

What mobilises voters: Brand or Policies?

L O N D O N

Agenda.

1.Selling ice cream.

2.Conservatives 2005.

3.Online.

1.Selling ice cream.

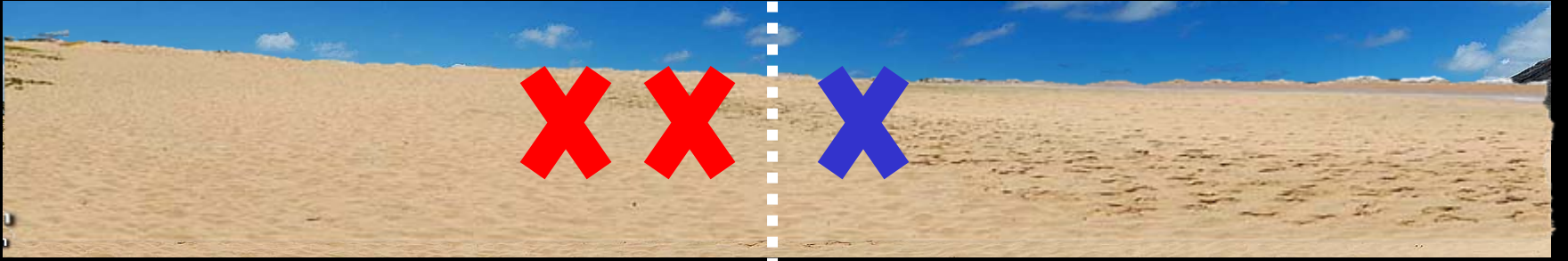




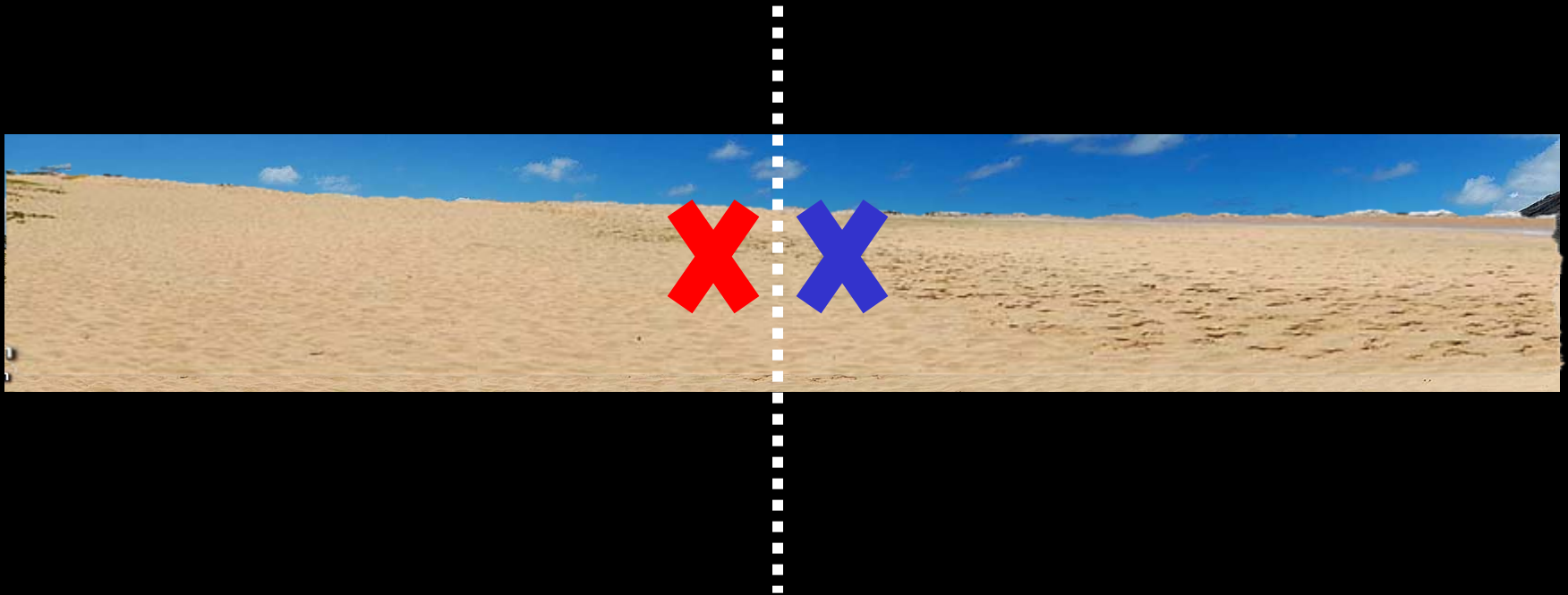




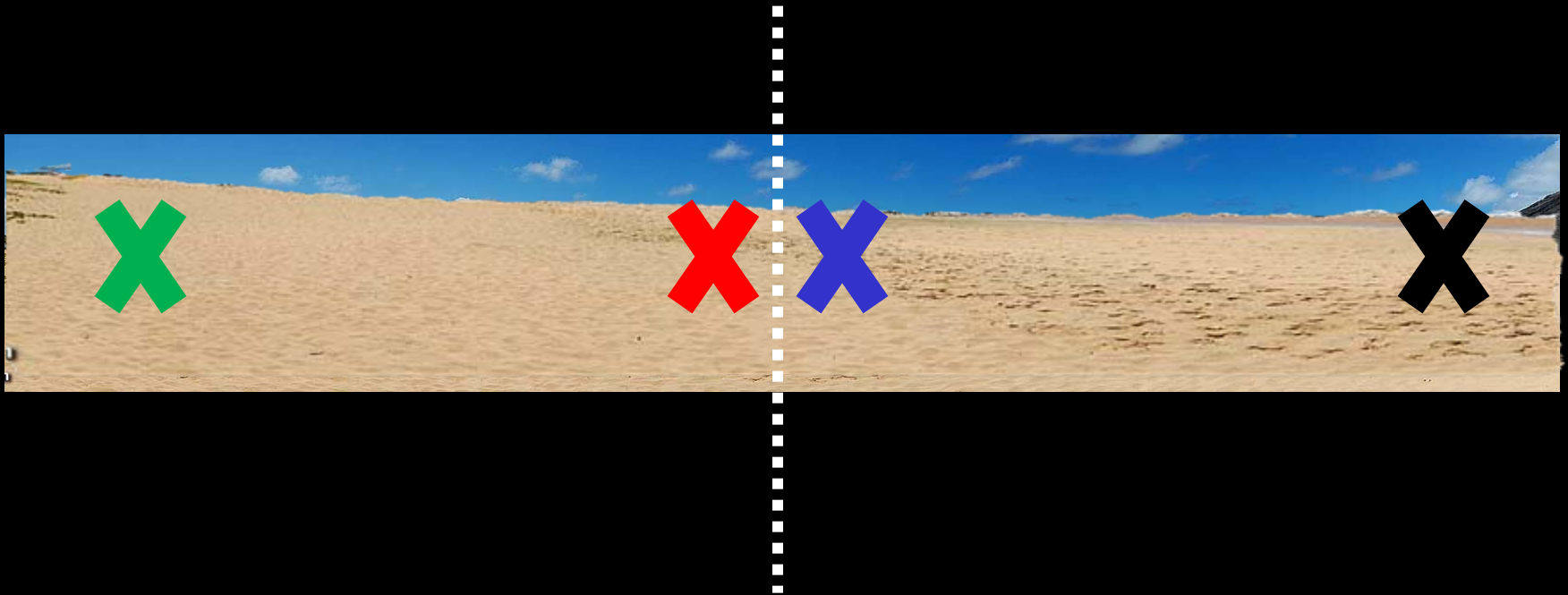




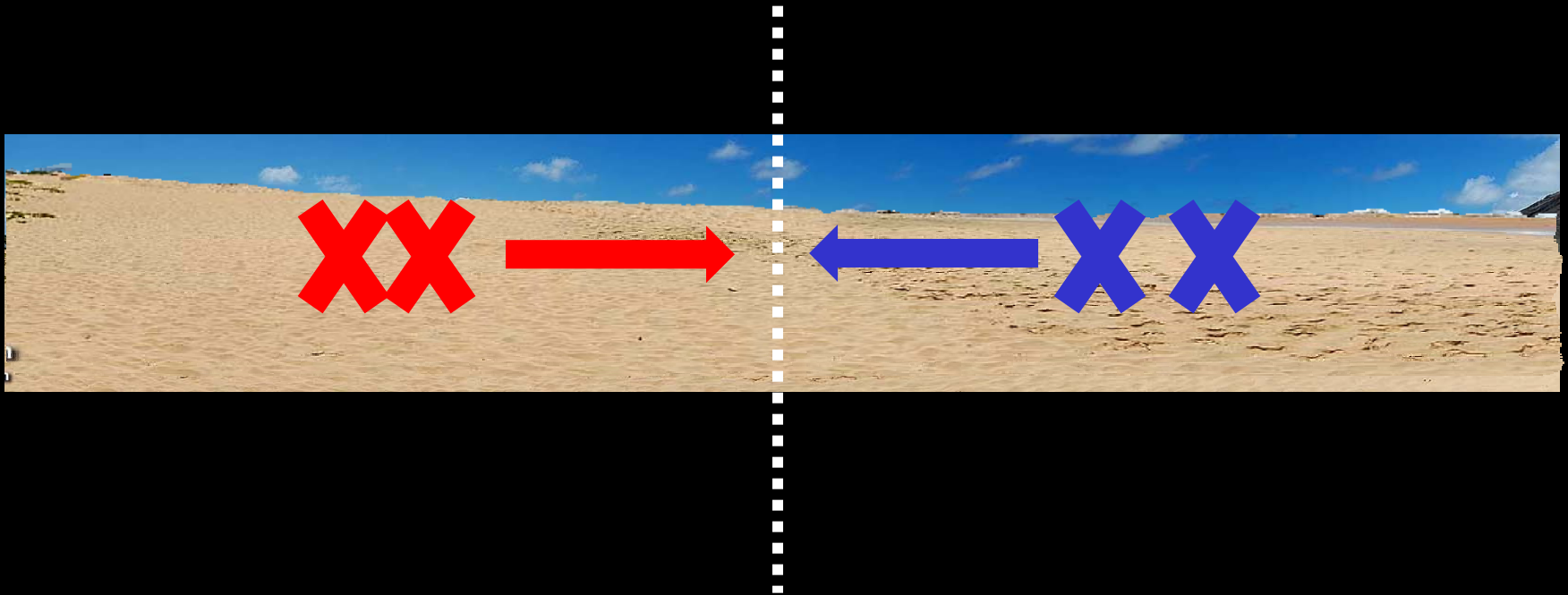
First Past the Post.



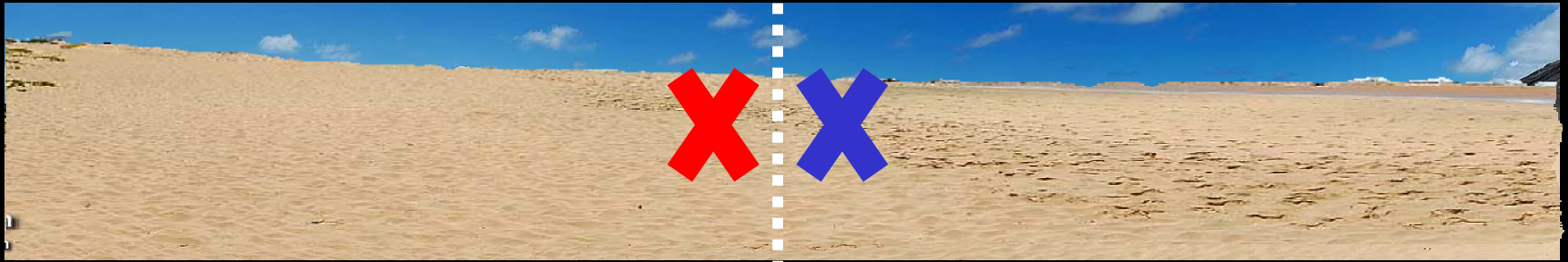
Proportional Representation.



US Presidential Election.



US Presidential Election.



The Italian System?



And the Germans?



2. Conservatives 2005.

Background.

Heavy defeats in 1997 and 2001.

A fourth new leader, Michael Howard.

Belief that right policies would shift
voting behaviour.

The Marketing Strategy.

Extensive use of focus groups to refine policies.

Focus all efforts on 25% of seats to win 1m votes.

Direct marketing campaign to 3m people.

The 'Secret Weapon'.

“Voter Vault”

Straight-Line Thinking.



Conservative Straight-line Thinking.



I mean, how hard is it to
keep a hospital clean?

ARE YOU THINKING WHAT WE'RE THINKING?

CONSERVATIVE

ACCIE *f*M

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**ARE YOU THINKING
WHAT WE'RE THINKING?**

Advertising

Literature

Direct Marketing

Events

Online

Design

Identity

Guerrilla Marketing

Voter Journey.

Emotional
engagement

**ARE YOU THINKING
WHAT WE'RE THINKING?**

*“That’s a Party
that understands
my concerns”*

Rational
justification

More Police

Cleaner Hospitals

Less Tax

School Discipline

Controlled
Immigration

*“With the
right policies
for me”*

Get out
the vote.

Imagine 5 more years of Blair

*“I’ll vote for
them now”*

Emotional Engagement.

It's not racist
to impose limits
on immigration.

ARE YOU THINKING WHAT WE'RE THINKING?

CONSERVATIVE

JCDecaux



weight
r of "About a Boy"

dennis quaid
scarlett johansson
topher grace

pany



EVERYWHERE FEB 18

The law
should
protect
me, not
burglars!

ARE YOU THINKING WHAT WE'RE THINKING?
CONSERVATIVE

CLASS A1/A2 USE
CLASS A1/A3
AVAILABLE
AUTUMN 2005

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218
SHILLY
020 7228 4405

CR
HAIR STYLES
228 9223



PUT MORE POLICE ON THE STREETS
AND THEY'LL CATCH MORE CRIMINALS.
IT'S NOT ROCKET SCIENCE, IS IT?

ARE YOU THINKING WHAT WE'RE THINKING?

CONSERVATIVE

Put Matron in charge
and we'd soon get
cleaner hospitals.

ARE YOU THINKING WHAT WE'RE THINKING?

CONSERVATIVE



ARE YOU THINKING WHAT WE'RE THINKING?

VOTE CONSERVATIVE

CONSERVATIVE



Rational Justification.



I mean, how hard
is it to keep a
hospital clean?

ARE YOU THINK

5,000 deaths
every year from dirty hospitals.

Cleaner Hospitals

Going into hospital can be traumatic at the best of times, but many people feel even more uneasy these days because of the threat from MRSA and other infections.

We will act to change that from our first day in Government.

We believe there should be clear standards of cleanliness that local hospitals have to meet. We will bring back Matron to take charge and deliver infection-free wards. And we will make hospitals accountable to patients by publishing information on the rate of infections by clinical department.

The Liberal Democrats have no clear plan to clean up hospitals and would hand control of the NHS to regional politicians and bureaucrats.

Mr Blair promised to "save the NHS" but despite all his talk, the number of people who have picked up MRSA in dirty hospitals has more than doubled since 1997.

It's time for action.

Timetable for Action

- Within the first day of a Conservative Government**
 - ✓ We will abolish the Whitehall targets that prevent hospitals from closing beds or wards for cleaning. Matron will be in charge of keeping our hospitals clean.
- Within the first week**
 - ✓ We will make it possible for people to have access to information about hospital performance, including infection rates. Patients will be able to tell how likely they are to contract infections in a hospital department. Hospitals will also have to publish their action plans on how they fight infections.
- Within the first month**
 - ✓ We will set out our programme of legislation to give patients the right to be treated in any hospital that provides NHS standards of care at NHS costs. This will give patients the cleaner hospitals and shorter waiting lists they want and give hospitals an incentive to clean up their act.
 - ✓ We will set out plans to support infection control teams and recruit more front-line staff to back up hospitals' efforts to fight infection. Rapid action is needed to stop infections spreading.
- Within the first year**
 - ✓ We will set out how we can boost training in infection control and give Local Inspection Teams the power to 'search and destroy' the superbug.
 - ✓ We will increase funding for the NHS. An extra £34 billion will be made available to ensure our timetable for action succeeds and to help out waiting lists with an ambition to eliminate them altogether.



We will put Matrons in charge to ensure our hospitals are clean.

FOR CLEANER HOSPITALS, VOTE CONSERVATIVE
www.conservatives.com/hospitals

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More Police

Mr Blair promised to be "tough on crime, tough on the causes of crime" but he's all talk. Under Labour, crime is out of control and sentences are too lenient. More than a million violent crimes are committed every year, only one in five crimes is cleared up by the police and police officers spend almost half of their time at their desks, instead of being on the streets fighting crime. Since Labour introduced their early release from prison scheme, more than 21,000 violent criminals have been let out early.

The Liberal Democrats, meanwhile, are committed to abolishing mandatory life sentences for both murder and serious sexual crimes.

The Conservatives believe our society needs more respect, discipline and decent values. We will cut political correctness and police paperwork, and put more police on the beat.

Timetable for Action

Within the first day of a Conservative Government

- ✓ We will announce plans to prevent police from having to fill in a form every time they stop someone. This will cut back on the paperwork that stops the police catching criminals.

Within the first week

- ✓ We will announce the ending of Labour's early release from prison scheme and the introduction of honesty in sentencing. Judges will set tough, minimum sentences that will have to be served in full – so that for example five years means at least five years.

Within the first month

- ✓ We will start our new prison building programme.
- ✓ We will start the recruitment of an extra 5,000 police officers each year. This will help restore discipline and respect in society.

Within the first year

- ✓ We will set out plans on how to pay special constables to reward them for the valuable role they perform, and boost their numbers to 20,000 over five years.
- ✓ We will legislate to make local police accountable to local people for how money is spent and for the priorities they set.



1,109,017
violent crimes last year.

Controlled Immigration

Mr Blair promised "firm control over immigration" but he's all talk. Under Labour, Britain has become a soft touch on asylum and immigration. Immigration has more than doubled. The system simply isn't working.

And the Liberal Democrats would duck the issue altogether by giving complete control over our asylum and immigration system to the EU.

The Conservatives believe we need a firm and fair immigration system that helps genuine refugees and gives priority to those who want to come to Britain to work hard and make a positive contribution, like they do in Australia.

A Conservative Government will get the system under control.

Timetable for Action

Within the first week of a Conservative Government

- ✓ We will announce a 'no switching' visa rule, so that holiday and student visas cannot be switched to long-stay visas once people have arrived in Britain. This will stop the visa system being abused to increase immigration.

Within the first month

- ✓ We will introduce legislation to give priority to people who want to come here and make a positive contribution like they do in Australia.
- ✓ We will set in train 24-hour surveillance at all ports of entry. This will help regain control of Britain's borders.

Within the first year

- ✓ We will crack down on illegal immigration by re-introducing embarkation controls and taking tough action against companies who employ people illegally.
- ✓ We will introduce strict controls on work permits. We will establish a points-based system on the Australian model. We will end the assumption that a work permit automatically leads to long-term settlement.
- ✓ We will withdraw from the outdated international conventions that currently govern who can settle in Britain and ensure such decisions are made by the British Parliament here at home.



272,440
failed asylum seekers still in UK.

School Discipline

A good school can give a child a golden future. But even the brightest child can't learn in a school where there's no discipline.

Under Mr Blair discipline is getting worse because teachers' hands are tied by rules and regulations that stop them keeping order.

Now he wants to make good schools take in disruptive pupils who've been expelled from other schools. He simply doesn't recognise that when teachers can't enforce school discipline, they can't teach pupils properly.

The Liberal Democrats have no policies to improve school discipline, and are soft on unruly pupils. They claim that "increasing exclusions" for disruptive pupils is "a recipe for disaster" (Lb Daily Press Release, 29 November, 2004).

Parents who do the right thing and bring up their children to respect others shouldn't have to settle for their child's education being disrupted by an unruly few. They should be rewarded with schools in which children can fulfil their potential.

It's now more than 8 years since Mr Blair promised his three priorities would be 'education, education, education!' but he's been all talk. Imagine five more years of it.

It's time for action.

Timetable for Action

Within the first day of a Conservative Government

- ✓ We will set out plans to give head teachers complete control over expulsions from their schools by beginning to abolish Mr Blair's separate panels, which can overrule head teachers and governors and force schools to re-admit disruptive pupils.

Within the first week

- ✓ We will begin to abolish restrictions which stop good schools expanding and new ones opening. This will allow parents to have more choice over where their children go. Parents shouldn't have to buy a house in the right area to guarantee a golden future for their children.

Within the first month

- ✓ We will establish a School Expansion Fund to fund 600,000 additional school places to give more parents the opportunity to send their children to schools with good discipline.

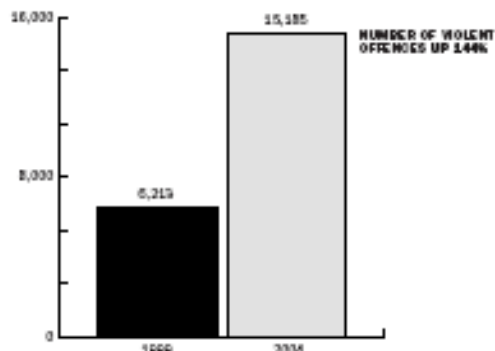


1 million children
played truant last year.

Source: DfES, Pupils Missing from School in England 2002/03

Violent crime.

How much has it gone up in Cambridgeshire under Mr Blair?



I believe the punishment should fit the crime. Mr Blair and the Liberal Democrats don't. Under Labour's early release scheme 21,221 violent criminals have been let out early, with hundreds now back in jail for re-offending. And the Liberal Democrats would abolish the mandatory life sentence for murder and serious sexual crimes.

A Conservative Government will introduce tough, minimum sentences so that for example, five years means at least five years. And we will recruit another 422 officers to the Cambridgeshire Police Force to fight crime on your streets.

You'll find full details in our Action Plan on Crime. For your copy call us on 0845 404 9073 or visit www.conservatives.com/morepolice

At the coming election you will face a clear choice: rising crime under Mr Blair who talks tough but acts soft, or a Conservative Government that will put more police on the beat and introduce tougher sentences.

Nigel Howard

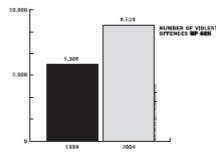
nidawhoward@conservatives.com

ARE YOU THINKING WHAT WE'RE THINKING?

CONSERVATIVE

Violent crime.

How much has it gone up in Coventry under Mr Blair?



Find out the punishment should fit the crime. Mr Blair and the Liberal Democrats don't. Under Labour's weak release scheme 21,231 violent offenders have been let out early, with hundreds now back in jail for re-offending. And the Liberal Democrats would abolish the mandatory life sentence for murder and serious sexual offences. A Conservative Government will introduce tough, minimum sentences so that for example, five years means at least five years, and we will recruit another 2,000 officers to the Metropolitan Police Force to fight crime on your streets.

You'll find full details in our Action Plan on Crime. For your copy call us on 0845 404 9248 or visit www.conservatives.com/conservative

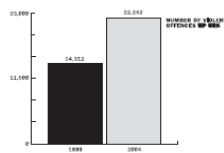
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Nigel Howard
n.howard@conservative.com

ARE YOU THINKING WHAT WE'RE THINKING? CONSERVATIVE

Violent crime.

How much has it gone up in Nottinghamshire under Mr Blair?



Find out the punishment should fit the crime. Mr Blair and the Liberal Democrats don't. Under Labour's weak release scheme 21,231 violent offenders have been let out early, with hundreds now back in jail for re-offending. And the Liberal Democrats would abolish the mandatory life sentence for murder and serious sexual offences. A Conservative Government will introduce tough, minimum sentences so that for example, five years means at least five years, and we will recruit another 2,000 officers to the Nottinghamshire Police Force to fight crime on your streets.

You'll find full details in our Action Plan on Crime. For your copy call us on 0845 404 9077 or visit www.conservatives.com/conservative

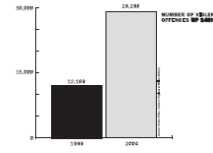
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Nigel Howard
n.howard@conservative.com

ARE YOU THINKING WHAT WE'RE THINKING? CONSERVATIVE

Violent crime.

How much has it gone up in Lancashire under Mr Blair?



Find out the punishment should fit the crime. Mr Blair and the Liberal Democrats don't. Under Labour's weak release scheme 21,231 violent offenders have been let out early, with hundreds now back in jail for re-offending. And the Liberal Democrats would abolish the mandatory life sentence for murder and serious sexual offences. A Conservative Government will introduce tough, minimum sentences so that for example, five years means at least five years, and we will recruit another 2,000 officers to the Lancashire Police Force to fight crime on your streets.

You'll find full details in our Action Plan on Crime. For your copy call us on 0845 404 9274 or visit www.conservatives.com/conservative

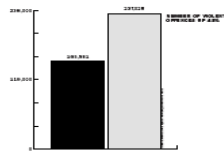
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Nigel Howard
n.howard@conservative.com

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Violent crime.

How much has it gone up in London under Mr Blair?



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You'll find full details in our Action Plan on Crime. For your copy call us on 0845 404 9220 or visit www.conservatives.com/conservative

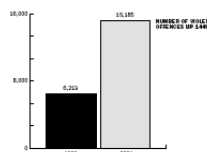
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You'll find full details in our Action Plan on Crime. For your copy call us on 0845 404 9271 or visit www.conservatives.com/conservative

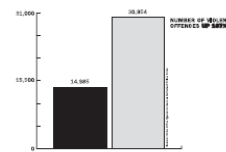
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Nigel Howard
n.howard@conservative.com

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Violent crime.

How much has it gone up in the Bristol area under Mr Blair?



Find out the punishment should fit the crime. Mr Blair and the Liberal Democrats don't. Under Labour's weak release scheme 21,231 violent offenders have been let out early, with hundreds now back in jail for re-offending. And the Liberal Democrats would abolish the mandatory life sentence for murder and serious sexual offences. A Conservative Government will introduce tough, minimum sentences so that for example, five years means at least five years, and we will recruit another 863 officers to the Avon & Somerset Police Force to fight crime on your streets.

You'll find full details in our Action Plan on Crime. For your copy call us on 0845 404 9133 or visit www.conservatives.com/conservative

At the coming election you will face a clear choice: strong crime under Mr Blair who talks tough but acts soft, or a Conservative Government that will put more police on the beat and introduce tougher sentences.

Nigel Howard
n.howard@conservative.com

ARE YOU THINKING WHAT WE'RE THINKING? CONSERVATIVE

Under Mr Blair, there have been

**5,000
deaths**
every year from dirty hospitals.

Last year, 55 people caught MRSA from dirty hospitals in your area alone. People go into hospital to get better, not to risk getting worse - or even dying - from a hospital-acquired infection.

Under Mr Blair the number of MRSA cases in Britain has more than doubled - you are now 40 times more likely to catch it here than in Holland.

And the Liberal Democrats are ducking the issue by having no clear plan to clean up hospitals.

A Conservative Government will abolish all the Whitehall-imposed targets on hospitals that prevent wards being closed for cleaning. We will also bring back Matron to take charge and ensure clean and infection-free wards.

You'll find full details in our Action Plan for Cleaner Hospitals. For your copy call us on 0845 404 9279 or visit www.conservatives.com/hospitals

On May 5th you will face a clear choice: bureaucrats in charge and dirty hospitals under Mr Blair or Matron in charge and cleaner hospitals with the Conservatives.

ARE YOU THINKING WHAT WE'RE THINKING?

CONSERVATIVE

Mr Blair's
**asylum
chaos**
has cost Lancashire £532,000.

Lancashire County Council has had to spend over £500,000 supporting the asylum system since 1997 - money that could have been spent on essential local services. It's no wonder a typical Band D Council Tax bill in Lancashire has gone up £530.03 since 1997.

Mr Blair thinks there should be no limit to the number of people coming here. The Liberal Democrats want to give complete control of our asylum and immigration system to Brussels.

Only the Conservatives will put a limit on immigration.

In our first year in Government we will establish an Australian-style points system for work permits giving priority to people with the skills Britain needs, and set an annual quota for the number of asylum seekers we accept.

You'll find full details in our Action Plan on immigration. For a copy call 0845 404 9174 or visit www.conservatives.com/immigration

On May 5th you will face a clear choice: five more years of Mr Blair who won't put a limit on immigration or a Conservative Government that will.

ARE YOU THINKING WHAT WE'RE THINKING?

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Motivation to Vote.

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IMF raises the spectre of more Labour tax rises

By George Jones, Political Editor
(Filed: 14/04/2005)

Labour's manifesto launch was overshadowed yesterday by a warning from the International Monetary Fund that the next Government would have to rein back spending or raise taxes.

Michael Howard said Labour had been hit by a "tax bombshell" but the Conservative attack was blunted when Oliver Letwin, the shadow chancellor, refused to guarantee that taxes would not rise under a Tory administration.



Tony Blair launches the Labour election manifesto

Labour's manifesto again promised not to raise the basic and top rates of income tax or extend VAT during the next Parliament, but did not rule out increasing National Insurance contributions - which rose after the 2001 general election.

The Conservatives claimed that taxes would go up again under Labour, saying its manifesto had a "hidden price

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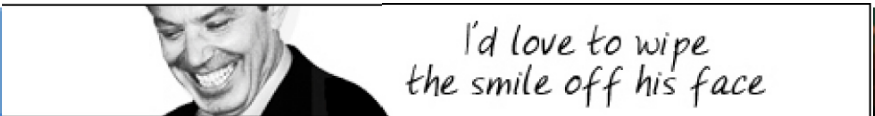
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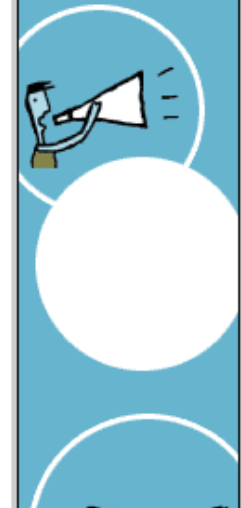
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TAILOR-MADE HOLIDAYS

The Sunday Telegraph



MICHAEL HOWARD
LEADER OF THE CONSERVATIVE PARTY

Mr Sample
Sample House
Sample Street
Sample Town
Sample Area
Sample Area
Sample Country
XXG 9XX

000000

0000

April 27th 2005



Dear Mr Sample

You can make a difference

On 5th May you can help decide who will govern Britain for the next 5 years. Your vote can send an important message about the priorities of the next Government.

Fair play matters

I begin with a simple premise: that there should never be one rule for one set of people and another rule for others. Fair play matters. It is the basis of our society. Everything a Conservative Government does will be governed by this principle

So a Conservative Government will reward hard work and responsibility. People who do the right thing, work hard, pay their taxes and take responsibility for their families and communities should be rewarded, not punished.

Helping you feel safe in your community

People should feel safe in their home and community. It's not fair that the law-abiding majority should have their lives made a misery by an unruly few. When I was Home Secretary crime fell by 18%. Under Mr Blair it has gone up. It's time to bring it back under control.

A Conservative Gov
much of their paperw
simply stop someone
streets fighting crime.

Clobbered

How British middle-class married families are hit hardest by the taxman

LABOUR TAX BOMBSHELL

Most council tax bills to top £1,000 for the first time

Extra 1m face high tax since Labour came to power

Six million face the timebomb of inheritance tax

Tax assault on middle class cuts incomes as poll looms

AB Sample
123 Sample Street
Samplesville
Sampleshire
United Kingdom
Postcode

Conservative Campaign H

MICHAEL HOWARD
LEADER OF THE CONSERVATIVE PARTY

Mr Sample
Sample House
Sample Street
Sample Town
Sample Area
Sample Area
Sample Country
XXG 9XX

000000

0000

27th April 2005



Dear [insert name]

You can judge

I believe that to this country few years me

Mr Blair proposes 75 pence. We will give an extra £11 pensioners.

Mr Blair has despite promising pensioners a pension, few

Worse, over 65 have been swallowed pensioners, a election, all the year. We will bills every year are aged 65 maximum of

And Conser England. The experience, s

We will also winter fuel a

Conservative Ca

How the parties compare

Conservative

- We will boost the basic state pension by raising it in line with earnings, not just price inflation. Over four years, this means an extra £7 a week for single pensioners and £11 for couples, over and above increases in line with inflation.
- We will give households comprising adults aged over 65 a 50 per cent discount on their council tax bills up to a maximum of £500 every year.
- We will cancel Labour's planned council tax revaluation in England.
- People who finance the first three years of their long-term care would be guaranteed free long-term care after that, regardless of their assets. This should mean no one is forced to sell their own home to finance their long-term care.
- We will keep all pensioners' existing benefits and concessions like the winter fuel allowance and free TV licences. We will not scrap the Pension Credit, but the increase in the state pension will mean fewer pensioners need to undergo the means test and apply for it.

Labour

- Labour will increase the pension credit, as would Conservatives, but not the basic state pension, so more and more pensioners will be driven onto means testing.
- They have offered a 2000 commitment to help with council tax. It is not clear how many pensioners will benefit.
- They will mean
- They will
- Overall, I think the other party is not - so I

AB Sample
123 Sample Street
Samplesville
Sampleshire
United Kingdom
Postcode

- The Libe how they apply to
- The Libe Councils every sir

AN IMPORTANT MESSAGE ABOUT YOU AND YOUR PENSION.

MICHAEL HOWARD
LEADER OF THE CONSERVATIVE PARTY

Mr Sample
Sample House
Sample Street
Sample Town
Sample Area
Sample Area
Sample Country
XXG 0XX

000000

0000

27th April 2005



Dear <constituent>

In a few days, Britain will go to the polls. Millions of people will go into polling booths, pick up that stubby little pencil, and put a cross against the name of a local candidate.

But when you put a cross against a local candidate's name, you're actually sending the parties a message too. You're sending a message about whose policies, values and approach you support.

So in the attached leaflet we have tried to make it as clear as possible what our values are – and how they are dramatically different from Mr Blair's (and the Liberal Democrats').

I've laid out my Party's positions in this clear and accountable way because I'm concerned that after 8 years of broken promises, many people think that higher taxes, dirty hospitals, a lack of school discipline, rising crime and uncontrolled immigration are inevitable.

Mr Blair is already secretly smirking at the prospect of another victory night. Our message to Britain is that you don't have to settle for this.

Britain is the fourth richest country in the world, yet we still have dirty hospitals, rising crime, uncontrolled immigration, poor discipline in schools and an unfair tax system.

We should be doing so much better.

In just a few days, you can send that message.

By supporting Conservative candidates at this election, you will vote for a party that has taken a stand on the issues that matter – cleaner hospitals, school discipline, fighting crime, controlled immigration and lower taxes for people who do the right thing.

Thank you for your time.

Michael Howard

PS. We don't believe the Liberal Democrats are the answer either: for example their local income tax alone would mean the typical working family paying more than £800 extra in tax a year, they support even higher immigration, and their policy documents call for the abolition of mandatory life sentences for murderers.

Conservative Campaign Headquarters, 35 Victoria St London, SW1H 0DL. michael.howard@conservatives.com

as discipline standards fall in classrooms

ASYLUM CHAOS COSTS YOU £3.1BN

ROYAL MAIL
POSTAGE FREE ON ENVELOPE

WMD 'evidence'

HOSPITAL KILLER BUGS TREBLE

Violent crime soars but

Council tax bill rocket

Vote on May 5th

- Polling stations are open from 7am-10pm.
- If you have been sent a ballot paper by post and have not returned it, you can hand it in at any polling station in your constituency. (You cannot ask for another ballot paper at the polling station.)
- If you need help getting to the polling station, call 0845 404 9456.

Leaflets.

A vote for Labour locally is a vote for 5 more years of this...

Before.
"Immigration rates will remain clear, firm and fair."
Labour Manifesto, 2001

After.
BLAIR'S ASYLUM CHAOS COSTS YOU £3.1BN
Daily Star, 21 October 2004

Before.
"My vision is not just to save the NHS but make it better."
Tony Blair, 21 September 1997

After.
HOSPITAL KILLER BUGS TREBLE SINCE LABOUR
1,300 catch MRSA each year
The People, 21 March 2006

Before.
"We have no plans to increase tax at all."
Tony Blair, 21 September 1997

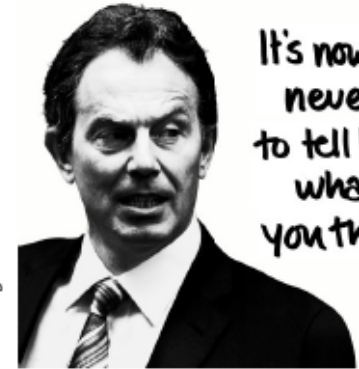
After.
Council tax bills rocket
Daily Mail, 7 February 2006

Before.
"My three priorities for government are education, education and education."
Tony Blair, 7 July 1997

After.
Schools crisis as discipline standards fall in classrooms
The Times, 3 February 2006

Before.
"WMD to be ready in 45 minutes."
Tony Blair, 21 September 2002

After.
Blair used discredited WMD 'evidence'
Independence Sunday, 1 June 2003



It's now or never to tell him what you think.

A vote for the Conservatives is a vote for...

More Police

by recruiting 5,000 new police officers every year.

Action on More Police, Conservative Party Manifesto, April 2005.

For full information, visit www.conservatives.com

Controlled Immigration

by setting an overall annual limit on the numbers coming to Britain.

Action on Controlled Immigration, Conservative Party Manifesto, April 2005.

For full information, visit www.conservatives.com

Cleaner Hospitals

by bringing back Matron, who will have the power to close wards for cleaning.

Action on Cleaner Hospitals, Conservative Party Manifesto, April 2005.

For full information, visit www.conservatives.com

Lower Taxes

by lowering taxes for millions of pensioners, homebuyers and people saving for pensions, rewarding hardworking Britons.

Michael Howard, 21 April 2005

For full information, visit www.conservatives.com

School Discipline

by giving heads and governors full control over admissions and expulsions.

Action on School Discipline, Conservative Party Manifesto, April 2005.

For full information, visit www.conservatives.com

Michael Howard
LEADER OF THE CONSERVATIVE PARTY



It's time for action.
Here I have laid out my 5-point Action Plan on the things that matter. I will implement this from our very first day in Government.

Michael Howard

TAKE A STAND ON THE ISSUES THAT MATTER
VOTE CONSERVATIVE ON 5TH MAY

Leaflets.

A vote for your local Lib Dem is a vote for...

...this.

"The abolition of mandatory life sentences for murder and for a second serious sexual or violent crime"

Current Lib Dem Policy Paper 21, Justice and the Community p42

And this.

"We will put your taxes up"

Andrew George, Lib Dem MP, 19 January 2005

And this.

Handing control of our borders to Brussels; "There should be no upper limit on the numbers of refugees accepted by EU countries."

Lib Dem Policy Development Paper, Safe Havens, September 2004, p9

And this.

"Prisoners should be allowed to vote"

Current Lib Dem Policy Paper 21, Justice and the Community p49

And this.

Scrapping the pound and joining the Euro: they would "work positively towards the conditions for British entry to the Euro"

Lib Dem European Manifesto, 2004, p10

No wonder Mr Blair says:

"We can make common cause with Lib Dems."

The Guardian 28 March, 2005

If you want to send Mr Blair a message, there's only one way to vote. Conservative.



More Police

A vote for the Conservatives is a vote for...

by recruiting 5,000 new police officers every year.

Action on More Police, Conservative Party Manifesto, April 2005.

For full information, visit www.conservatives.com

Controlled Immigration

by setting an overall annual limit on the numbers coming to Britain.

Action on Control of Immigration, Conservative Party Manifesto, April 2005.

For full information, visit www.conservatives.com

Cleaner Hospitals

by bringing back Matron, who will have the power to close wards for cleaning.

Action on Cleaner Hospitals, Conservative Party Manifesto, April 2005.

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Michael Howard

Michael Howard

TAKE A STAND ON THE ISSUES THAT MATTER
VOTE CONSERVATIVE
ON 5TH MAY



Imagine
5 more years
of Mr Blair.
VOTE CONSERVATIVE

Are you thinking what I'm thinking about the election?

Is Britain thinking what he's thinking?



WHAT WE'RE THINKING



ARE YOU THINKING WHAT HE'S THINKING?

It's not racist to impose limits on immigration.

ARE YOU THINKING WHAT WE'RE DRINKING?

It's not racist to impose limits on immigration.

Are you thinking what they're thinking?

ARE YOU THINKING WHAT WE'RE DRINKING?

It's not racist to impose limits on immigration.

Tories find their voice in middle England

It's not racist to impose limits on immigration.



Results.

Biggest electoral gain in 22 years.
Won popular vote in England.

Highest advertising awareness of any UK
advertiser

Source: Marketing Ad Watch

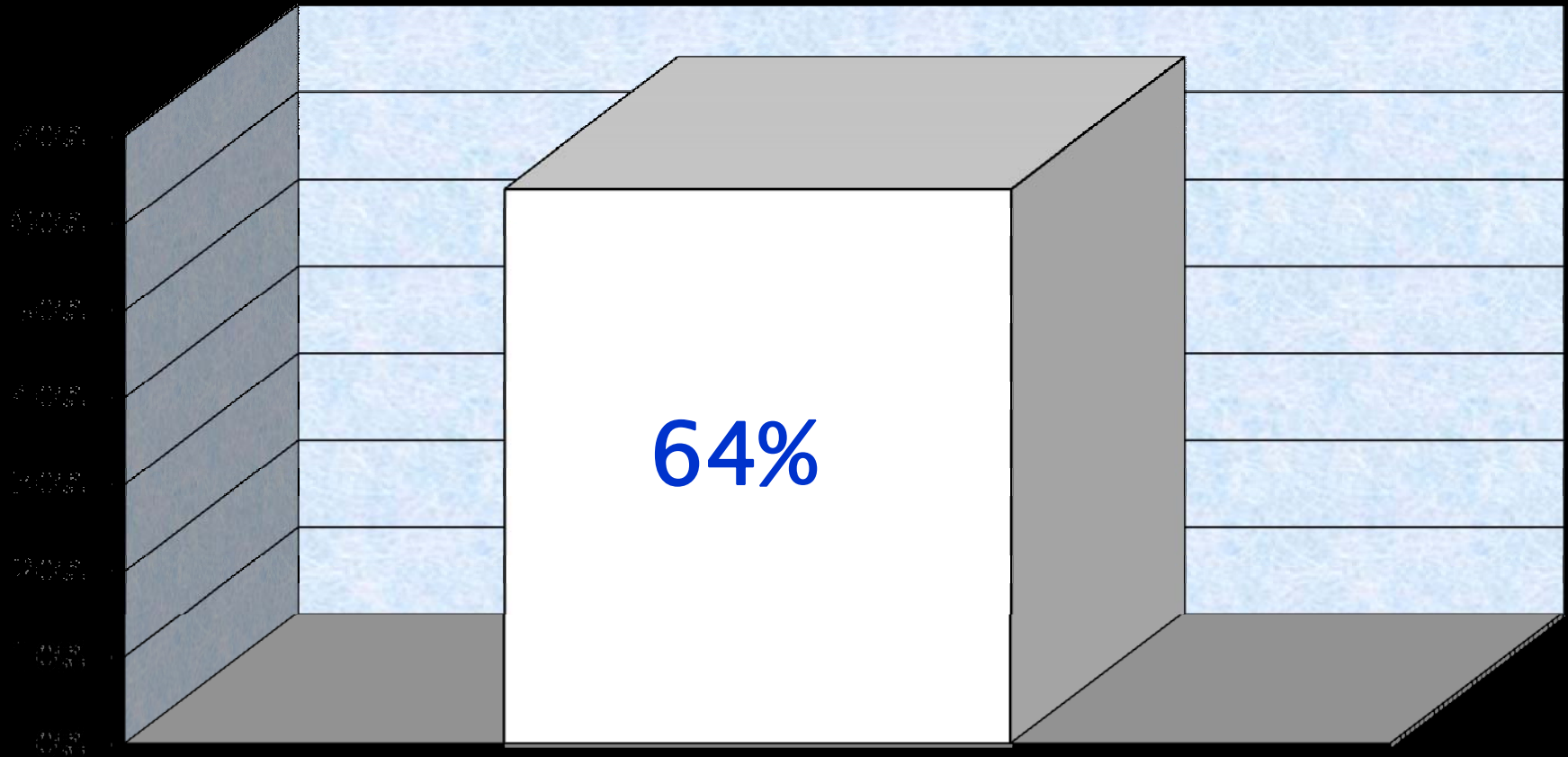
“The best political campaign since 1979”

David Yelland

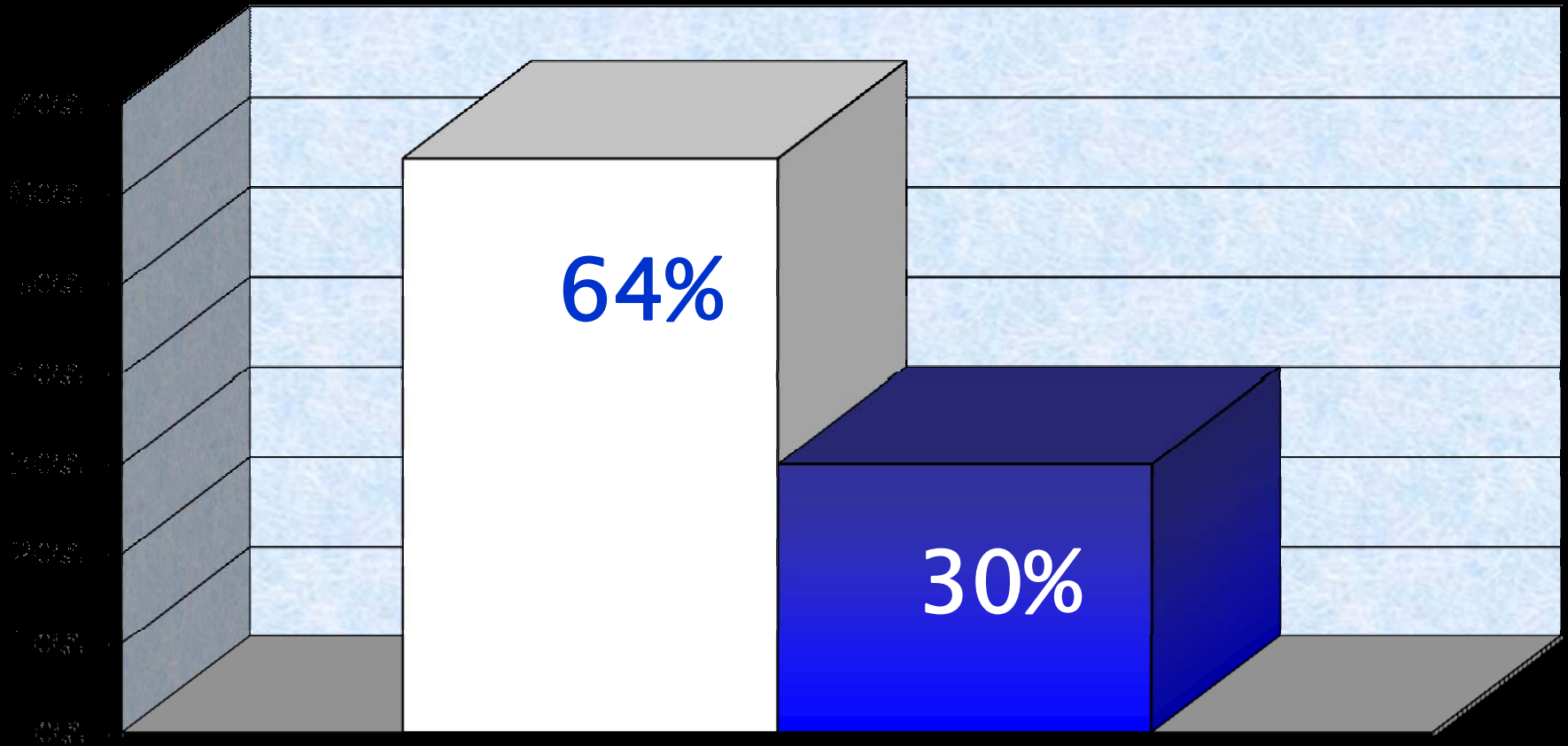
But we lost the election.

Why?

% of voters agreeing with (Conservative) immigration policy.



% agreeing when told it was Conservative.



Universal Marketing Truth:

People buy emotionally
and justify their decision rationally.

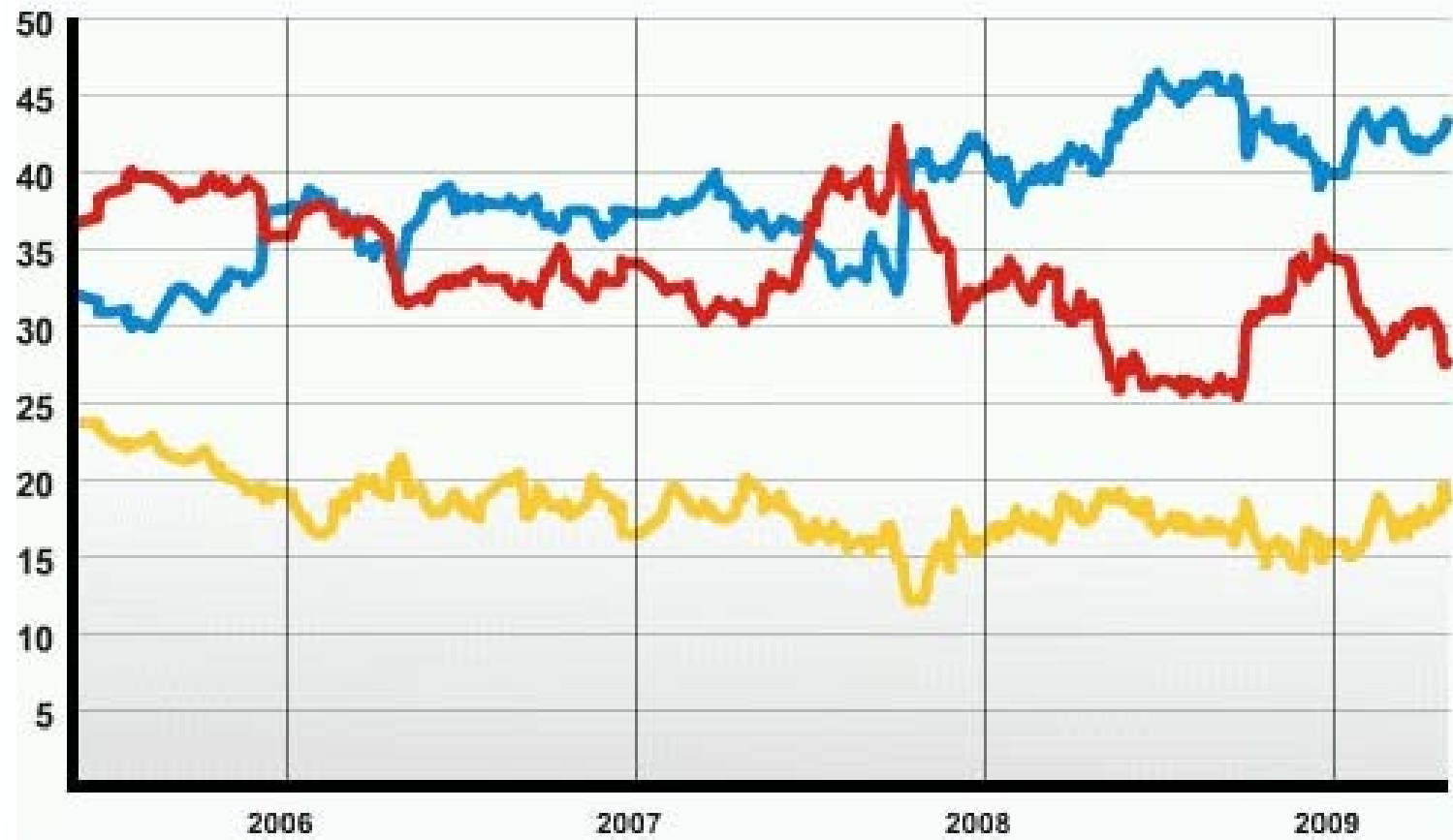
This is what David Cameron
has understood.

CONSERVATIVE



Conservatives





3. Online.

A word of warning:
be true to your brand.

[Home](#)

[Videos](#)

[Channels](#)

[Community](#)

MPs expenses



0:03 / 3:28



HQ



Gordon Brown 'Smile' MP's Expenses video with comments allowed!



1:07 / 3:28



HQ



Thank you.