

THE WHITE HOUSE
WASHINGTON



ADMINISTRATIVELY CONFIDENTIAL

June 20, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

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On June 7 you asked that the suggested campaign slogan (President Nixon - Now More Than Ever) be tested to determine if Dent's concern -- it may be too sophisticated for the average man -- was correct.

The results of the group sessions conducted by Teeter's Market Opinion Research is attached. The research concludes that the slogan is understandable and not too sophisticated.

Dailey hopes to review the results with Mitchell today and receive final approval for the slogan.

Committee for the Re-election of the President

MEMORANDUM

June 20, 1972

CONFIDENTIAL

MEMORANDUM FOR: MR. H. R. HALDEMAN
FROM: ROBERT M. TEETER *R. M. Teeter*
SUBJECT: Further Study of Slogan "President Nixon. Now more than ever."

We were requested to conduct further research on the slogan, "President Nixon. Now more than ever." to determine whether the slogan was understandable and not too sophisticated in the context of other competing slogans. To study this question two group sessions were conducted in Detroit with ticket-splitters, over 35 years of age, with middle incomes, and non-college. At each session we discussed several slogans including those used by McGovern and Wallace in the primaries. This memorandum will outline the results of the research.

In both of the groups the slogan was understood to refer to unfinished work in progress. The groups pictured the President's past record and looked to the future. This slogan embodied the concept of "help him finish the job." The slogan was not interpreted by anyone as anti-McGovern.

The statement also contained a sense of urgency not perceived with the other slogans. The use of the word "now" seemed to express this urgency. Also, the slogan had a certain emotional appeal which the other slogans did not seem to possess. In discussing the slogans, both groups stated that the words "we need" Nixon were mentally added to the phrase "Now more than ever."

Each group responded favorably to the various ways the slogan was presented for banners, buttons, and bumper stickers except the groups did not like the manner of execution for the outdoor billboard proposal. With regard to the materials, the groups readily understood the connection between the contraction "Nixon. Now" with the longer version. The shortness of "Nixon. Now" has very strong appeal to lower middle class ticket-splitters. They view it as simple, direct, and easy to understand. Regarding the outdoor proposal, the groups did not like the use of a black background and the reproduction of the President's picture. Apparently because of the color and the picture the groups felt the outdoor proposal portrayed the President as sinister. Nevertheless, the concept of using the slogan in the outdoor medium was readily accepted.

In general, the groups responded well to the slogan, "Now more than ever." Every person in the group seemed to be able to give the statement some personal meaning. The slogan did clearly communicate its message. It is important to note that the participants generally ranked the slogan between the other alternatives studied. Our earlier study showed that "Now more than ever." ranked behind the statement, "Help him finish the job." Comparatively, however, the slogan under consideration expressed more urgency and emotional appeal and also clearly embodied the concept of "finish the job." If other ideas which convey the unfinished job are merged with "Now more than ever," the result should be a powerful communication device. To answer the original question raised, we see no reason to reject the slogan as not being understandable and too sophisticated.

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SELECTED VERBATIM COMMENTS

It has emotional appeal.

We need him more than ever.

He's done a good job before and things aren't getting any better, so we still need him.

He's been good and we still need him to finish the job.

We need him more now than we needed him before.

He's started so many things and he would like to follow through.

It's perfectly clear. It's not a complete thought, but its clear.

It starts you thinking more. Starts your imagination thinking over things he has done, has not done, will do, or will not do . . . of his past record.

I like the word "now" because we need to take action now.

It means we need him more than ever. He ain't going to do anything in the next four years anyway.

I think there's more in it than "now more than ever" because there are the things . . . that he's planning for the future and why change horses in the middle of the stream when the trouble's still there.

We do need him if he will finish the job he started.

I think that's assuring. Its saying stick with what you know. You don't know what you're going to get if you don't have Nixon. I think its reassuring in that way, -- that we know what we have and can go from there.

Really, it doesn't matter too much to me what the slogan is. The name -- when I see the name I conjure up my own thoughts about what the man is, what he has done, what he stands for. Any slogan that's put after his name or any other name, really doesn't mean that much to me because the old saying "paper lies still, you can put anything on it."