



16th March 2019

Anthony Clayton

Local Election Campaign for The Libertarian Party

Spec

HEADLINE :

Live in the **Future** Age.

Not the Dark Age.

SUBHEAD :

Vote for The Libertarian Party

SUBHEAD 2 :

To experience progressive social policies with fiscal responsibility.

COPY :

The world is changing. Artificial Intelligence. Self-driving vehicles. Drones. Further globalisation. Wireless everything. Therefore, economies are changing. We can

Anthony Clayton, CMP Accredited

Education Copywriter

www.writefully.so

either stand back and do nothing about the opportunities these technologies will provide, or we can harness them for a better Britain.

By providing incentives to small enterprises for developing businesses in these niche markets, The Libertarian Party can truly change the face of Britain. Managing our finances prudently will create an economy where the lights are always on and the outlook gets brighter every day.

Economic mismanagement with ballooning public debt has created a dysfunctional nation. This has fuelled inequality and led to increasingly poor levels of social mobility. But it doesn't have to be this way. You can change the future for you and your family by flicking the right switch...

Voting for The Libertarian Party is a bright idea.

Visit ***libertarianpartyuk.com*** to check out our manifesto and become a *student member (£15 annually)*.

Alternatively call us on 0208 088 8121 to speak to us about anything you want to.

[ENDS]

MEMO NOT FOR PUBLICATION:

This ad is aimed at younger voters. Generally students- so well educated and high level of English.

The text will be in white. The background will be a picture of a light switch on the right with natural light around it that dims to black for much of the left section of the ad. A hand will be on the light switch pressing it.

Party logo will also be on the ad somewhere.

Anthony Clayton, CMP Accredited

Education Copywriter

www.writefully.so

END OF MEMO

Anthony Clayton, CMP Accredited

Education Copywriter

www.writefully.so