

Friends of Scott Walker: Releases campaign video and statewide digital ad campaign ahead of official re-election kickoff

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Madison, Wisconsin – Friends of Scott Walker on Wednesday released a campaign video and statewide digital ad campaign ahead of the official kickoff of Gov. Walker’s re-election campaign, highlighting the results of his bold reforms and plans to keep moving Wisconsin forward.

You can watch the ad, entitled “More To Be Done,” [here](#).

The 60-second video is the centerpiece of a broader digital ad campaign, which covers the entire state and also reaches targeted audiences with shorter 15-second and 6-second clips. Narrated by Gov. Walker, “More To Be Done” features the governor running, talking with workers, and riding his motorcycle. It begins:

Hi. I’m Scott Walker. I love Wisconsin. Every day is a chance to make things better for the people of our state.

More folks are working than ever before, because we’re open for business. Our budgets are balanced and we now have surpluses. So we lowered taxes.

At the same time we’re investing more into schools than ever before. Test scores and graduation rates are among the best in the nation. More families can afford to send their kids to college because we froze tuition. And more people have access to

health care here than just about anywhere else in America.

I love traveling the state. And hearing how the things we're doing, are helping.

But there's more to be done. Investing in training for our workers. Helping people create jobs. Making our schools even better. At the end of each day, after all of the miles and conversations, I can't wait for the alarm to ring to see what opportunities tomorrow will bring.

Are you with me?

The ad campaign uses the full video as well as the shorter 15-second and 6-second clips for ads on YouTube, social media, news sites and other platforms. It also features a wide range of graphics and display ads.

Gov. Walker has said he will formalize the launch of his campaign soon. You can watch the video released in anticipation of his announcement [here](#), and find examples of some of the graphics that will also run as part of the digital ad campaign below: