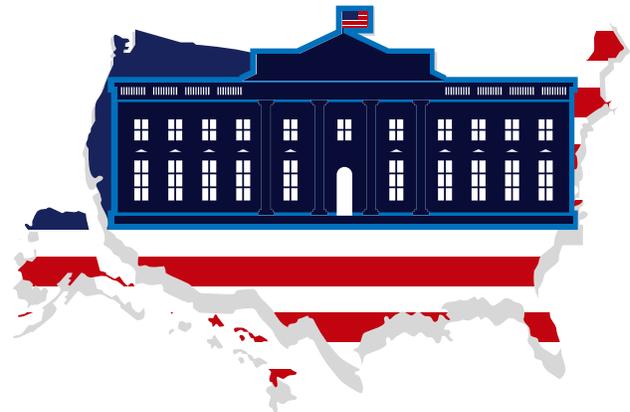




# LEVERAGING VALUES TO IDENTIFY AND TARGET PERSUADABLE VOTERS AND WIN A CRITICAL ELECTORAL VOTE

Love it or hate it, the electoral college presents a strategic opportunity for targeting on a granular level as candidates focus on securing 270 electoral votes.



## THE CHALLENGE

The Democracy Preservation Initiative (DPI), a Super PAC supporting Former Vice President Joe Biden, knew that the Omaha, Nebraska area congressional district could hold the key to securing their path to victory. Given the nationwide predictions, securing NE-2 and its one electoral vote could increase Biden’s chances of winning the election from 66% to 81%. It would also ensure that President Donald Trump would have to win one additional state on a projected path to victory – an added obstacle that would prove insurmountable in this closely contested election year.

However, DPI knew this would not be an easy win: 538 forecasts NE-2 as a 58.1% chance of voting Republican in what in 2018 was R+4 in party registration.\* They came to Resonate to help target NE-2 voters on a granular level and tap into the values that could drive persuadable voters to the polls to cast a blue ballot.

## THE SOLUTION

Resonate used real-time voter intelligence to look closely at two voter segments:

- Voters worried about “health misery” as a result of COVID-19 and persuadable on President Trump
- Voters worried about “economic loss” as a result of COVID-19 and persuadable on President Trump

These voters were then targeted on an individual level with 15 and 30 second video ads delivered via mobile, tablet and laptop based on the targets’ specific concerns.

“Resonate was extraordinary at providing a comprehensive and accurate understanding of the Omaha electorate. Resonate’s voter insights kept us disciplined and focused on what mattered to our target audience – rather than what was animating Never Trumpers. Their talented and easy to work with team made launching, monitoring and managing the campaigns easy and fun.” - Matt Gerson, Political Consultant leading the DPI strategy in NE-2

\*<https://projects.fivethirtyeight.com/2018-midterm-election-forecast/house/nebraska/2/>



# 10,549,040 video impressions were delivered throughout the lifespan of this campaign with 8,253,891 completions – yes, that’s a 78% VCR overall

Video completers represented a group that skewed towards, 34-54 years of age and higher income/education level. 35% were Democrats and 65% identified as Republican, Independent or Third-Party.

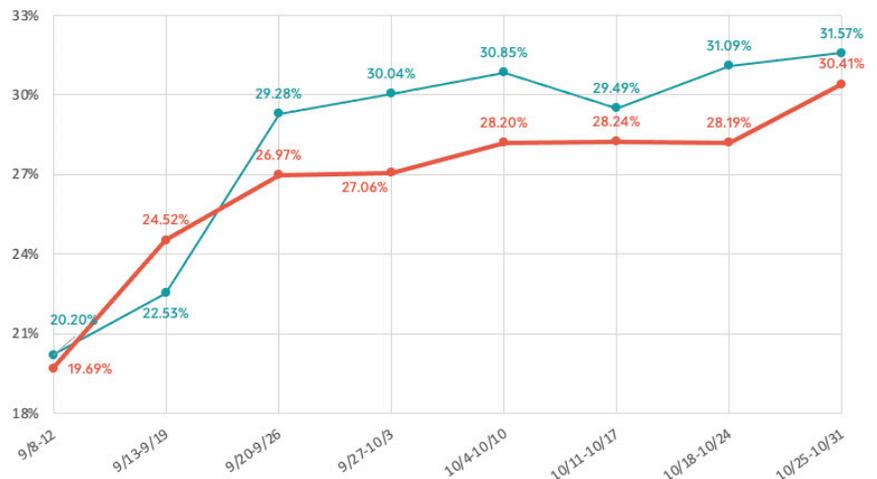
That means this DPI-run campaign successfully engaged voters across the aisle and led to significant shifts in negative sentiment towards President Trump in the weeks leading up to the election.

## Reason to Vote in 2020 Elections: Removing President Trump and His Allies in Office

### BY COMPOSITION

First, looking at video completers citing “Remove Trump and his allies from office” as the most important deciding factor in casting a 2020 ballot, we saw marked increases.

- As of September 12, 20.2% of “health misery” video completers were voting to remove Trump from office. As of October 31, it was 31.6%.
- As of September 12, 19.7% of “economic loss” video completers were voting to remove Trump from office. As of October 31, it was 30.4%.



Question: What are the most important reasons why you intend to vote in the upcoming Presidential and congressional elections in November, 2020?

Health Video Completers Economic Loss Video Completers

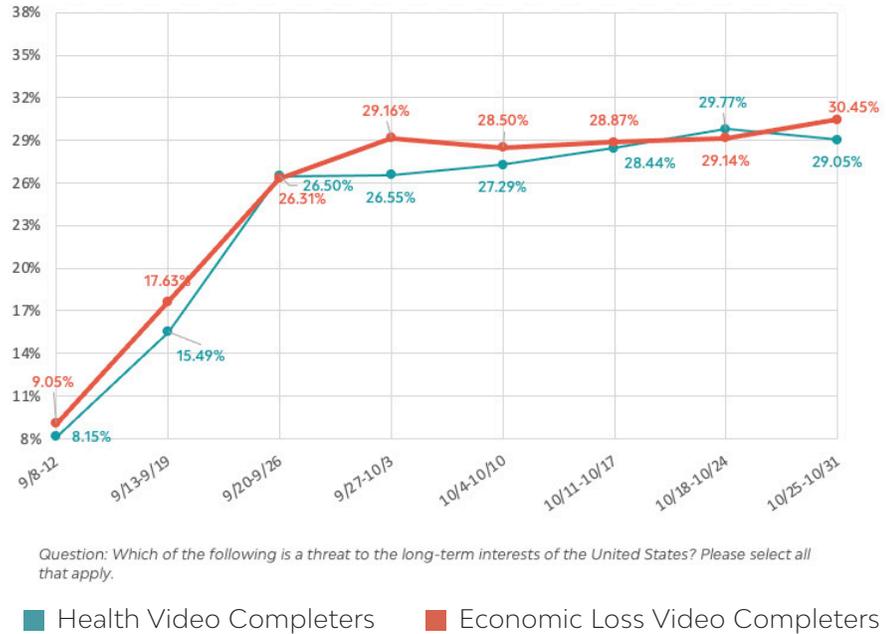


# View President Trump as a Threat to the Interests of the United States

## BY COMPOSITION

In an even starker measure of increasing anti-Trump sentiment, the following measures the video completers' agreement with the statement: Trump is a threat to the interests of the United States.

- As of September 12, 8.2% of "health misery" video completers viewed Trump as a threat to the interests of the United States. As of October 31, it was 29%.
- As of September 12, 9.1% of "economic loss" video completers viewed Trump as a threat to the interests of the United States. As of October 31, it was 30.5%.



# Traits That Decrease Likelihood Support Candidate: Dishonesty

## BY COMPOSITION

DPI's messaging strategy also hinged its bets on voters' values-driven feelings by tapping into the negative personality traits often associated with President Trump.

- As of September 12, 47.1% of "health misery" video completers said dishonesty would decrease their likelihood of supporting a candidate. As of October 31, it was 70.0%.
- As of September 12, 48.1% of "economic loss" video completers said dishonesty would decrease their likelihood of supporting a candidate. As of October 31, it was 67.9%.





## Change in Voting Intent For President

### BY COMPOSITION

Additionally, DPI tracked these video completers' voting intent and its evolution as a result of the coronavirus pandemic.

- As of September 12, 4.6% of "health misery" video completers said their voting intent had changed as a result of the pandemic. As of October 31, it was 11.1%.
- As of September 12, 4.3% of "economic loss" video completers said their voting intent had changed as a result of the pandemic. As of October 31, it was 11.1%.



Question: As a result of all you have learned and experience related to the coronavirus in this country, for which of the following political positions have changed the person for whom you intend to vote? Please select all that apply

■ Health Video Completers ■ Economic Loss Video Completers

Looking at personal values, NE-2 voters are more likely to value humility than the average American. DPI leveraged this by launching a negative ad showing a pompous Trump and highlighting the support of Warren Buffet, a notably humble Nebraskan icon.





## THE RESULTS

**A Biden win in NE-2.** With this electoral vote, and despite the days of question surrounding the election, DPI was able to breathe a bit easier knowing the path to victory through Nebraska had been cut off for the Trump team.

“I founded DPI because I genuinely feared for our country’s future. I could not have had a better partner than Resonate. That night when NE-02 was announced as “Joemaha,” it was the first electoral flip away from what Trump had won. We wound up swinging the district by over 9% from 2016 because the Resonate team knows what they are doing, gives thoughtful advice and implements the client’s decisions and directives flawlessly.” — Richard Taite, DPI



By looking beyond Republican and Democrat, by seeing voters as values-driven, three-dimensional humans with real concerns and valid opinions, Resonate empowered DPI to develop a deep understanding of voters and then target them on an individual level using real-time data. Flat demographics cannot connect with voters in a meaningful way during a high stakes election season and an expert managed media team, armed with dynamic, continuously updated and AI-driven voter intelligence, is the key to winning the strategic votes that matter.

## ABOUT RESONATE

Resonate is a pioneer in voter intelligence, delivering deep understanding, dynamic insights, analysis, cross-channel engagement and online targeting. Resonate has contextually relevant data and deep voter insights featuring more than 13,000 attributes, including the individual values and motivations that describe more than 200 million U.S. voters. Reveal and engage “The Human Element,” the deepest understanding of their target audience that extends beyond traditional demographics, psychographics and behavioral data to uncover WHY voters support certain candidates or causes.

855.855.4320 | [success@resonate.com](mailto:success@resonate.com)