# Project Polus

copy · design · targeting

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Why Polus?

Polus is the Roman god of "query, questioning, and intelligence," and his name is where we derive the concepts of the North and South "Poles." This represents our primary targets: tech companies and universities that develop the very technology we use to do our work.
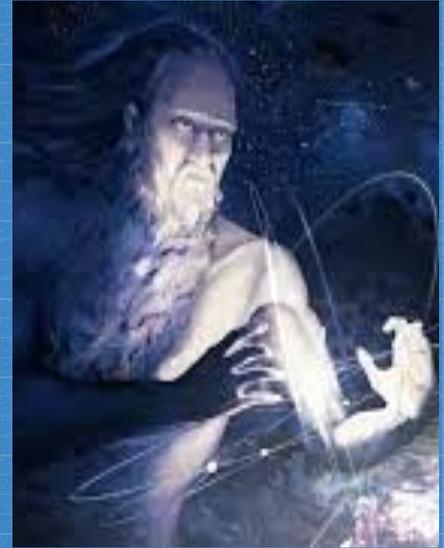
OUR TARGETS

Tech Companies

The engineers and other employees work on ground-breaking advancements and maintain web tools that connect the world to knowledge, and they'll want to support candidates who'll support their sciences.

Elite Universities

The students and professors at these institutions, regardless of department, tend to have more personal wealth and are more likely to financially engage with campaigns they see as important.
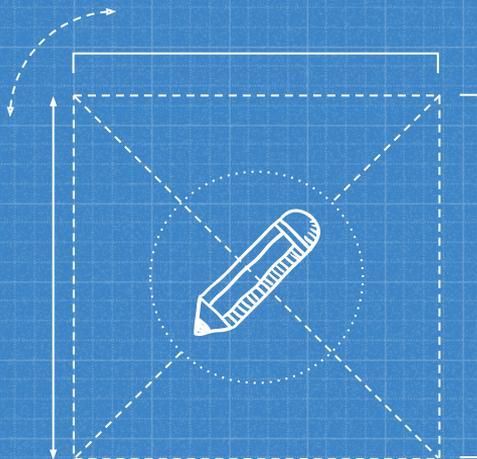
"YOU CAN CHANGE THE WORLD"

When we target people with major aspirations that have already achieved a certain level of success, we play to a demographic that already wants to make a difference.

BRAND IDENTITY GOES A LONG WAY

The Googles and Harvards of the world know how important they are, but an appeal to that knowledge demonstrates admiration and respect. They aren't C-Suite executives (yet), but we see them as accomplished and important already.

Engineers can change the outcome

WISDEMS

Tigers can make it happen

WISDEMS
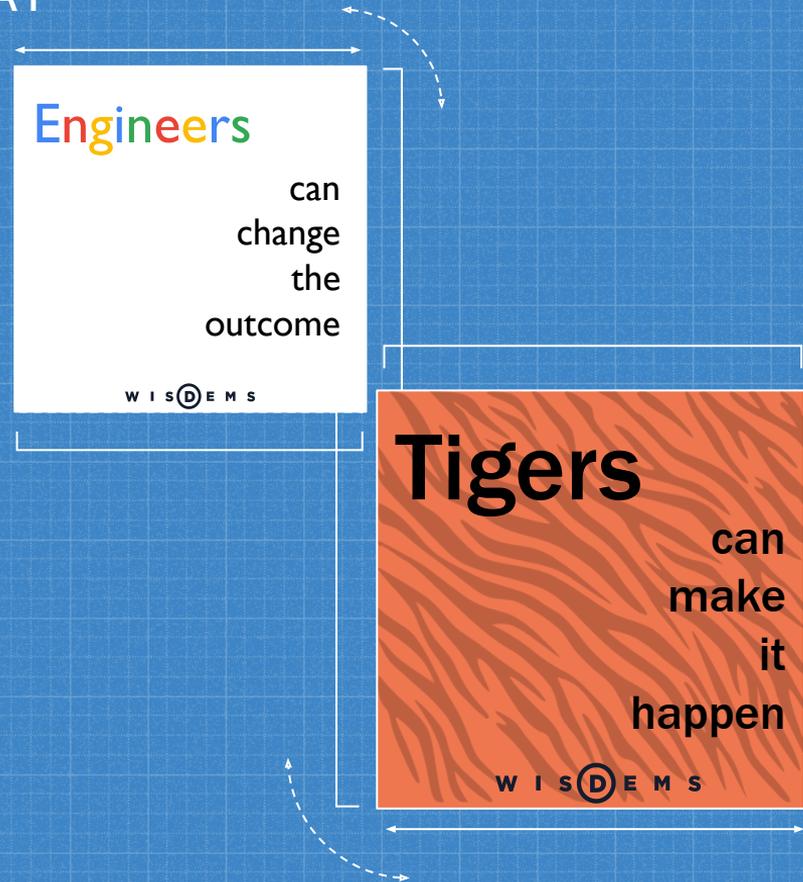
FIRST TARGETS: TECH COMPANIES

	primary campus location	# of employees at campus location	how Democrat?*
Alphabet	**Googleplex Mountainview, CA**	**23,000**	**88%**
Apple	**Apple Park Cupertino, CA**	**12,000**	**84%**
Meta	**1 Hacker Way Menlo, CA**	**~10,000**	**77%**
Microsoft	**One Microsoft Way Redmond, WA**	**53,000**	**85%**

FIRST TARGETS: UNIVERSITIES

	primary campus location	# of undergrads at campus location	traits
American University	**Washington, DC**	**8,527**	**average school, bigger metro area**
Brown University	**Providence, RI**	**8,848**	**average school, smaller metro area**
Harvard University	**Cambridge, MA**	**22,947**	**bigger school, bigger metro area**
Princeton University	**Princeton, NJ**	**8,623**	**average school, smaller metro area**

COPY EXAMPLES

change the world/ make a difference/ turn the tides

while you fix the bugs, we fill the potholes

from Silicon Valley to America's Dairyland . . .

while you studied business, we made the investments. 4,500 small businesses have opened in Wisconsin since 2018 via the Main Street Bounceback program

we're happy to make the connection. while you're building web tools, we're expanding broadband access to hundreds of thousands of homes.

HOW ELSE CAN WE CONNECT ACCOMPLISHMENTS TO TARGET INTERESTS?

LOOKING AHEAD: ROUND TWO

Tech Companies

Adobe

Amazon

Cisco

IBM

Netflix

Nvidia

PayPal

Salesforce

Elite Universities

Johns Hopkins University

New York University

Northwestern University

Stanford University

University of Chicago

University of Southern California

Vanderbilt University

Yale University