

# **Campaign Redesign for John Kasich**

**Katie Story, Spring 2016**

**Big Idea:**  
**“A Quiet Revolution  
Against Radical Politics”**

**Tag Line:**  
**Rational Revolution**

The 2016 presidential race is dominated by voices of political radicalism, preaching policies of fear and hate.

John Kasich stands in brave and steady opposition, a voice of reason and the only candidate capable of creating meaningful change through bipartisan cooperation.



The campaign logo presents John by first name to emphasize his personable qualities. The use of handwritten text elements in logo applications supports the same idea of humanity as well as revolution.

The star and angled type represent the idea that America is askew and needs righting through the Rational Revolution.

The type-face Roboto and black and white photography are used in campaign applications.



# Art Direction Applications



# Campaign Applications

1. The Easy Choice
2. Energy Independent
3. Iron Out America
4. Retire the Penny
5. Quotes
6. Kasichspiration
7. Politics = Math
8. Situation Defuser
9. Balance the Budget

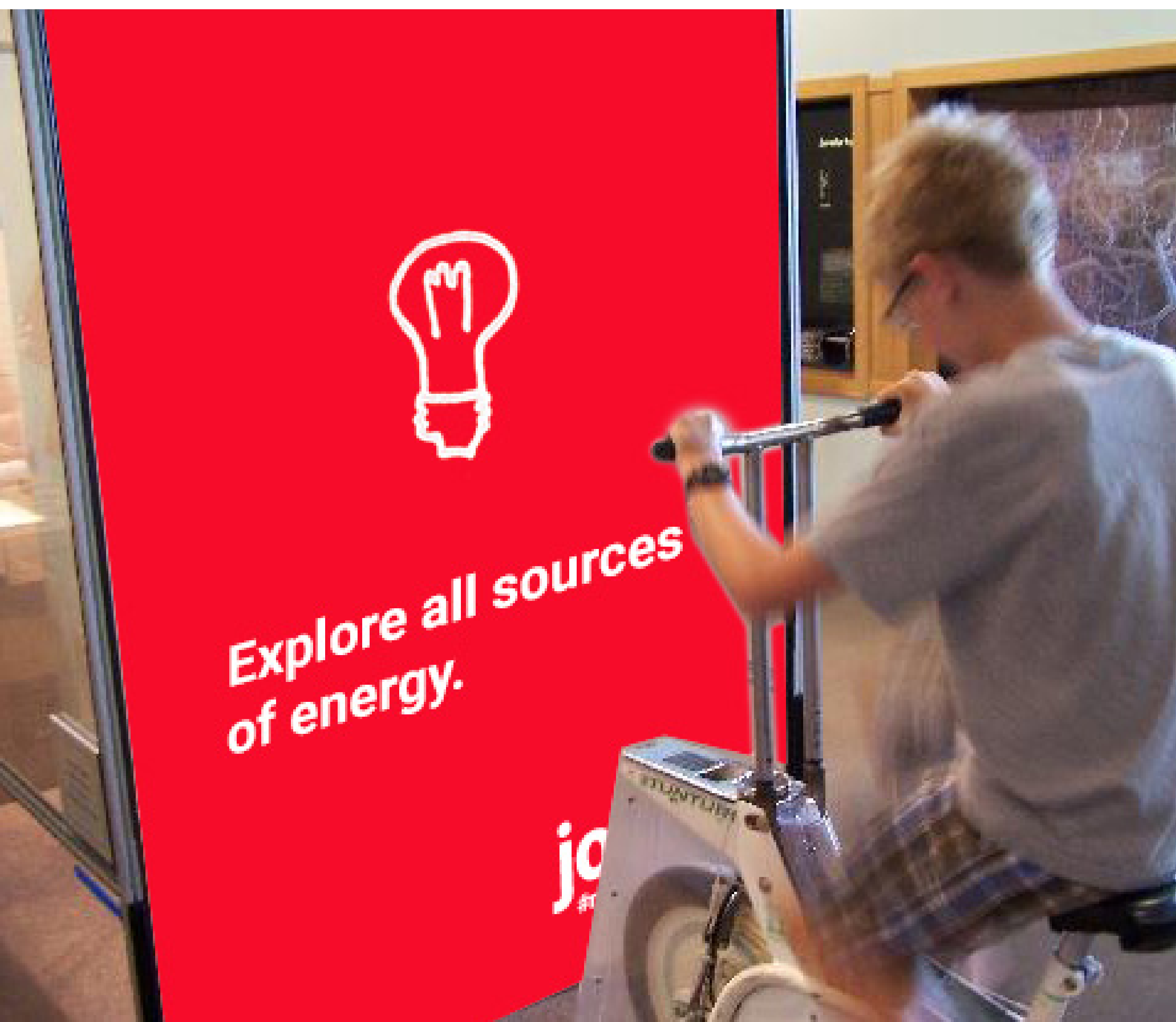




## The Easy Choice

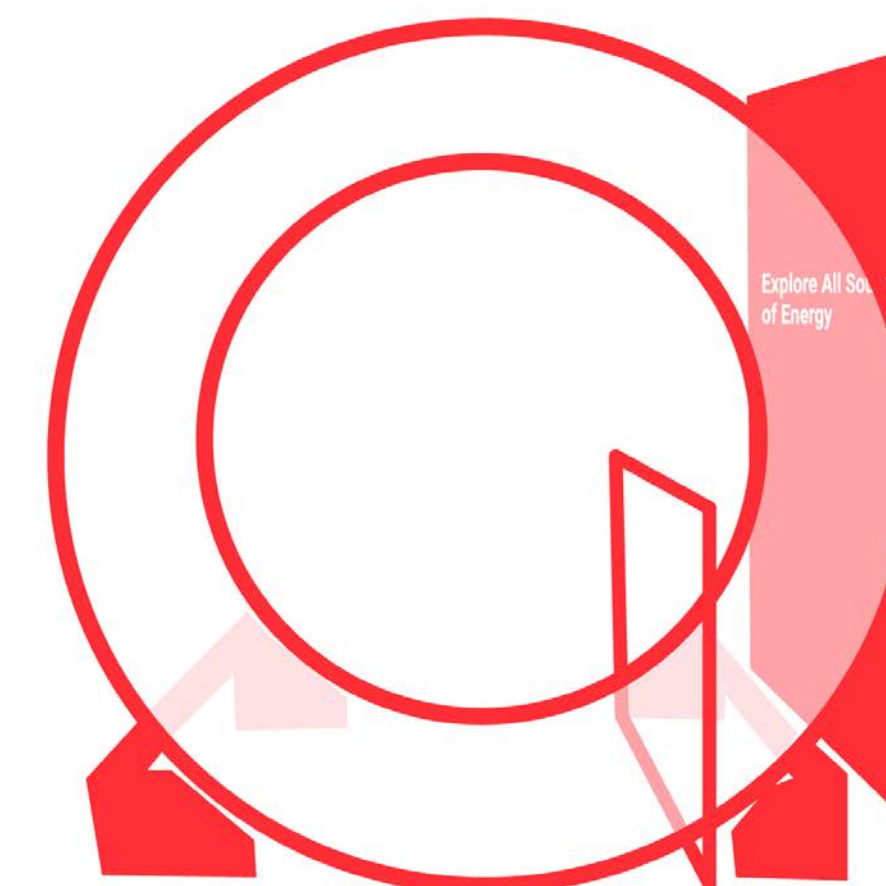
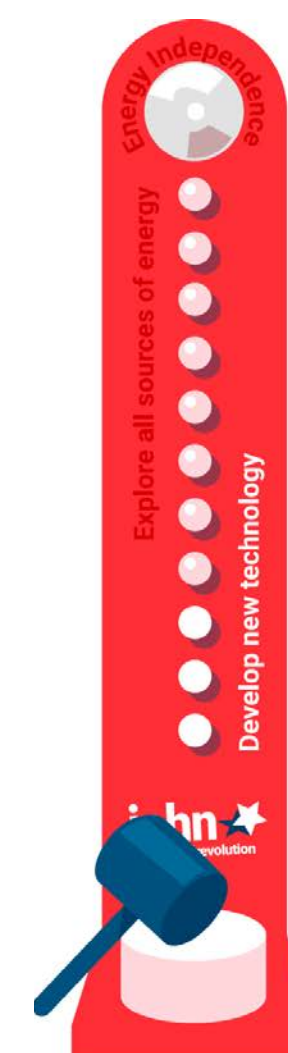
John Kasich plans to simplify the tax code and remove corruption and inefficiency from the IRS. This poster asks the viewer to choose which tax form they'd rather fill out.

Can also be extended to jobs creation: would you rather have a paycheck? Or Not?



## Energy Independent

Pedal a public stationary bike, run in a human-sized hamster wheel, or strike a hammer strength-test to power an informational sign about Kasich's energy policies: exploring all sources of energy including new technologies for energy independence.





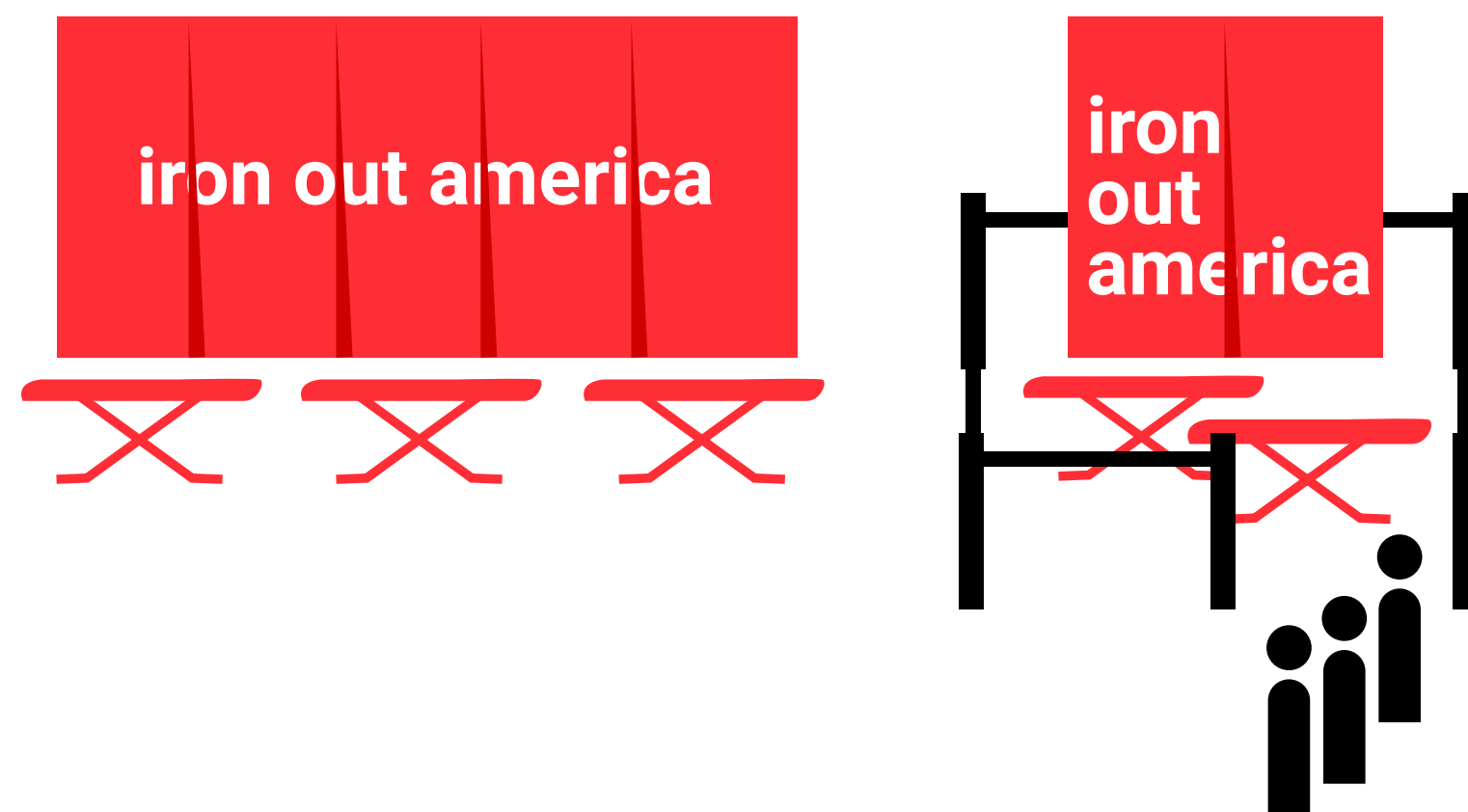


## Iron Out America

John plans to support the average american by ironing out obstacles to job creation and lowering taxes to encourage innovation. In Iron Out America Kasich will support the American worker literally by ironing their shirts.

Stations will be set up in Midtown parks where workers can change into a Kasich T and chat it up with campaign workers as they have their shirt ironed. Changing booths are modular so ironing stations can pop up in a variety of sizes.

Novelty Kasich Irons available for purchase from Kasich's website. The perfect gift.







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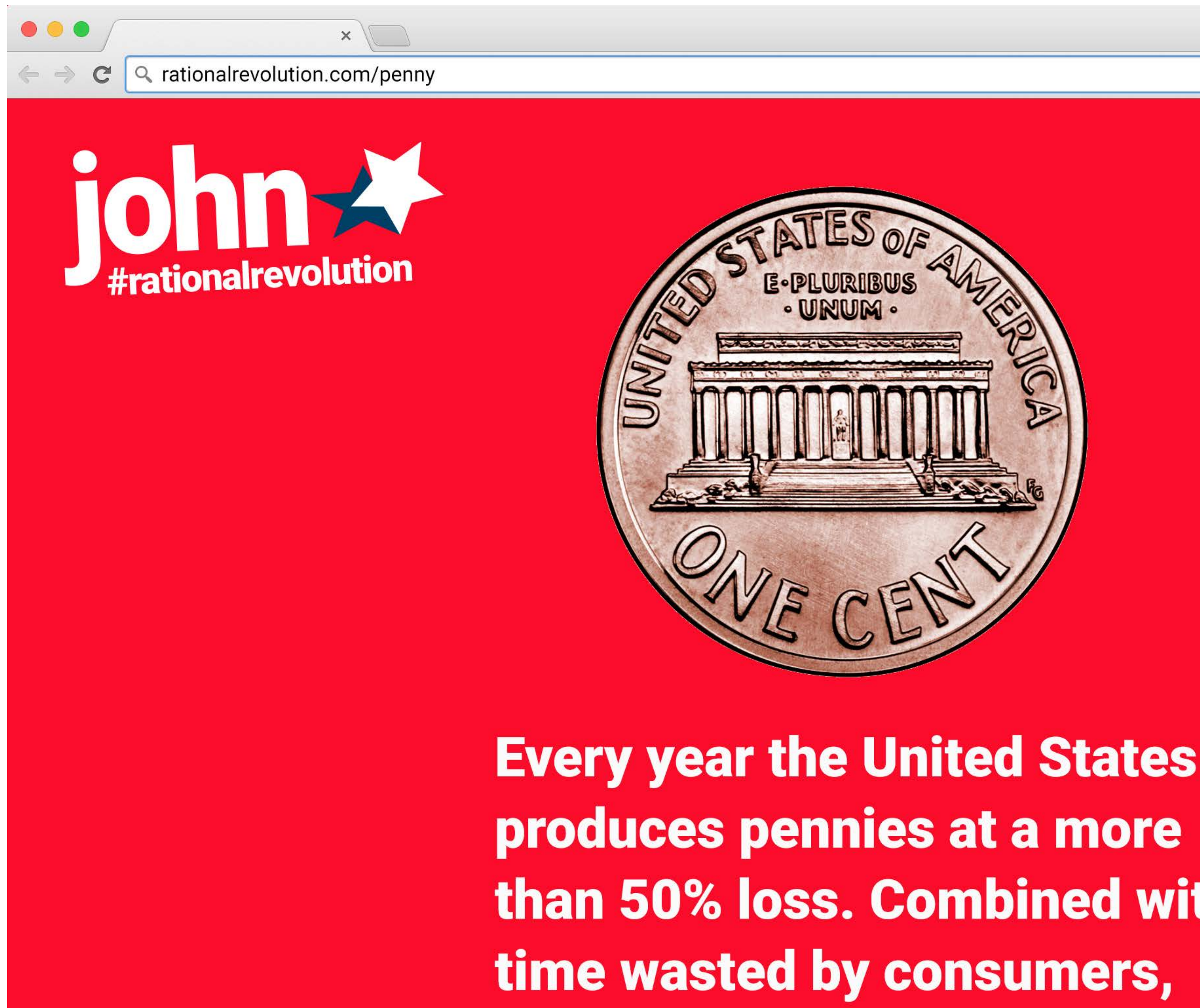


## Retire the Penny for John Kasich Microsite

Every year the United States produces pennies at a more than 50% loss. Combined with time wasted by consumers, pennies cost us \$2 billion dollars a year. Let's fix that! With your help John will take on the dysfunctional bureaucracy that let's nonsense like this happen.

Using cost-benefit analyses and a comprehensive review, we'll strip the IRS of inefficiency and corruption, and reassign the Department of Commerce's duties for a smoother system without redundancy. The result? A smart and responsive government.

Let's start with the penny.  
It's time for a #rationalrevolution.



john #rationalrevolution

UNITED STATES OF AMERICA  
E-PLURIBUS UNUM  
ONE CENT

**Every year the United States produces pennies at a more than 50% loss. Combined with time wasted by consumers,**





Retire the Penny for John Kasich

“Retire the Penny” message will be placed on the sidewalks and near public fountains where pennies are found.

Pennies in circulation will be marked with the “retire” message.







**I know words.  
I know the best words.**

— Donald Trump

**TIME FOR A  
#RATIONAL**

**REVOLUTION** john   
#rationalrevolution

## Quotes

While other candidates squabble over nonsense, John Kasich is the adult in the room.

These quotes highlight moments when other politicians just don't make any sense, indicating that it's time for a Rational Revolution.



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johnkasich



FOLLOW

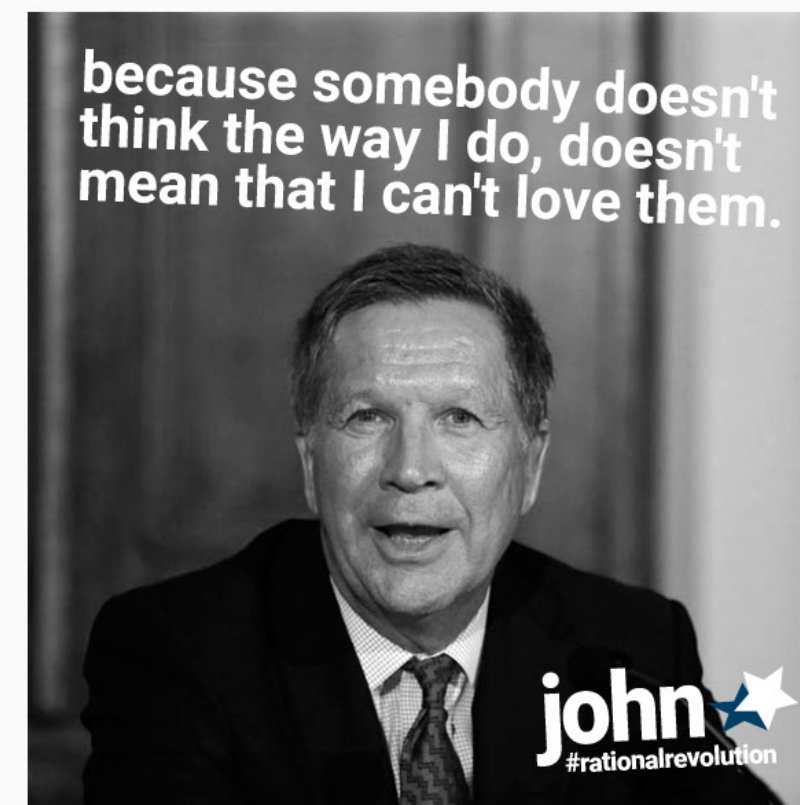


John Kasich Husband. Father. Governor of Ohio. This account is run by Kasich for America staff. [www.JohnKasich.com](http://www.JohnKasich.com)

286 posts

25.3k followers

22 following



kasichspiration

A feed of inspiringly pleasant and reasonable quotes by John Kasich! Shown here as an instagram feed, the content could also be extend to email.

This campaign element fosters recognition of John as a candidate and highlights his friendly and rational appeal (in contrast to other candidates).

It employs quotes that reach members on all sides of the political field.





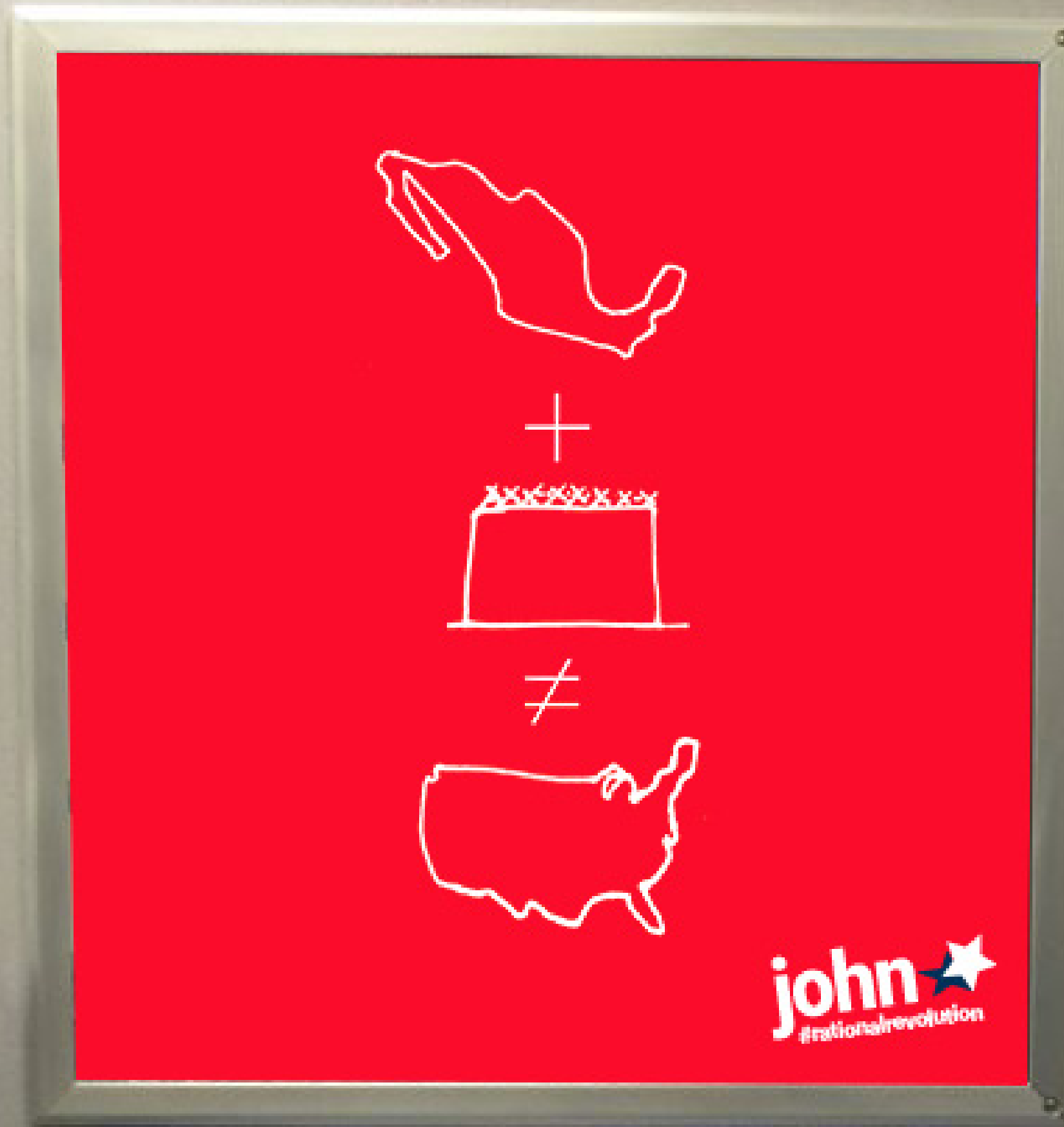
politics = math

This campaign emphasizes the rationality of John's ideas using the language of math. While other candidates speak large, John provides ideas that actually add up to a better america.

The illustrated style has a friendly and human feel. Shown here it is employed across the public transit system.

Priority Seating  
for persons with disabilities

Emergency Brake  
Open this cover  
Alarm will sound  
Pull handle down

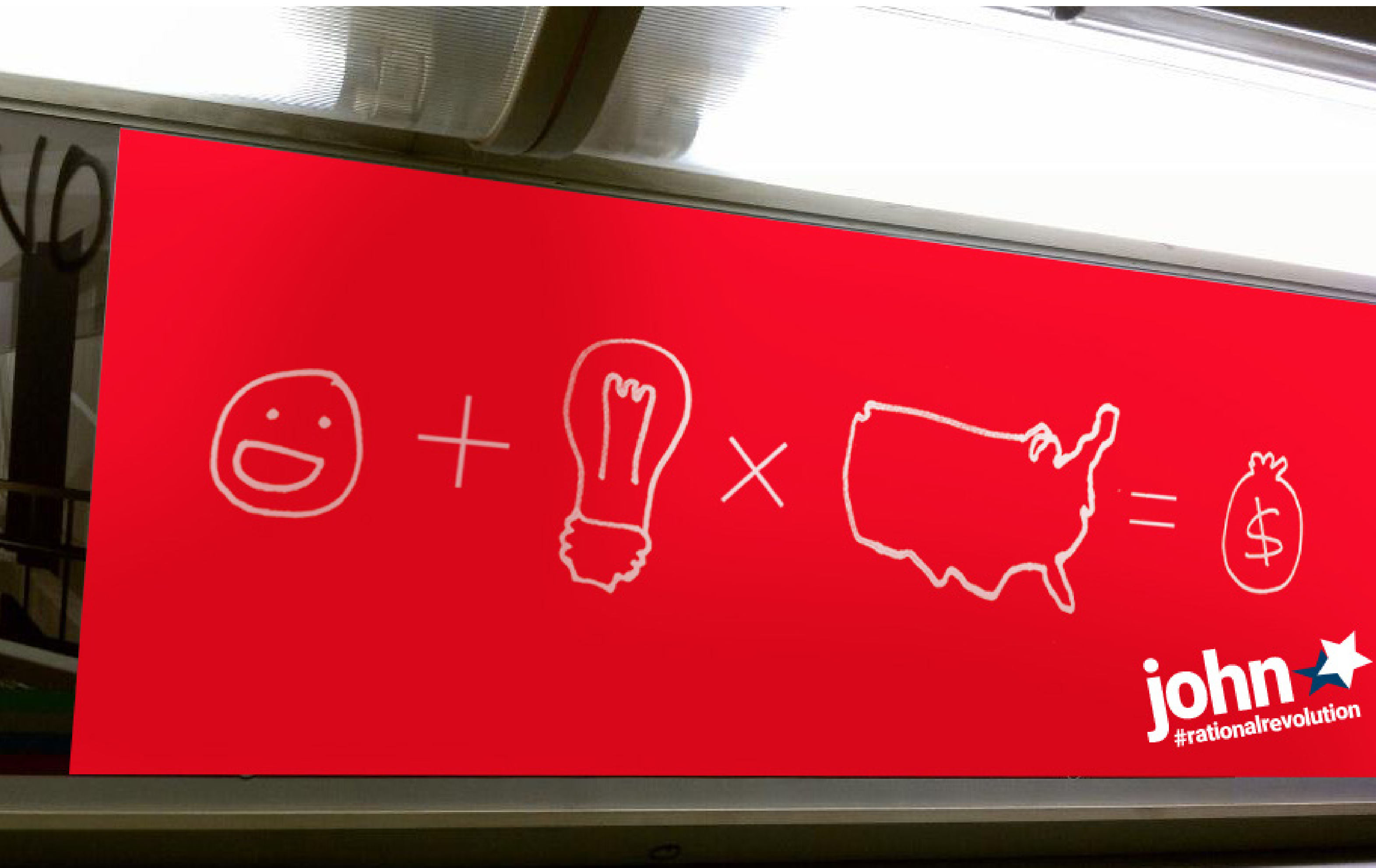


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## Situation Defuser

This browser plugin block abuse and negativity by simulating John Kasich's friendly demeanor.

1. The user installs the plugin.
2. The user selects the intensity of the spam filter, with highest level blocking images in addition to text.
3. Using an algorithm that detects aggression and abuse, the plugin replaces content with friendly statements from John Kasich.
4. The user can right click to block any content that passes through the filter, and the plugin will add it to the blacklist.



**allahu akbar** الله السود أماه نيغا 4 days ago

Fantastic!

Reply •  



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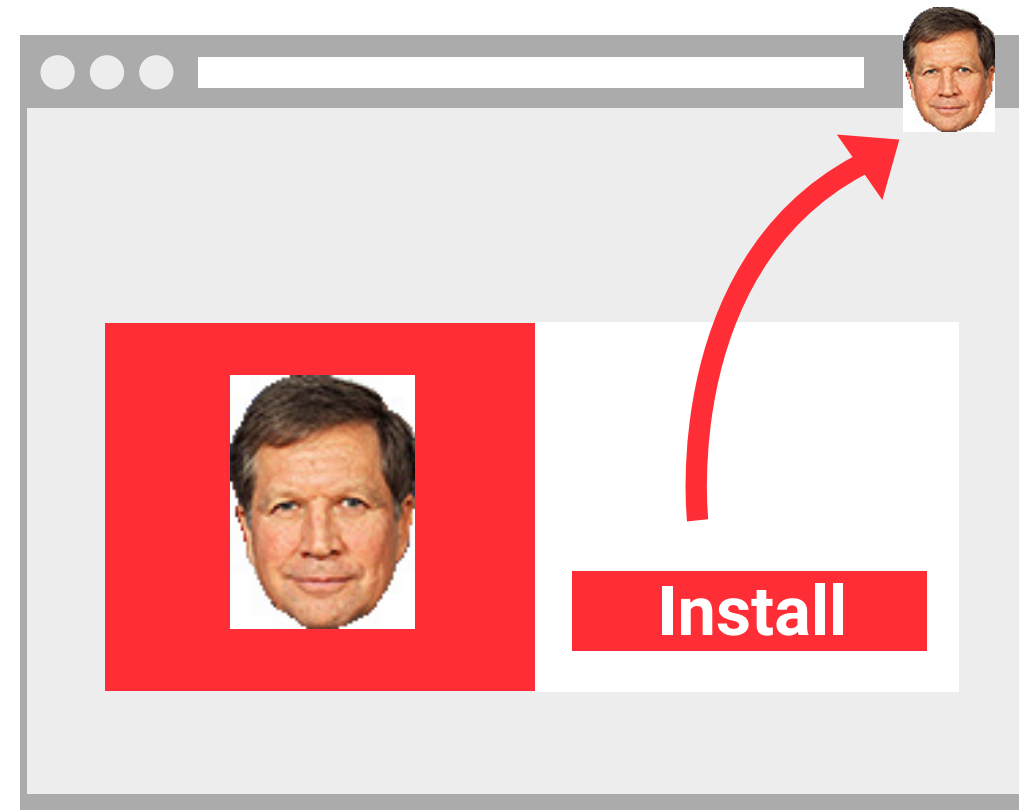
+allahu akbar الله السود أماه نيغا

Great job everyone.

Reply •  



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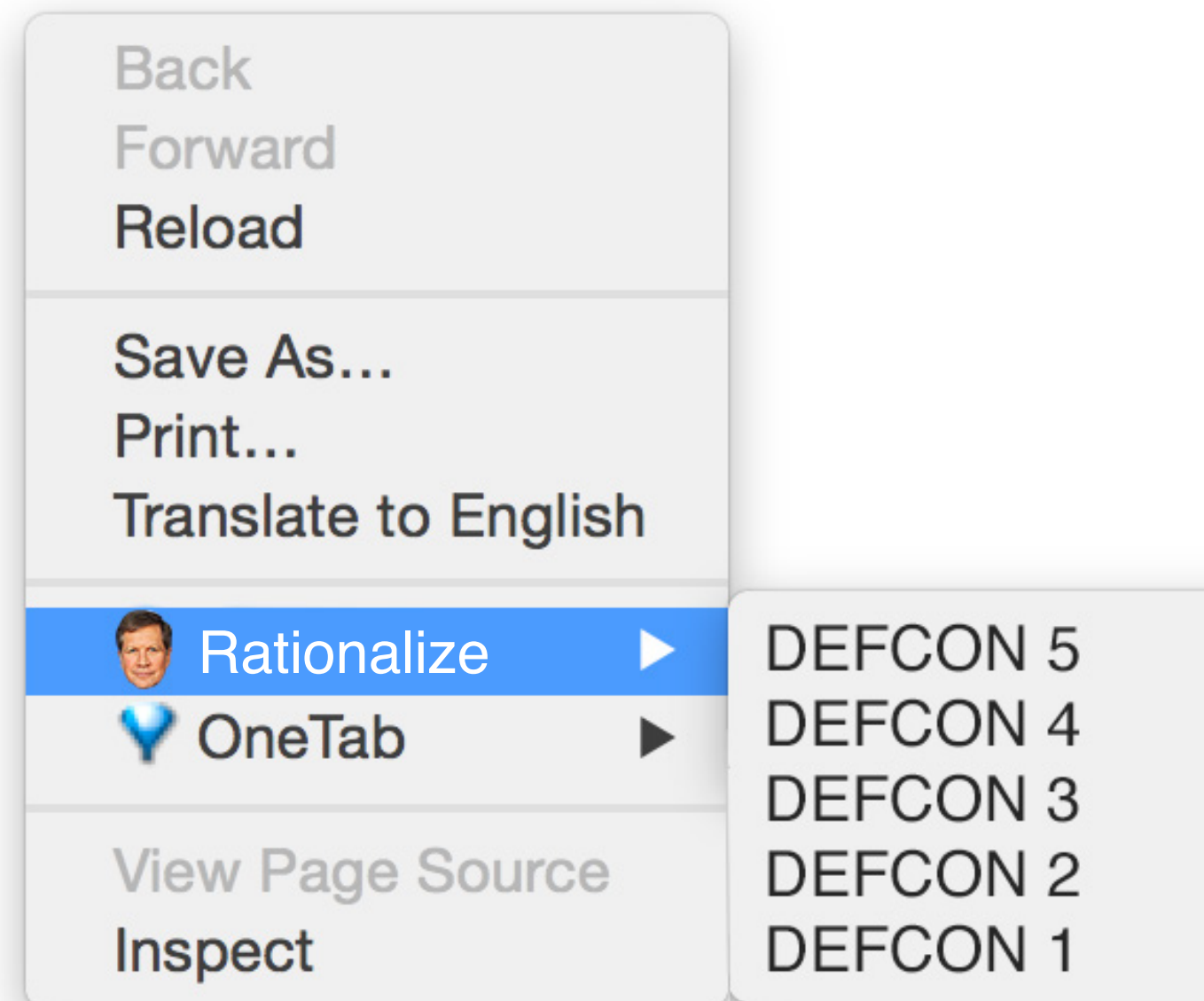
2

- **DEFCON 5**
- DEFCON 4**
- DEFCON 3**
- DEFCON 2**
- DEFCON 1**

3



4



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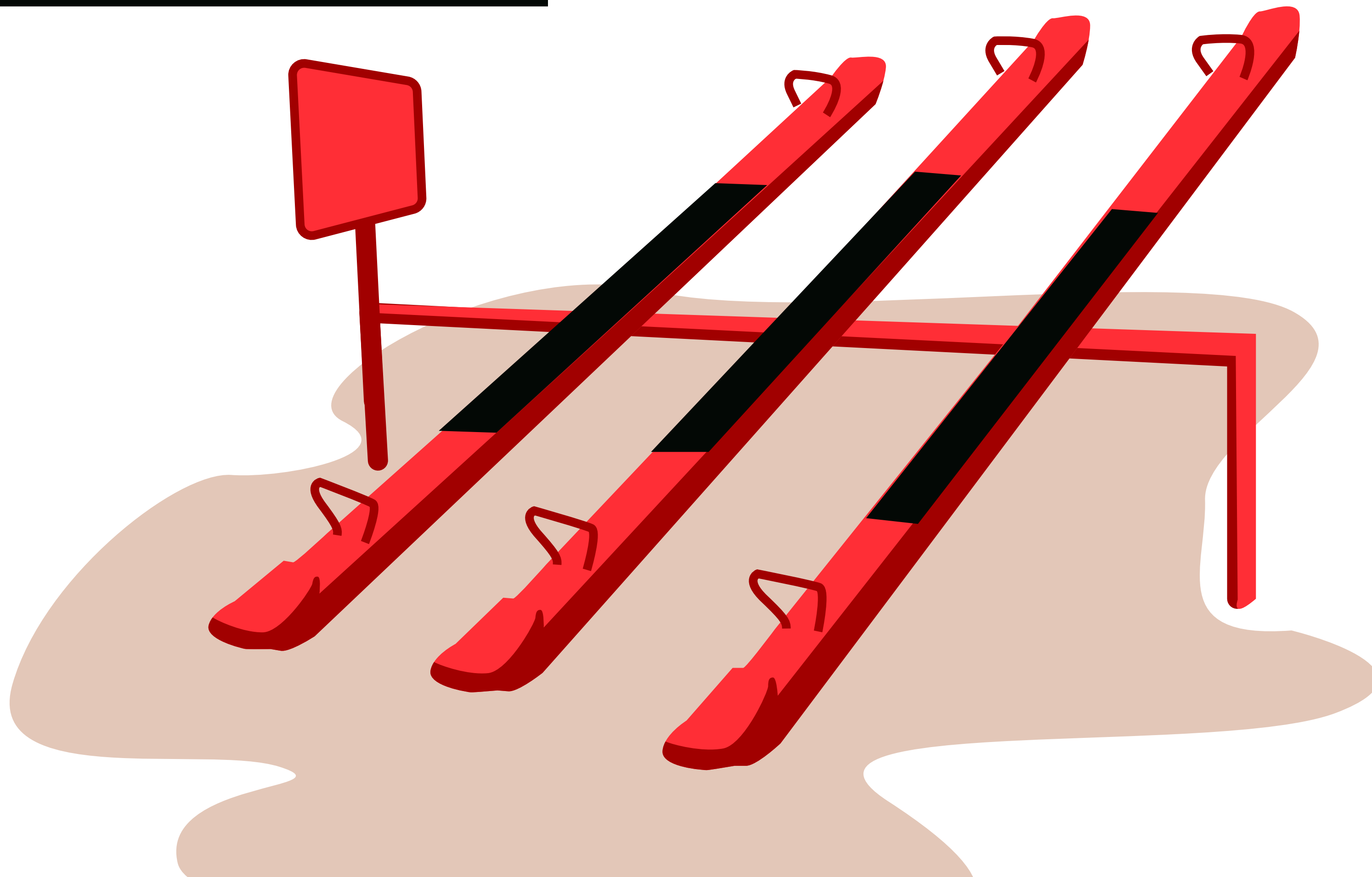
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## Balance the Budget

John Kasich plans to force the United States to achieve and maintain a balanced budget through consitutional amendment.

Seesaws will be installed throughout the city to draw attention to his plan. In a resting position a screen on the center of the seesaw reads the national debt. When the seesaw approaches balance the numbers decrease to zero.



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