

Building Political Will

Branding the Nuclear-Free World Movement

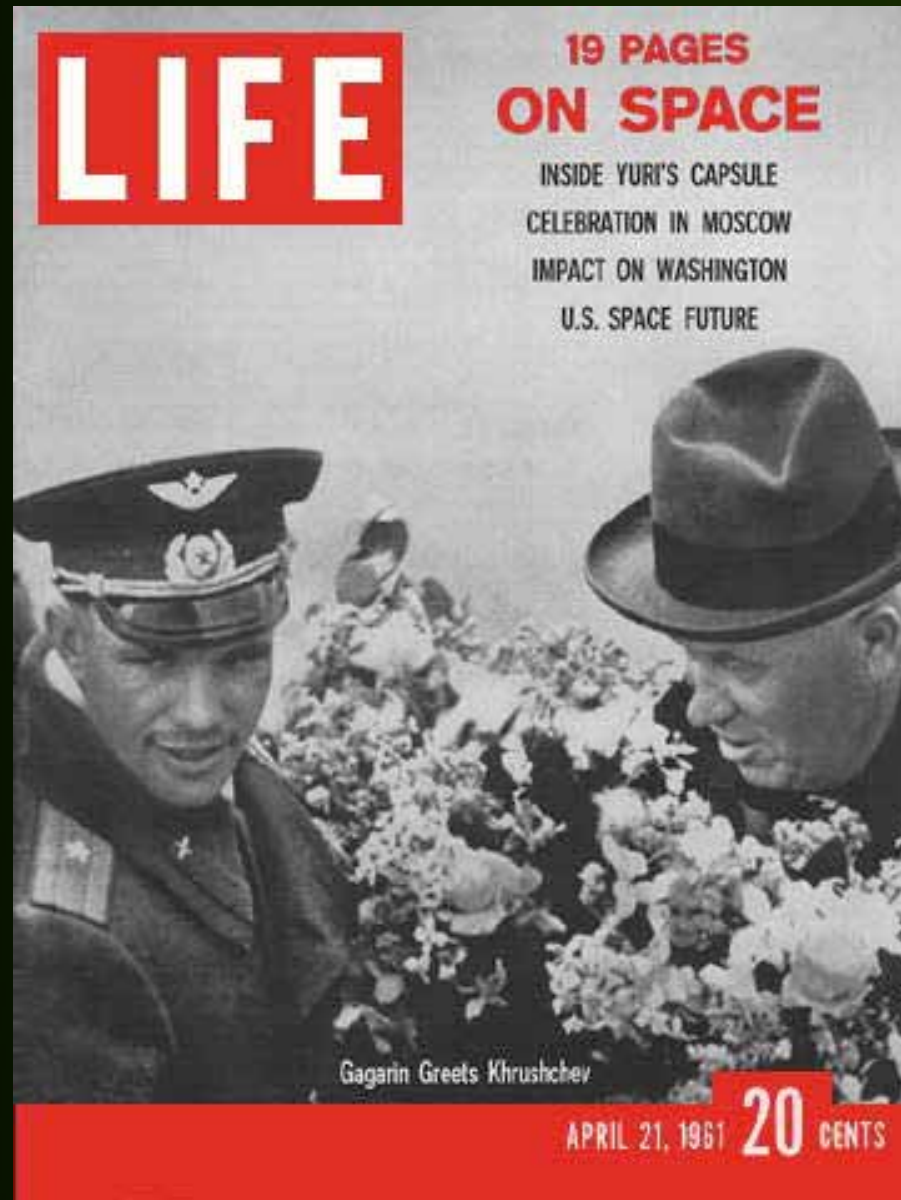
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Premise

If we can we put a man on the moon,
why can't we

Background

The space race had begun and the US was behind.



Leadership

President
John F.
Kennedy's

May 25, 1961

Man on the
Moon Speech



Setting and Communicating Goals

such leadership. We have never specified long-range goals on an urgent time schedule, or managed our resources and our time so as to insure their fulfillment.

Kennedy's Remedy

1. Specify a long-range goal
2. Include an urgent time schedule
3. Have a plan to marshal time and resources to ensure their fulfillment

Messaging

First, I believe that this nation should commit itself to achieving the goal, before this decade is out, of landing a man on the moon and returning him safely to earth.

Full Remedy

1. Specify a long-range goal
2. Include an urgent time schedule
3. Have a plan to marshal time and resources to ensure their fulfillment

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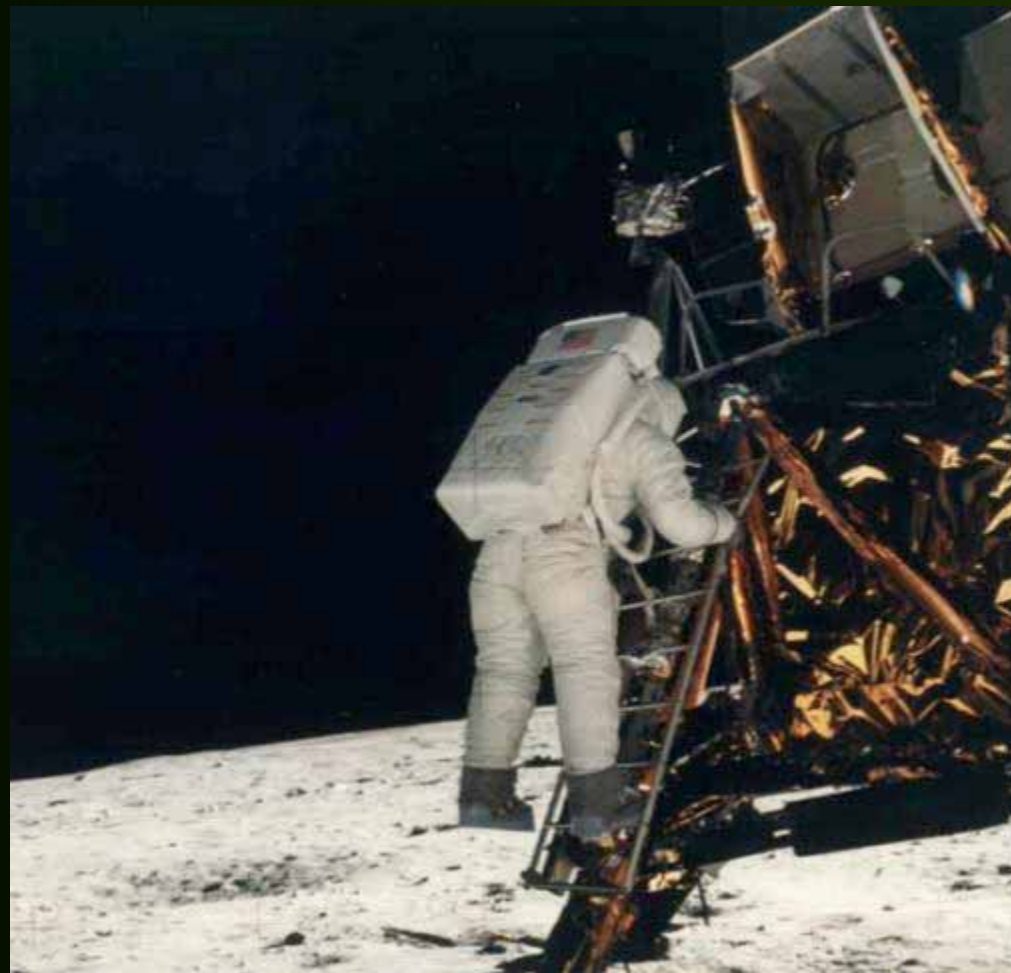
4. Communicate this goal in simple language

Results of Effective Goal Setting & Messaging

Neil Armstrong,
Apollo 11

July 20, 1969

8 Years & 2
Months After
Kennedy's
Special Address



Lunar Program vs. The Nuclear-Free World Movement

Lunar Space Program

1961 — 1969

8 Years

Nuclear-Free World Movement

1945 — '53 — '61 — '69 — '77 — '85 — '93 — '01 — 2009

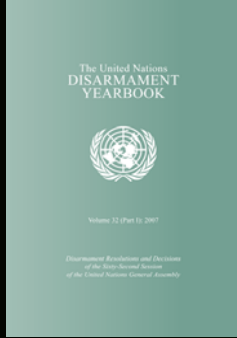
64 Years +

Early Treaties

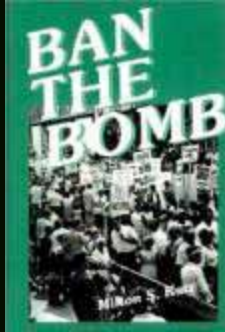
Hiroshima



UN General Assembly Resolution



Partial Test Ban Treaty



Nuclear Non-Proliferation Treaty



Anti-Ballistic Missile Treaty



Global Nuclear Warheads > 26,000



1945

1959

1963

1970

1972

2008

Treaties in which the signers agreed to achieve the elimination of nuclear weapons ...

“the speediest possible achievement”

“at the earliest possible date”

“in the shortest possible time”

“at an early date”

why?

An Urgent Schedule vs. Open Ended Language

Lunar Program	Nuclear-Free World Movement
“before this decade is out”	“in the shortest possible time” “the speediest possible achievement” “at an early date” “at the earliest possible date”
8 Years, 2 Months	64 + Years

An Urgent Timeline vs. Open Ended Language



Help Unify Diverse Groups Around Common Platforms



The Nuclear-Free Advocacy Organizations

Nuclear-Free Advocacy Groups	Campaign for a Nuclear Weapons Free World	Nuclear Age Peace Foundation	Friends Committee on National Legislation	Int. Physicians for the Prevention of Nuclear War	Mayors for Peace	Federation of American Scientists; Natural Resources Defense Council; Union of Concerned Scientists
Campaign Title (Brand)	Campaign for a Nuclear Weapons-Free World	US Leadership for a Nuclear Weapons-Free World	Policies for a World Free of Nuclear Weapons	“ican” International Campaign to Abolish Nuclear Weapons	Vision 2020 Campaign	Towards True Security
Urgent Time Schedule	No	No	No	No	2020	No

A More Convenient Season

Time is not neutral.

Time is an ally for the
forces of stagnation.



Branding the Nuclear Weapons Free Movement: An Example

An Effective Policy Brand Will Help By:

1. Simplifying this complex issue
2. Influencing public and legislative opinion
3. Be memorable and emotionally appealing
4. Help unify diverse groups around a common platform

Brand Name & Tagline



The Reykjavik Vision for a
Nuclear Weapons-Free World

Secure. Verify. Reduce.

Branding Is Telling a Story that Will Influence Opinion



Branding Can Unify Diverse Groups

“The Reykjavik Vision for a Nuclear Weapons-Free World is a three step plan to eliminate all nuclear weapons by October 11, 2021.”

Our most convenient season begins today.

