



“Super Tuesday” Webinar: Lessons from the Campaign Trail

Meet Today's Presenters



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Veteran of the Joe Lieberman campaign and has worked for the Democratic National Committee

KRC's Political Background

KRC is a full service global strategic research firm with a heritage in the highest levels of political campaigns.

Members of the KRC team have work for:



Our Clients





Lesson # 1

Politics is relevant to
what we all do

Politics Can Be Instructive When . . .

1 The stakes are high, and it's a highly competitive and contested landscape.

2 What's been tried isn't working.

3 You need to break through the clutter and be heard.

4 You don't need "data" – you need an action-oriented messaging & engagement strategy.

5 You need to unseat the incumbent – you need to change minds and behaviors.

6 You need to know who are the swing voters – there is no use in targeting anyone other than those who might switch.

Lesson # 2

Messaging at its
essence is
competitive



Case Study: The 2008 Election

Voters wanted a
change from Bush

The DC status quo
was out of favor

Obama's message
was therefore pretty
obvious

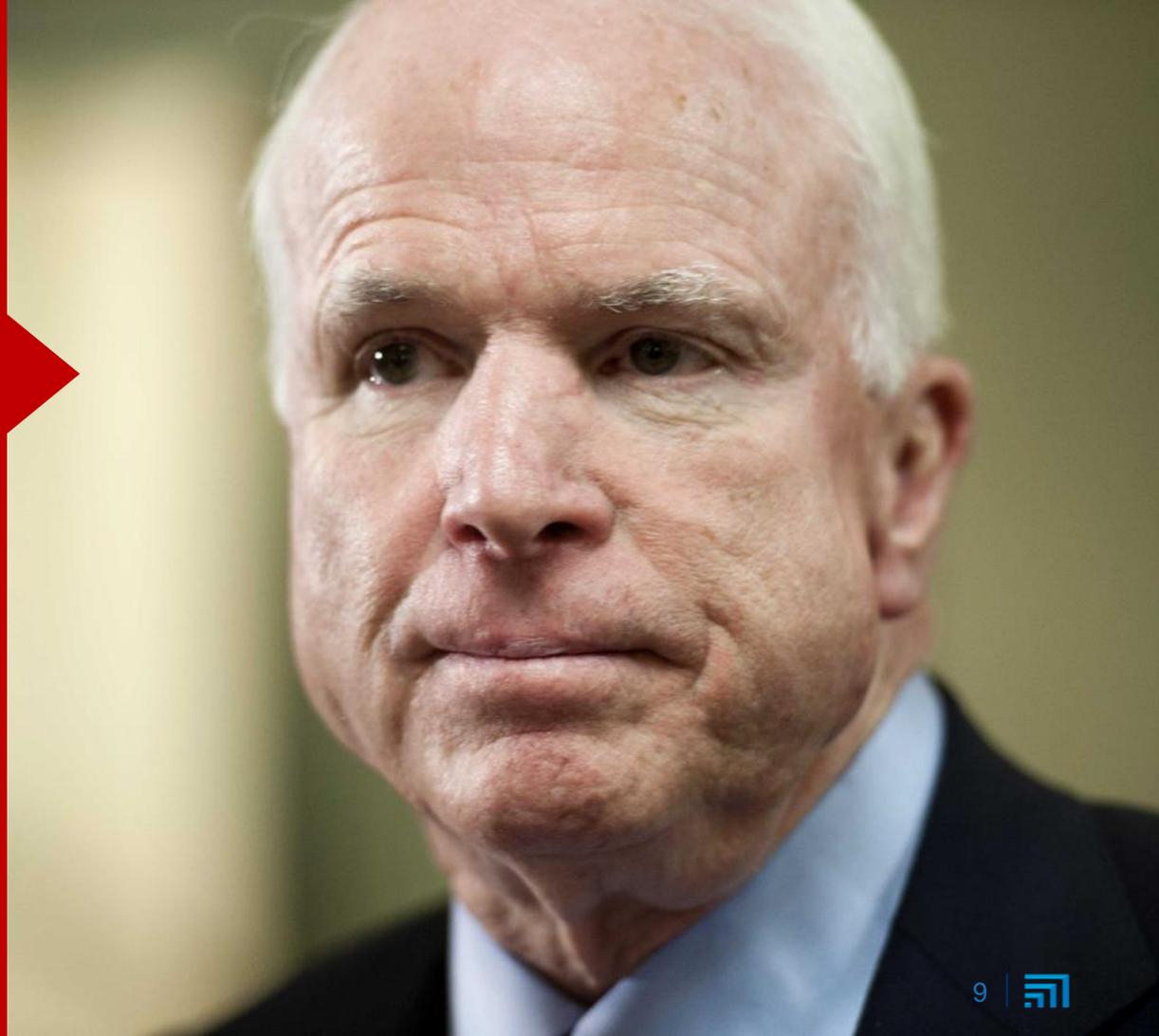


Obama's 2008 Competition

Vital Stats:

Arizona Senator
John McCain

- First elected to Congress in 1983
- Born in 1936
- Age 72



Create a contrast –
both obvious and
subtle



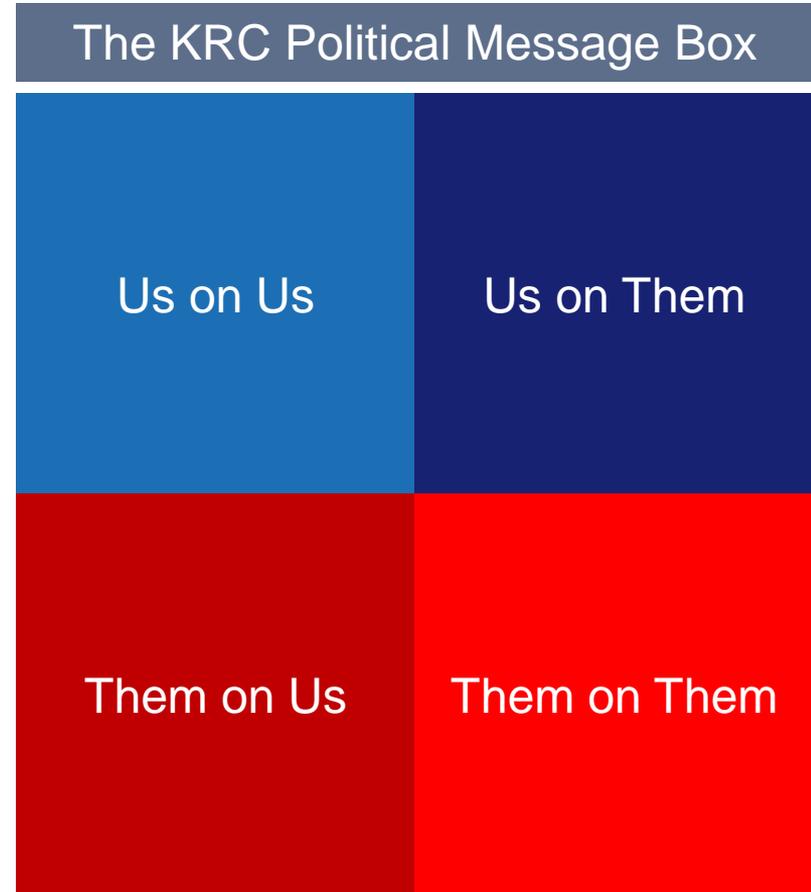
The background is a vibrant red color. Overlaid on this are several thick white lines that intersect to form a grid and diagonal patterns. A horizontal line runs across the middle, and a vertical line runs down the right side. Two diagonal lines cross each other in the upper right quadrant. At the top intersection of the vertical and diagonal lines, there is a blue arrowhead pointing upwards. At the intersection of the horizontal and vertical lines on the right side, there is a large, multi-pointed blue starburst or flower-like shape.

Lesson # 3

How to develop a **competitive** messaging framework

KRC's Political Message Box Creation

KRC's messaging approach borrows from the world of politics and ensures that we not only determine which messages resonate most with target audiences, but also which best withstand the opponent's messaging.



The Political Message Box in Action



Clinton On Clinton

Clinton On Trump



Trump On Clinton

Trump on Trump



Lesson # 4

Pivot your appeals to
speak to & engage
“Swing Voters”

You Must Evolve Your Message to Reach “Swing Voters”

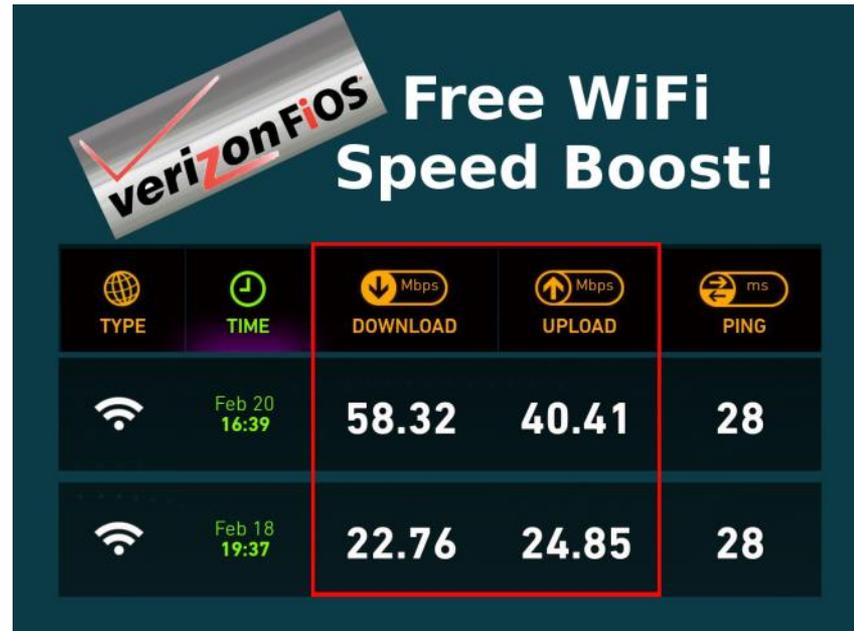
(Re) considering what you say,
who you say it to, and
how to say it.

We see this challenge as similar to
the pivots political candidates often
make on issues that are traditionally
associated with the opposition party.

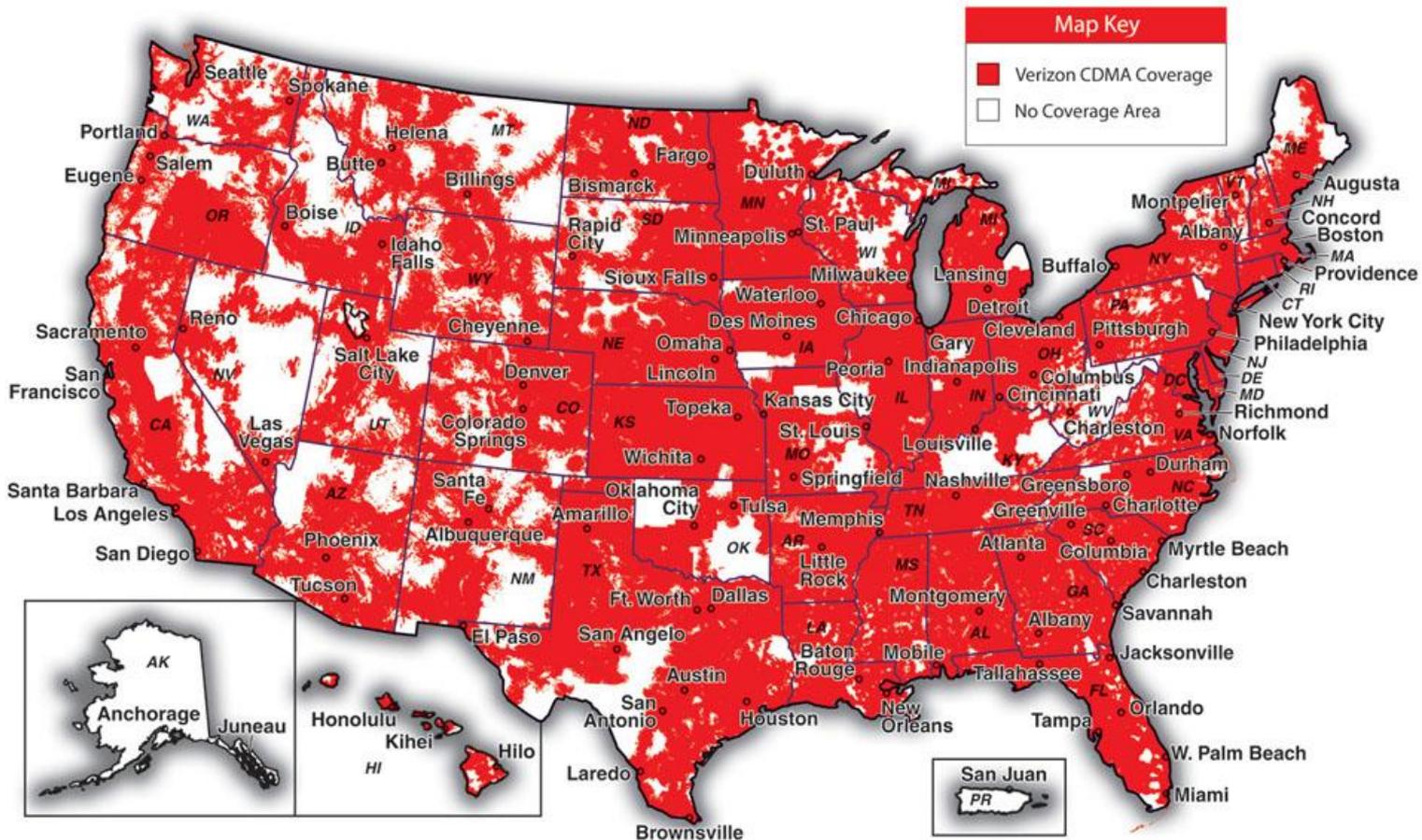




A speed message appealing to “Base Voters”



A \$23B investment to bring high speed service to America



CHOOSE THE TYPES OF CHANNELS YOU WANT.

Pay for the types of channels you want - only from FiOS Custom TV

Explore Channel Packs:



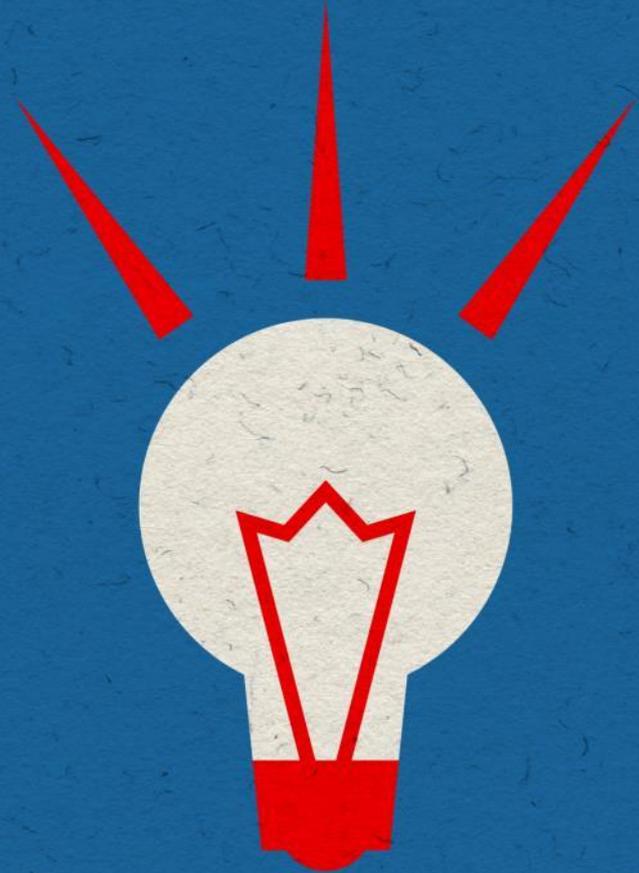
LIFESTYLE CHANNEL PACK

Lifetime **TLC** **Bravo** **A&E**

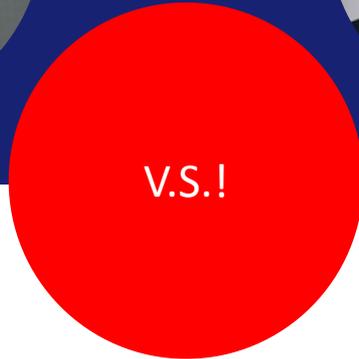
Channel Pack Includes:
Lifetime, TLC, Bravo, A&E, History, Animal Planet, OXYGEN, LMN, FYI, Investigation Discovery, Travel Channel, Hallmark Channel, OWN, Destination America, H2, GSN, Discovery Life, AWE

Lesson # 5

Your message must
persuade
“Swing Voters”



Who “wins”?



verizon^v



Who “wins”?



on



verizon^v on



TWC about themselves

Time Warner Cable (TWC) offers customers the best value on cable TV and Internet service.

TWC service includes more features customers are looking for including a two year price guarantee with no contract.

Not only do TWC's customers get fast and powerful Internet service, but TWC also offers more HD TV channels and 350+ live TV channels in any room in your home.

TWC service keeps getting better and better and now its price and service can't be beat.

Verizon about TWC

The only thing cheap about Time Warner Cable is the poor service they provide and it's about to get even worse.

The fact is that to get their two year price guarantee you have to jump through hoops. With Verizon that guarantee comes standard.

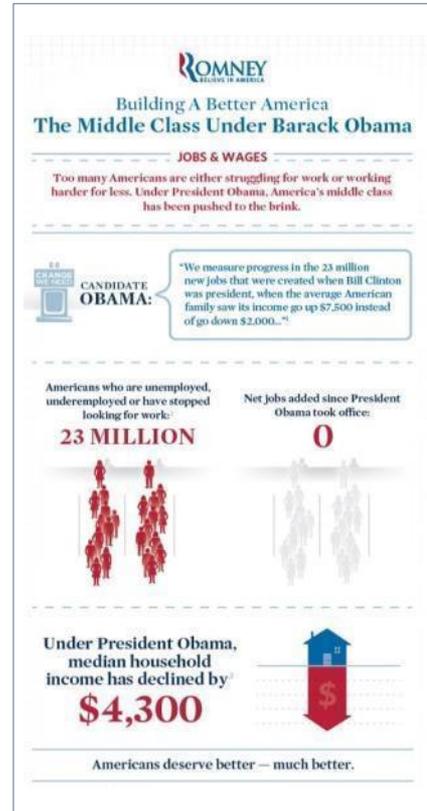
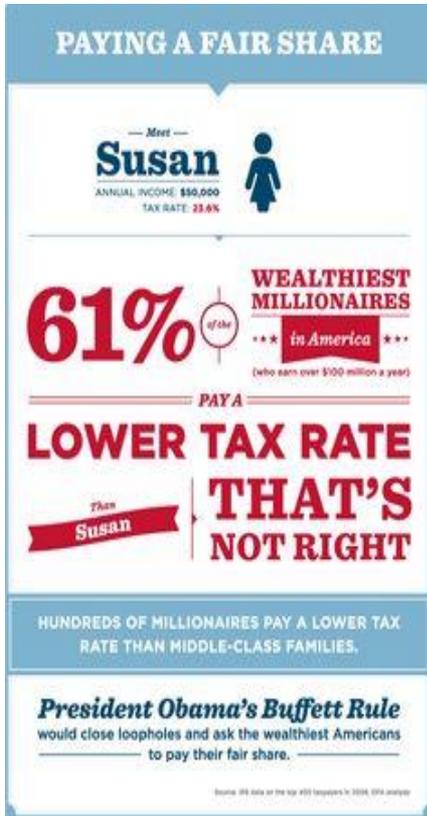
And now that Comcast is acquiring Time Warner Cable, those customers – people like you - are going to pay more than ever. Comcast charges sky high rates for the same outdated cable technology and are known for their tricks and traps.

VISUALIZE

Lesson # 6

Visualize your message

Eye-Catching, Easy, Shareable Infographics



Boardrooms Leverage Lessons from the Campaign Trail

Making Infographics More...



FUN...



COOL...



SEXY...

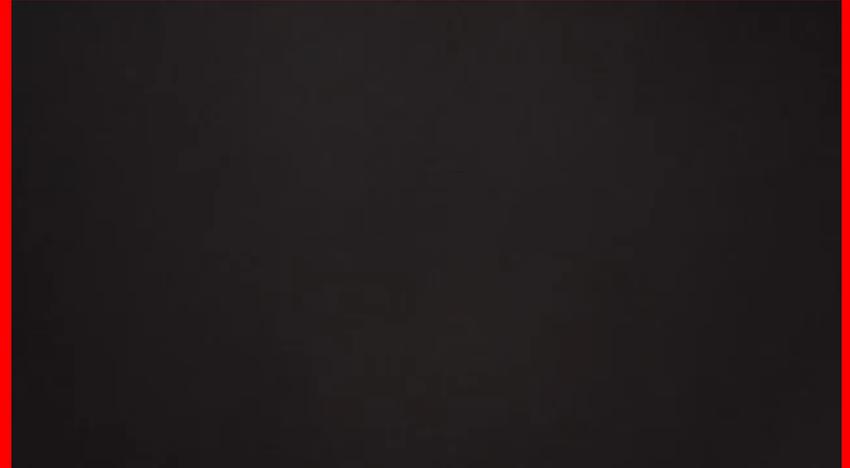


Lesson # 7

Humor -

It Humanizes
& Kills

Humor can be deadly effective





Lesson # 8

Emotional, not rational, wins the day

Hillary Clinton makes an (unscripted) emotional appeal



From functional & rationale . . .



Fast on the road.
Easy on the pump.

 **MITSUBISHI**[®]
Introducing the **Eclipse Concept-E**

Powered by a 3.8-liter V-6 engine and a rear-mounted electric motor for a total output of 470 horsepower. Thanks to its unique hybrid system, the Concept-E delivers a continuous, uninterrupted stream of power even while the six-speed automated manual transmission changes gears. The result is a car that boasts performance to match its aerodynamic appearance.

Starting at \$52,900, as shown \$57,720. Prices are base M.S.R.P. and M.S.R.P. with options. APR at 4.5%. Lease available for \$720 a month for 24 months. Copyright ©2006 Mitsubishi Motors North America, Inc. (MMA)/All rights reserved. All names, trademarks, and logos are registered trademarks of Mitsubishi Motors North America, Inc.

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A NEVER ENDING
VOLVO COMMITMENT





Lesson # 9

Not Big Data – The Right Data!

Monolithic groups are inefficient targets

From...



Soccer Moms

White
Suburban
Middle aged
Young Kids
Socially moderate, fiscally more conservative

To...



Susan Davis

White
84 Maple Ave. Briarcliff, NY
38
2 Kids
Voted in the last 3 Democratic primaries
Subscribes to Home and Garden

Fail faster – but don't fail to experiment



Every year on Valentine's Day I can't help but think back to my **first date with Barack**.

I had been reluctant to go out with him, but he was persistent, and I eventually said yes.

We took a walk through the gardens at the Art Institute in Chicago, saw "Do the Right Thing," and went out for ice cream (he was really trying to impress me).

It took some convincing, Bradley, but I'm so glad I went on that date.

I simply cannot imagine my life without the unwavering love and support that has defined our marriage, and I'm so glad that we have finally achieved marriage equality, affirming, as Barack put it in his inaugural address, that "if we are truly created equal, then the love we commit to one another must be equal as well."

[OFA is one of the groups fighting for full equality for all Americans -- regardless of sexual orientation or gender identity. Add your name to say you'll join the fight.](#)

I hope you'll stand with me and OFA in continuing this mission -- add your name today:

With love,

Michelle Obama



Last night, I gave my final State of the Union address. As I was preparing it, I couldn't help but think of the road we've traveled together these last seven years -- and the remarkable things you've done to make change happen.

The people I've met and the stories you've shared -- that's what keeps me going. And it's why I'm more optimistic about the year ahead than I've ever been.

What makes America great has always been our capacity to **change for the better**. Our ability to come together as one American family, and keep perfecting our union. It's hard to see sometimes in the day-to-day noise of Washington, but that's who we are.

[OFA is one of the groups that's going to keep fighting for change on the most important issues -- say you'll join the fight.](#)

It all starts with getting involved in the work of civic engagement. In the America we believe in, we create the kind of change we seek. However slow, however harshly challenged at each point, we know we can do it.

I hope you'll join OFA, and commit to continuing this work:

<https://my.barackobama.com/Lets-Get-To-Work-In-2016>

Thanks,

Barack Obama



Making the Connection

Gather supermarket data about who buys your products and your competitors.

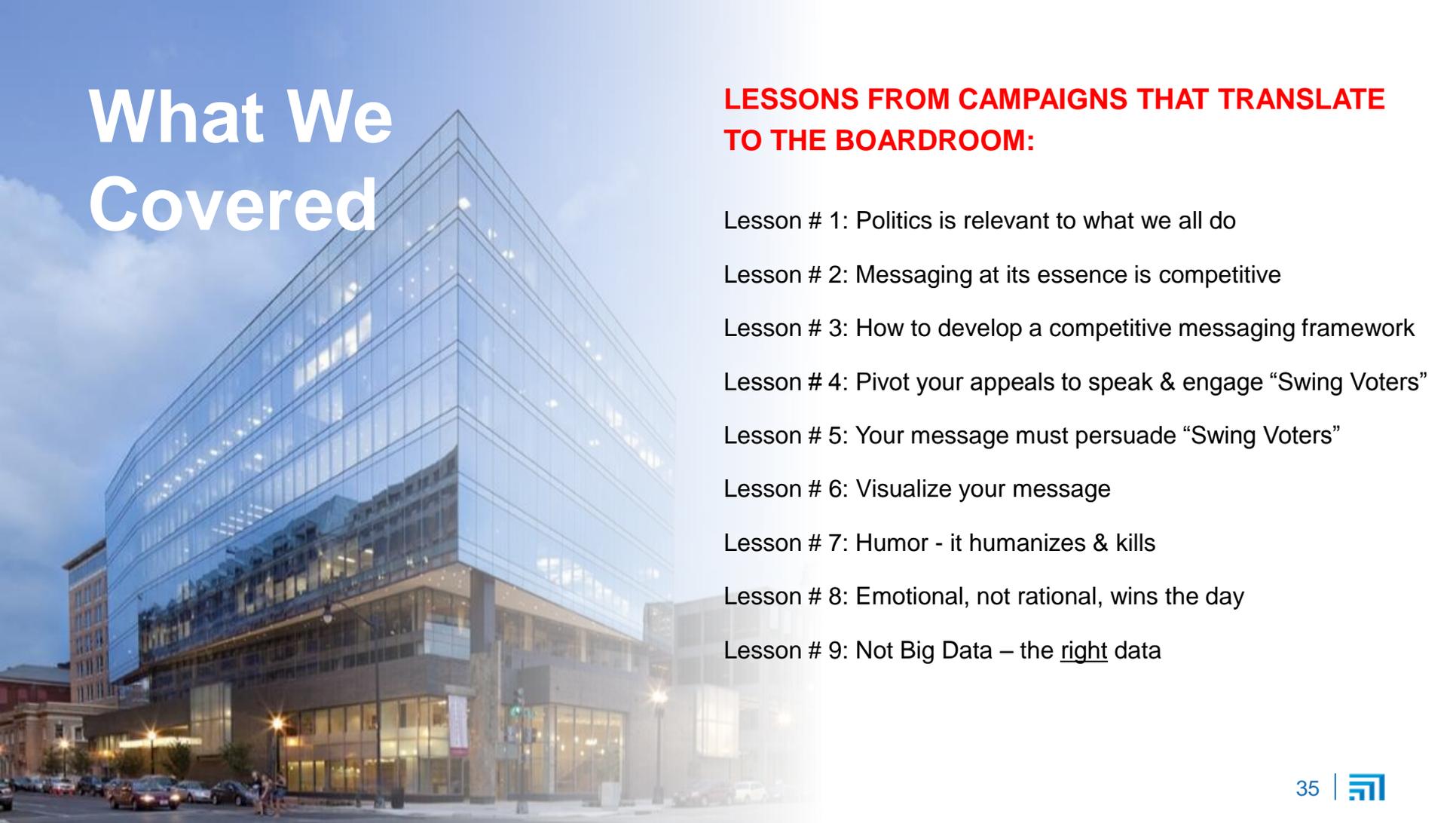
Build model that predicts the frequency of purchase.

Target specific individuals on Facebook.

Measure campaign success by studying scanner data.



What We Covered



LESSONS FROM CAMPAIGNS THAT TRANSLATE TO THE BOARDROOM:

Lesson # 1: Politics is relevant to what we all do

Lesson # 2: Messaging at its essence is competitive

Lesson # 3: How to develop a competitive messaging framework

Lesson # 4: Pivot your appeals to speak & engage “Swing Voters”

Lesson # 5: Your message must persuade “Swing Voters”

Lesson # 6: Visualize your message

Lesson # 7: Humor - it humanizes & kills

Lesson # 8: Emotional, not rational, wins the day

Lesson # 9: Not Big Data – the right data

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Our insight. Your breakthrough.



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