold symbolizes his status as a fresh, new candidate who has shown his winning strategy and success in several fields.
- Overall, we want the brand to feel welcoming, enticing, and familiar.
  - Embracing a color palette and merch that is evocative of the entire American populace.
  - **Familiarity, but slightly reimagined, is our overall brand goal.**

MOORE for AMERICA

“LEAD THE LINE NAVY”

“GOING FOR GOLD”

“NEW DIRECTION RED”

Campaign Color Palette

MOORE for AMERICA

Primary Campaign Logo

MOORE
for AMERICA

Secondary Campaign Logos

MOORE *for* PRESIDENT

MOORE *for* AMERICA

MO*O*RE

Main Campaign Tagline



Secondary Taglines

"YOU DESERVE MOORE"

"WE WANT MOORE"

"VOTE FOR MOORE"

"GIVE US MOORE"

"IT'S TIME TO DEMAND MOORE"

MOORE
for AMERICA

Campaign Merch

Clothes









Campaign Merch

Accessories









Campaign Merch



Yard Signs





SOCIAL MEDIA

Reaching the un-reachable; meeting every voter where they scroll

Social Media Strategy

Primary Goal: To reach outside of the traditional audience base through social media posts and engagement

- High engagement alone does not win elections, you have to reach the seemingly un-reachable
- We think that the best way to do that is to make content that actually engages, not run-of-the-mill political mush that a majority of everyday users will scroll past
- We plan to use social media to the full potential - it's here, might as well use it
  - Leverage algorithms, instead of fearing them, to appeal to distinct audiences

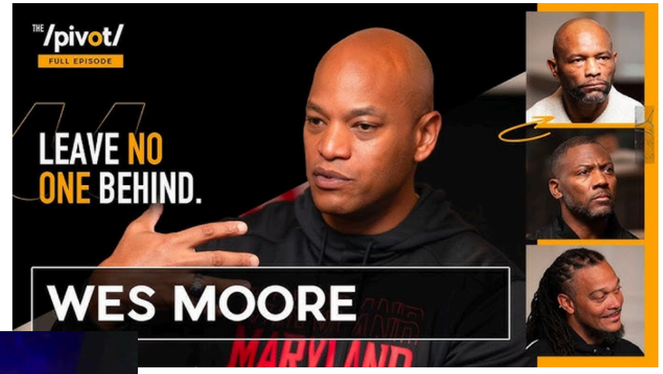
Multi-Platform Approach

- We plan to use each platform in a unique way to appeal to separate audiences
  - TikTok: The Gen Z Vote
    - Content for all, but also paying attention to algorithmic culture and creating content that will statistically appeal to each gender
  - Instagram: The Millennial Vote (Women)
  - X: The Millennial Vote (Men)
  - Twitch: Video game streaming content & collab/ stream his own (A man of the Gen Z boys)

MOORE for AMERICA

Partnerships That Make Sense

- **Recent Partnerships we aim to liken:**
  - Lunch with Cordae at a local mom & pop
    - Importance of teaching youth fiscal responsibility
    - Empowering the youth
  - “THE /pivot/ podcast”
    - Moore appeared in a University of Maryland sweatshirt, talked sports, talked romantic relationships, laughed & made people laugh
    - He appeared so human. THAT is our goal
    - Build partnerships that make our candidate seem human
- **Potential Partnerships**
  - Brandon Marshall / “I Am Athlete” podcast
  - Ryan Holiday / “The Daily Stoic” podcast
  - Alex Cooper / “Call Her Daddy” podcast
  - Playing video games on Twitch with people like Kai Cenat
  - Mr. Beast
  - Athletic partners (e.g. College Game Day)





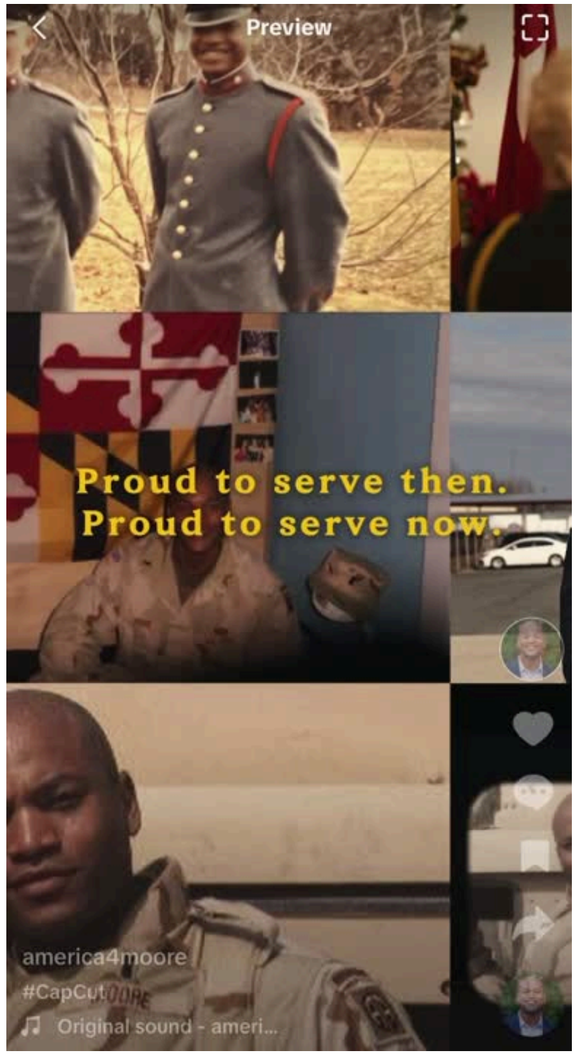


We firmly believe that Wes Moore is an incredibly personable man and a great communicator. If he is put on as many screens as possible and seen by diverse audiences, people *will* vote for him.

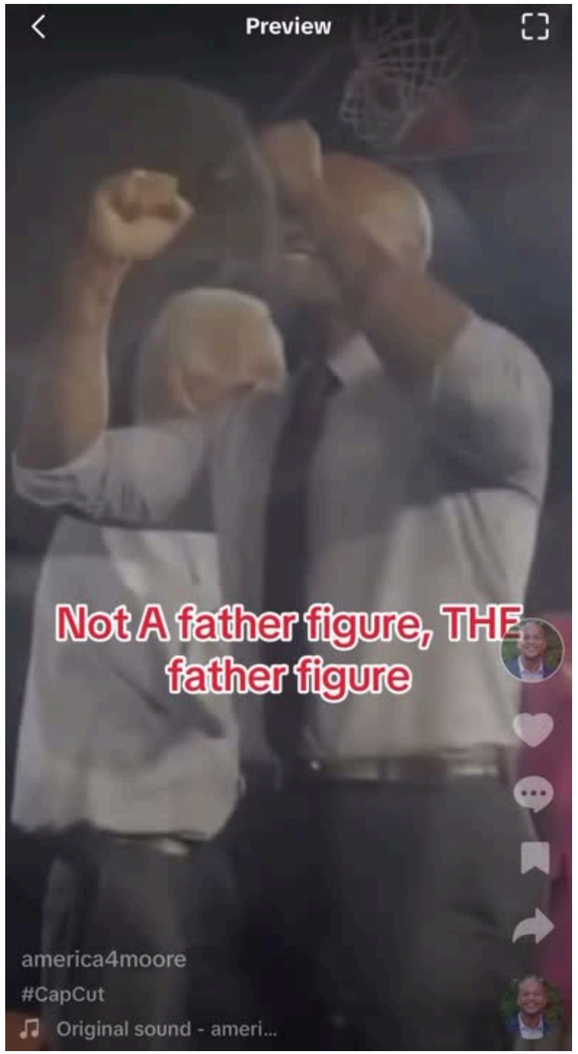
TikTok Mockups



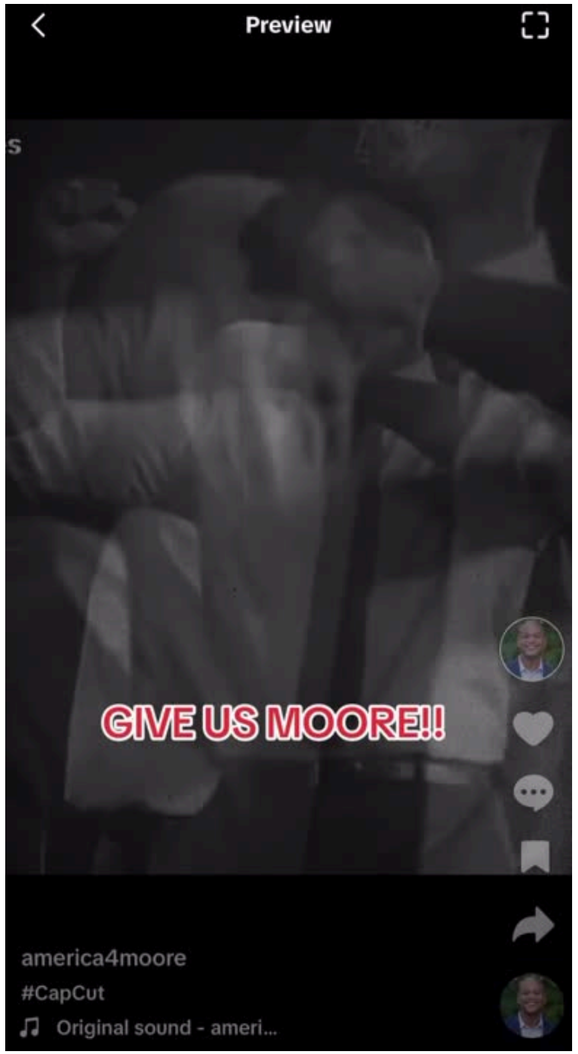
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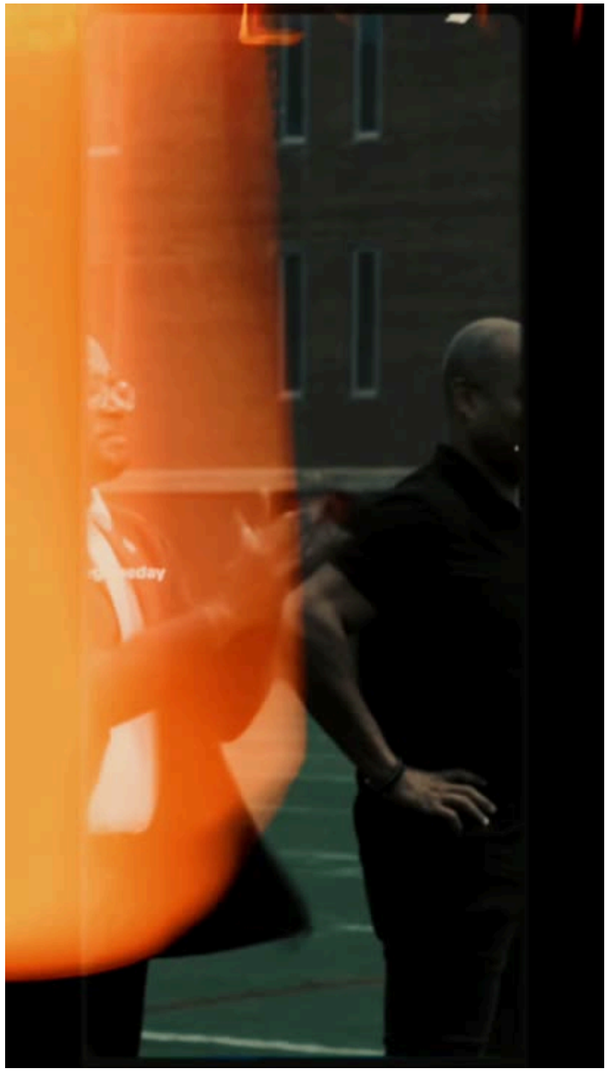
TikTok Mockups



TikTok Mockups



TikTok Mockups



Instagram Mockups

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Maryland, USA



3,568 likes

MooreforAmerica Meet for your future president!

View all 1,234 comments

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Maryland, USA



3,568 likes

MooreforAmerica my life... in stick figures!

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Instagram Mockups

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Maryland, USA



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INTRODUCTORY DIGITAL AD

Storyboard

*Think Roy Cooper announcement video



Sit-down, personal conversation to get to know Moore



Clips of him interacting with the community



Speaking about his background & why he is a unique candidate



Clips of him on the ground in the community → not afraid to take action



"I know what it means to fight. I will fight for you and your family"



MOORE for AMERICA

VOTE

for MOORE