

# PRAGMA

*by the people. for the people.*

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## Mini Ad Campaign

*Industry-Standard Campaign for Verified Civic Participation*

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# Marcus T. — The Civically Frustrated Action Taker



*Represents: Adults ages 25-45, civically engaged, professionally employed, politically frustrated but action-oriented*

***"Pragma gives them what they've been looking for."***

## Demographics

- Age: 34 | Married, 1 child
- Occupation: High school history teacher
- Income: \$52,000/year
- Education: Bachelor's in political science
- Location: Providence, RI — owns a home
- Active in neighborhood association

## Psychographics

- Believes democracy should work — feels blocked
- Reads longform journalism & policy podcasts
- Values: fairness, transparency, accountability
- Frustrated but not apathetic — still tries
- Organized, articulate, slightly idealistic
- Hobbies: little league coach, volunteering

## Buying Habits & Channels

- Reddit political subs, Twitter/X, LinkedIn
- Reads The Atlantic, ProPublica, local news
- Discovers tools via word-of-mouth & podcasts
- Researches before committing — not impulsive
- Active on Facebook groups & Nextdoor

## Content & Messaging

- "Your signature means something — it's verified"
- Real lawmaker response success stories
- Transparency reports on delivered briefs
- Classroom civics angle — teacher use case
- Tone: serious, evidence-based, never hype
- Show what differentiates Pragma vs Change.org

# Marcus T. — The Civically Frustrated Action Taker

## PRODUCT — What Pragma Delivers

### Benefits

- Voice finally reaches real lawmakers with proof
- Public accountability score shames silence
- Civic resume grows with every contribution
- Credibility rewards accuracy over noise
- Data intelligence shows impact over time

### Experience

- Empowering — first time action has a real paper trail
- Validating — community affirms your issue is real
- Rewarding — accreditation tracks lifetime impact
- Urgent — live notifications when briefs are ignored

### Features

- Verified identity layer — zero fake accounts
- AI fact-checker & plain-English translator
- Policy brief co-authoring tools
- Live + public lawmaker accountability dashboard
- Civic blog & citable forum layer
- District-level trend & issue heat maps (Pro)

### Company: Pragma

Product: Verified civic participation platform

Ideal customer: Civically frustrated action taker (ages 25-45)

## CUSTOMER — Marcus T.'s Reality

### Wants

- To be heard by the people who represent them
- Proof participation actually changed something
- A platform that rewards truth over outrage

### Needs

- Verified proof their voice was delivered
- Transparent, neutral fact-checking they trust
- A real record of civic impact over time

### Fears

- Another tool politicians can ignore (like Change.org)
- Identity data being misused or breached
- Platform becoming politically biased over time
- Internal data manipulation by political money

### Substitutes They're Currently Stuck With

- Change.org — unverified, easily ignored
- Emailing reps — canned form-letter responses
- Town halls — low reach, performative, no record
- Twitter/X — outrage, zero paper trail

**1: Mindset**

**2: Brand Promise**

**3: Channels & Content**

*I'm frustrated. I tried emailing my rep, signed petitions, showed up to a town hall — nothing worked. I haven't fully given up but I don't know what else to do.*

*Facebook neighborhood groups · Reddit r/politics · Nextdoor. Content: short video showing a politician's 14% response rate — 'You were right to be angry. Now there's proof.'*

*I just submitted my first issue. I got a confirmation it was delivered to my city council member. This feels different from anything I've tried before.*

Welcome to Pragma. Your voice is now verified, documented, and on record. Your brief has been delivered — your representative has 14 days to respond and the whole district is watching.

*Onboarding email sequence. In-app milestone notifications: delivered, neighbor-supported, response window open. Push alert when the 14-day deadline approaches. First brief confirmation screen designed to be shareable.*

Your frustration is valid. You've tried the system's tools and they failed you. Pragma is built specifically for people like you — where your real verified name on a real brief actually reaches your real lawmaker.

*I've seen Pragma mentioned. Sounds like Change.org but they claim it's different because of identity verification. I'm skeptical but curious enough to look it up.*

*Pragma landing page with live accountability dashboard visible before signup. Blog: 'Why Change.org fails and what Pragma does differently.' YouTube explainer. Podcast guest spots on civic shows.*

*My brief was delivered and I got a notification. I want to do more. I'm watching the dashboard and feeling more engaged than I have in years. Building my civic profile.*

Every action builds your permanent civic record. Your participation score, credibility rating, and legislative impact are growing. You're earning real civic authority — not just participating.

Unlike Change.org, every person on Pragma is legally verified. Your brief isn't a petition — it's a documented, timestamped delivery. Politicians can't pretend they never got it.

*Weekly civic digest email — district top issues and lawmaker response rates. Citizen jury invitations for high-participation users. Accreditation milestone alerts. In-app blog prompts: 'Your experience is worth sharing.'*

*Okay this seems different. But I'm not sure I trust giving my ID to a new platform. I want to see it actually work before I commit.*

*No-account accountability dashboard lookup. Retargeting ads: 'Warwick residents submitted 847 verified briefs. Here's what happened.' Email nurture for anyone who looked up their lawmaker but didn't sign up.*

*Pragma worked. My brief influenced a real local decision. I want every frustrated person I know to try this. I believe in it now because I've seen it work.*

You proved that real verified citizens create real change. Now help us reach the people who still believe nothing works. Your story is the most powerful thing we have.

*Referral program: 'Invite a neighbor — help reach 2,000 verified Warwick residents.' Share-your-win feature with personalized impact graphic. Featured civic story on Pragma blog and social channels.*

We earn your trust before we ask for it. Look up your representative's response rate right now — no account required. See the real numbers. Then decide.

# Campaign Strategy Snapshot

## TARGET CUSTOMER


**MT**
**Marcus T.**
*Civically Frustrated Action Taker*

Age 34 | Providence, RI | History Teacher

- Has tried emailing reps — got form letters
- Signed petitions — watched them disappear
- Attended town halls — nothing changed
- Has NOT given up. Is close.
- **Pragma is what he has been looking for.**

## CAMPAIGN GOAL

### Primary:

500 verified founding member signups in 30 days

### Secondary:

3 municipal pilot inquiries from RI city managers

### Tertiary:

10,000 accountability dashboard views — no signup

## PRIMARY MESSAGE THEME

**"Your silence is over.**

**Their excuses are too."**

Every ad connects the personal lived experience of being ignored by government to the existence of a platform that makes ignoring verified constituents publicly, permanently costly — across three emotionally distinct angles for three different platforms.

## MAIN CUSTOMER OBJECTION

*"Nothing I do actually changes anything. This is just another platform politicians will ignore — like every other petition site."*

### How we overcome it:

Show the structural difference — verified identity + public countdown + permanent non-response record creates consequences that Change.org never had and never will.

## AD 01 — Facebook

### Trigger:

Grief + Validation

### Budget:

\$350/mo

### Duration:

30 days

 Emotional core: see Ad Profile 01

## AD 02 — Reddit

### Trigger:

Urgency + Scarcity + Intellectual Pride

### Budget:

\$200/mo

### Duration:

30 days

 Emotional core: see Ad Profile 02

## AD 03 — LinkedIn

### Trigger:

Status + Professional Fear + Social Proof

### Budget:

\$400/mo

### Duration:

45 days

 Emotional core: see Ad Profile 03

**TOTAL BUDGET: \$950/month | TARGET: 500 founding member signups**

# Ad Profile #1 — Facebook

## CHANNEL

Facebook Feed (1080x1080) + Stories (1080x1920)

## BUDGET

**\$350/mo**

## DURATION

**30 days**

## EMOTIONAL TRIGGER

### Grief + Validation

This ad does not sell a platform. It mirrors the exact lived emotional experience of being ignored by government — the email that got a form letter, the petition that disappeared, the town hall that changed nothing. When people feel their private pain reflected publicly and accurately, they share not to promote a brand but because they want others to feel seen. Pragma weaponizes empathy as its primary distribution engine.

## CHANNEL FIT

Facebook is where Marcus T. already vents — in neighborhood groups, in comment sections of WPRI and ProJo articles, in political frustration posts.

**Targeting:** Rhode Island adults 28-55, interests in local government, civic engagement, Rhode Island politics. Layered behavioral: engaged with local news content in the past 30 days.

**Est. reach:** 35,000-50,000 unique RI adults/month at \$8-14 CPM.

## CALL TO ACTION

**"Look up your representative's Pragma score. No account required."**

**Strategic rationale:** The CTA is deliberately not "sign up." It is one low-friction action that delivers a high-emotion result. Seeing a specific Rhode Island politician's response rate sitting at 14% triggers the identical frustration the ad just validated, and now there is a verified, documented place to put it. The funnel converts through experience, not through a sign-up prompt.

**Landing destination:** [pragma.com/score](https://pragma.com/score) — public accountability dashboard, no account required. Every view reinforces the product's core value proposition before the user has committed to anything.

## INDUSTRY REFERENCE

**Reference:** [ACLU "Know Your Rights" Facebook campaign](#) — text-heavy emotional narrative in feed ads targeting politically aware adults aged 25-55. Achieves high engagement from the personal-story format because it makes the viewer feel understood, not sold to. Pragma uses the identical psychological structure but replaces abstract constitutional rights with the specific personal civic failure moments the Rhode Island audience has actually lived through.

**Secondary reference:** Change.org's own acquisition ads, which ironically confirm the emotional hook — people respond to feeling politically powerless. Pragma runs the same emotional opener but resolves it with structural credibility, not just a signature count.

# Ad Concept #1 — Facebook — The Emotional Mirror Ad

## AD COPY BREAKDOWN

### HEADLINE

**"You sent the email. Got a form letter. You showed up to the town hall. Left feeling smaller. We built the thing that was supposed to exist all along."**

### AD COPY

150 verified Rhode Island residents just put their real legal names on a formal policy brief and sent it directly to their elected official. A live public countdown is now running to see if that official responds.

Not a petition. Not an email. A verified, timestamped, cryptographically logged document with 150 real names — and a permanent public record.

Your silence is over. Their excuses are too.

### CALL TO ACTION

**"See your lawmaker's score. No account required." → [pragma.com/score](https://pragma.com/score)**

Sponsored · pragma.com

"You sent the email."  
"You got nothing back."  
"You signed the petition."  
"Watched it disappear."  
"You showed up to the town hall."  
"Left feeling smaller."

**PRAGMA**

*by the people. for the people.*

We built the thing that was supposed to exist all along.

[See your lawmaker's score →](#)

*Built to spec in Canva — Navy #0a1628 | Gold #c9a84c | Georgia serif | 15-sec Story format*

# Ad Profile #2 — Reddit

## CHANNEL

Reddit — r/RhodeIsland, r/politics, r/localgovernment (Promoted post + organic)

## BUDGET

**\$200/mo**

## DURATION

**30 days**

## EMOTIONAL TRIGGER

### Urgency + Scarcity + Intellectual Pride

Reddit's civically aware users are the most informed and most cynical — they have concluded nothing works. The trigger is not emotion but their own intellectual conclusion being directly challenged: "We built the thing you said couldn't be built. Come find the flaw." Real, structural scarcity — 150 founding spots closing permanently — creates FOMO for people who pride themselves on being early to what matters.

## CHANNEL FIT

r/RhodeIsland has 85,000+ members actively discussing infrastructure failures, corruption, and government dysfunction — the exact issues the Washington Bridge founding brief addresses. Reddit users share content that makes them look informed. A live countdown clock on a lawmaker response rate is exactly that.

**Strategy:** Promoted post in r/RhodeIsland + genuine long-form post in r/localgovernment explaining the verified identity architecture. Let Reddit argue. Every reply is free distribution. CPM target: \$4-8.

## CALL TO ACTION

**"150 founding spots. Closing permanently. Rhode Island only."**

Strategic rationale: Scarcity is real and structural — not manufactured urgency. The 150 founding member limit is a hard constraint that closes permanently when filled. That authenticity is what makes the urgency land on a platform that instantly detects and rejects fake scarcity.

The CTA is paired with a direct link to the founding brief countdown page — not a sign-up form, but the live accountability clock itself. Reddit users will share a countdown on a politician's response rate because it makes them look civic and informed, not because they were asked to promote a product.

**Landing:** [pragma.com/founding](https://pragma.com/founding) — founding brief + live countdown + verified signer wall.

## INDUSTRY REFERENCE

**Reference: Duolingo Reddit promoted posts** — plain text, native Reddit format, no brand imagery, reads like a community post. Achieves high engagement because it does not feel like an ad. Pragma uses the identical format with civic legitimacy and a real live countdown as the hook.

**Secondary reference: Stripe's developer community posts on Reddit** — technical, architectural, invites power users to find flaws. Pragma applies this "show the architecture" approach to civic technology, where skeptical RI residents become early adopters by stress-testing the system publicly and finding it holds.

# Ad Concept #2 — Reddit — The Architecture Ad (Native Post Format)

## AD COPY BREAKDOWN

### HEADLINE

**"We built the civic accountability tool that everyone said was impossible. 150 founding spots for Rhode Island residents. Closing permanently."**

### AD COPY

**Here is what makes Pragma structurally different from everything that failed:**

→ Every user is legally verified (government ID + selfie — same tech banks use)

→ Every brief carries a cryptographic timestamp — undeniable proof of delivery

→ A 14-day public countdown runs on your lawmaker's response

→ Non-response becomes a permanent, searchable public record

Launching in Rhode Island around the Washington Bridge. 150 spots.

When they fill, it closes. No waitlist for founding membership.

### CALL TO ACTION

**"150 founding spots. Rhode Island only. Closing permanently." → [pragma.com/founding](https://pragma.com/founding)**

r/RhodeIsland • Posted by u/pragma\_ri • Promoted

**▲ We built the civic accountability tool everyone said was impossible. 150 founding spots for RI residents. Closing permanently.**

847

▼ Here is what makes Pragma structurally different from everything that failed before:

- ✓ Every user legally verified — government ID + selfie match, same tech as banking
- ✓ Every brief delivered with cryptographic timestamp — cannot be disputed
- ✓ 14-day public countdown on your lawmaker response — the whole district watches
- ✓ Non-response = permanent searchable public record. It does not expire.

Launching in Rhode Island around the Washington Bridge — \$400K/day in economic damage from documented, ignored inspection reports. 150 founding spots.

This is not manufactured scarcity. When 150 fill, it closes permanently.

312 comments ↑ Share ★ Save ⋮ More

📌 Pinned by moderators • u/pragma\_ri • OP

Link to the founding brief and live accountability dashboard showing every RI lawmaker's current response rate. No account needed to view. Gov. McKee: 31%. Speaker Shekarchi: 22%. Sen. Reed: 72%.

# Ad Profile #3 — LinkedIn

## CHANNEL

LinkedIn Feed (1200x628 carousel) + Direct InMail to city managers

## BUDGET

**\$400/mo**

## DURATION

**45 days**

## EMOTIONAL TRIGGER

### Status + Professional Fear + Social Proof

Sandra W. does not respond to emotional appeals. She responds to professional risk and peer authority. The trigger: "Your peer city managers are already exploring this. What does it say about you if you are the last to know?" Being the person who found the solution is political capital inside government. Missing it is professional liability. Professional status anxiety closes B2B deals that product demos alone never could.

## CHANNEL FIT

LinkedIn job-title targeting reaches "Director of Community Engagement," "City Manager," and "Chief of Staff" at RI municipal governments with surgical precision. InMail gives direct inbox access to specific named decision makers.

Targeting: Job titles — City Manager, Director of Community Engagement, Chief of Staff, Government Affairs Director. Industry: Government Administration. Geography: Rhode Island + New England metros.

Budget split: \$250 feed carousel + \$150 InMail. CPM target: \$25-40.

## CALL TO ACTION

**"Request a free 90-day pilot — no procurement commitment required."**

Strategic rationale: The free pilot removes the single biggest procurement barrier. Sandra W. does not sign anything without proof of concept. We give her proof before she spends a dollar — a 90-day fully managed pilot with weekly check-ins, co-branded city launch materials, FOIA compliance documentation, and a 90-day outcome report.

"No procurement commitment required" is the specific language that gets past risk-aversion. It removes the internal approval barrier entirely. She can say yes to a pilot the same week she sees the ad.

The framing also puts pressure from a different angle: the Washington Bridge brief is already running. Her residents are already on Pragma. Is she the city that partners with Pragma or the city that gets tracked by it?

## INDUSTRY REFERENCE

**Reference:** [Salesforce Government Cloud LinkedIn campaign](#) — leads with peer social proof ("Join 3,000+ government agencies"), ROI comparison language, and case study format. No consumer emotional language anywhere. Professional, data-driven, zero fluff. Pragma mirrors this exact professional tone but with a sharper, more urgent hook: the accountability dashboard is already live and running. Your officials are already being tracked.

**Secondary reference:** Qualtrics government survey tool InMail campaigns — short, direct, ROI-first. "Replace \$12K in town halls with verified digital engagement" is the Pragma equivalent: a concrete dollar comparison that makes the decision feel financially obvious before the first meeting is scheduled.

# Ad Concept #3 — LinkedIn — The ROI Carousel Ad (5-Card Swipe)

## AD COPY BREAKDOWN

### HEADLINE

**"150 verified Rhode Island constituents just sent a formal policy brief to your officials. The countdown is running. Are you the city that partners with Pragma — or the city that gets publicly tracked by it?"**

### AD COPY

- Town halls cost \$4,000 each. Average attendance: 12 people.
- Zero verified constituent data. No accountability mechanism. Pragma replaces that spend with:
- Verified constituent engagement — legal ID required
- Documented brief delivery with tamper-evident audit trail
- FOIA-compliant records for every engagement
- Quarterly civic intelligence reports for leadership

### CALL TO ACTION

**"Request your free 90-day pilot. No commitment required." → [pragma.com/municipal](https://pragma.com/municipal)**

CARD 01

CARD 02

CARD 03

CARD 04

CARD 05

← SWIPE