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NextGen Wisconsin Launches \$270,000 Ad Campaign to Motivate Young Voters in Final Push Before November 6th

New ads utilize research-based messaging to educate and empower over 500,000 young Wisconsinites

Milwaukee, WI — Today, NextGen Wisconsin launched a new \$272,446 digital ad campaign to encourage young Wisconsinites to cast their ballots in the upcoming midterm elections. The ads, "[Show Up](#)" and "[Last Chance](#)", draw on NextGen's groundbreaking [message research](#) to motivate young people to make their voices heard by electing progressive candidates in November. The ads will run from October 15th until Election Day and will target more than 500,000 young Wisconsinites across the state.

"Young people make up the largest, most progressive, and most diverse generation this country has ever seen, and this year, we're standing up to demand action from our leaders," said **NextGen Wisconsin State Youth Director George Olufosoye**. "Scott Walker has stood in our way for eight years and put our futures at risk, but if young people turn out to vote in this election, we have the numbers to build a state that will provide prosperity, equality, and justice for each and every one of us."

NextGen America is one of the top digital ad spenders in the 2018 cycle. "[Show Up](#)" and "[Last Chance](#)" will go live on October 15th, and will run until Election Day on platforms including Instagram, Twitter, Facebook, Tumblr, Reddit, Hulu, Vevo, Spotify, Pandora, Google search, and the gaming platform Twitch. "Last Chance" highlights the ability of young voters to ensure the protection of the Affordable Care Act by voting for Democrats

like Randy Bryce, and "Show Up" includes a segment of Barack Obama speaking to the power of young voters to create a political system that reflects their values if they show up and vote.

The ads were created with original research conducted by NextGen America, which found that explaining to young people that politicians won't listen to their needs if they don't vote and that as the largest eligible voting bloc, they have the power to bring about change are the most effective motivational messages. Because encouraging young voters to make a plan for voting on Election Day has proven to be a useful motivational tool, both ads end by urging young voters to find their polling place.

This digital ad campaign follows NextGen's voter guide digital ads launched on September 25th. The video voter guides were designed to educate young voters on key races for the Governorship and Congress in Wisconsin and compare the platforms of [Tony Evers with Scott Walker](#) and [Randy Bryce with Bryan Steil](#) on issues like health care, education, and reproductive rights.

With an initial \$2.5 million investment, NextGen Wisconsin is working to organize and engage young voters across the state to defeat Governor Scott Walker, re-elect Senator Tammy Baldwin, and flip the First and Sixth Congressional Districts. With over 65 staff and fellows on the ground, NextGen is working to mobilize young Wisconsinites and ensure that young voters turn out at record levels this year. NextGen Wisconsin has pledged over 45,000 young Wisconsinites to vote this cycle.

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