

KEY CASE STUDIES

The following sections will lead you through our case studies in US elections, defence, and health messaging. Each one outlines the data modeling and behavior targeted messaging services provided, and if relevant, examples of the related creative materials.

US ELECTIONS

Bolton Super Pac
For America

DEFENCE

Counter propaganda
Counter insurgency
Counter terrorism
Counter narcotics

HEALTH MESSAGING

Tsunami warning
Health research and campaigns
HIV prevention

US ELECTIONS CASE STUDIES

Note: All work in the US is carried out through our sister company Cambridge Analytica (CA) Political.

CASE STUDY: BOLTON SUPER PAC

THE BRIEF

CA Political was contracted to carry out a personality-based digital advertising campaign with three interlocking goals: to persuade voters to elect Republican Senate candidates in Arkansas, North Carolina and New Hampshire; to elevate voter perceptions of national security as an issue of importance; and to increase public awareness of the goals of the Bolton Super PAC.

TIMESCALE

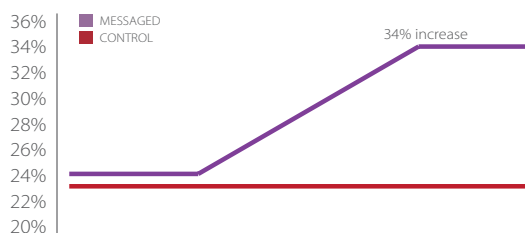
The 2014 midterm elections.

OUR WORK

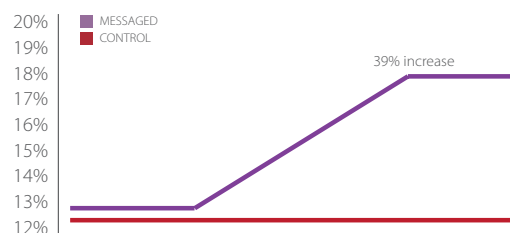
As an example of our work across states, in North Carolina, one of the most strongly contested swing states in the election, CA Political segmented persuadable and low-turnout voter populations to identify several key groups that could be influenced by Bolton Super PAC messaging. Online and Direct TV ads were designed to appeal directly to specific groups' personality traits, priority issues and demographics.

Voter groups were segmented by their personality, psychographic profiles and ranking of issue importance. Post-campaign independent testing revealed statistically significant increases in the number of people who identified national security as their primary issue across groups.

NATIONAL SECURITY AWARENESS
NORTH CAROLINA GROUP 3



NATIONAL SECURITY AWARENESS
NORTH CAROLINA GROUP 4



North Carolina Group 3, who displayed high neuroticism and were already concerned about national security were further engaged, with a 34% uplift in group members ranking national security as their most important issue.

North Carolina Group 4, who displayed high conscientiousness and agreeableness but were not concerned about national security were persuaded to shift their attention, with a 39% uplift in group members ranking national security as their most important issue.

CASE STUDY: BOLTON SUPER PAC

RESULT

GOP candidates were victorious in Arkansas and North Carolina and the Republican candidate did better than expected in New Hampshire. The strongest results came out of North Carolina, which was arguably the most competitive race of the mid-term elections. By adopting an entirely different approach from other campaign groups, the Bolton Super PAC campaign was able to cut through the noise and deliver messages that had a real impact in sending Thom Tillis to the US Senate.

TELEVISION ADVERTISING



North Carolina Group 3 consisted of young, female voters who displayed high neuroticism and cared most about the economy, national security and immigration. These voters were shown advertisements that highlighted the failures of the current administration's national security policy.



North Carolina Group 4 consisted of an even split of male and female voters who displayed high conscientiousness and agreeableness. These voters cared most about the economy and education, so were shown advertisements that positioned national security as a family and social issue.

FOR AMERICA

THE BRIEF

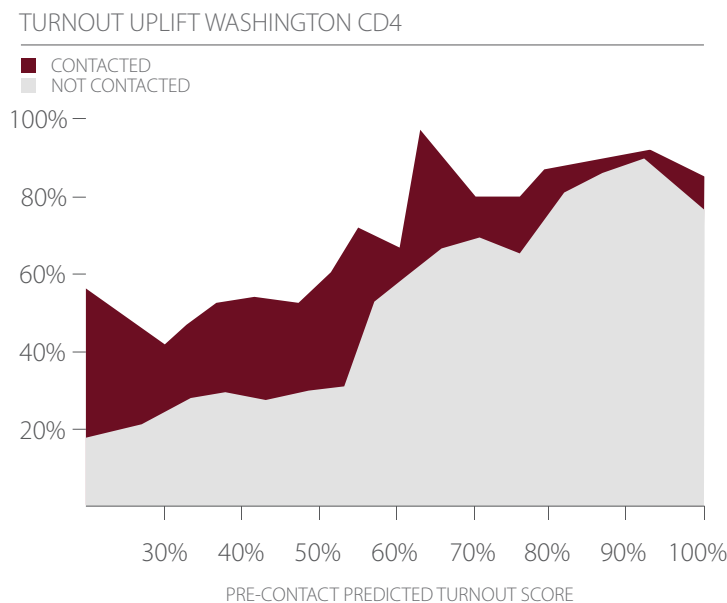
For America, a major US advocacy group, sought CA Political's assistance to mobilize voters identified as less likely to vote in Nebraska, West Virginia, Minnesota, Washington, Oregon, Colorado, Arkansas and Iowa, where they wished to support conservative candidates. The client wanted to target Republican voters who had voted in either the 2010 or 2012 elections, but not both.

TIMESCALE

The 2014 midterm elections.

OUR WORK

Using detailed audience modeling techniques, CA Political created Internet banner advertisements based on the modeled importance of issues amongst target groups. Some were issues of broad national significance, while others spoke to candidates' key issues in their respective campaigns. Every advert contained creative collateral that was tailored to voter personality profiles, and had clear calls to action which reminded target audience members to vote.



This graph shows the impact of our advertising campaign in Washington's 4th congressional district, where targeted messaging achieved turnout uplift of up to 23%.

RESULT

The online advertisements performed extremely well. Average click-through rates (CTRs) in North America are generally between .08% and .1%, and CA Political's most successful banner advertisements for For America averaged .33% across all eight states. This is especially impressive at a time of heavy online political advertising. Overall, CA Political was successful in increasing turnout amongst previously low-turnout voter audiences: post- election analysis of voter turnout revealed an average increase of 8%.

CASE STUDY: FOR AMERICA

WEB BANNERS & ANIMATED GIFS



CA Political's digital advertisement campaign for For America adopted issue-driven messages to engage target groups identified within our behavioral models. Strong calls to action reminded individuals amongst previously low-turnout voter audiences to vote.



Sample selection of more than 2,000 animated GIFs created by CA Political over the course of the campaign.

DEFENCE CASE STUDIES

COUNTER PROPAGANDA CASE STUDIES

ISLAMIC STATE

2014 — present

SCL Defence has been heavily involved in analysing the propaganda recruitment techniques of Islamic State (IS) with the aim of developing a series of influence recommendations that will invalidate the IS campaign.

This programme is on-going.

RUSSIA

2014 — present

SCL has conducted extensive TAA on a variety of Eastern European audiences to ascertain how far Russian propaganda has 'turned' susceptible groups. To date, SCL's propaganda analysis has resulted in a number of Eastern European countries making significant changes to their policy to counteract the aggressive Russian attacks.

This programme is on-going.

AL QAEDA

2008

SCL undertook in-depth research into the Al Qaeda network in Pakistan and Afghanistan to develop counter-propaganda protocols that would damage the Al Qaeda narrative appearing on the Internet. SCL provided a number of recommendations to SOCOM that were employed cross governments.

RESULT

An initial MOE calculated a 58% reduction in visits to Al Qaeda websites. Following the intervention many of the Al Qaeda websites closed down.

COUNTER TERRORISM CASE STUDIES

PAN SOUTH EAST ASIA

2008

SCL Defence was commissioned to investigate the cultural context of escalating terrorist activity in South East Asia. TAA revealed that the young people recruited by terrorist groups were most likely to respond to a campaign led by fathers and local Imams, their primary sources of authority. SCL Defence then engaged with fathers and Imams to create an intervention campaign that explained the importance of fathers speaking with their children.

RESULT

Following the campaign, there was a 68% reduction in terrorist recruitment, which in turn resulted in a significant drop in violence across the South East Asian region.

AFGHANISTAN

2011

SCL Defence conducted an in-depth behavioural analysis of Afghan nationals to ascertain how to reduce allegiance to the Taliban. The project analysed the deep-seated culture that guided many of the villagers' ways of life and recommended intervention programmes that were more attuned to the local culture.

RESULT

The intervention campaigns demonstrated that the Afghan villagers could be persuaded to be loyal to NATO's International Security Assistance Force (ISAF). The number of villages rejecting the Taliban and supporting ISAF increased by 37%.

COUNTER INSURGENCY CASE STUDIES

AFGHANISTAN

2013

In 2013, SCL Defence undertook a 'whole country' analysis of Libya for the UK Ministry of Defence in order to try to assist in rebuilding the country. TAA resulting in a detailed profile of the violent groups operating in each province, revealing a complex picture of the underlying factors that were driving the violence. SCL Defence provided a detailed set of recommendations that created a blueprint for reducing the violence and rebuilding the country.

RESULT

As a direct result of SCL's recommendations, many countries have changed their policy towards Libya such as the United Kingdom which overhauled a 50% of its policies.

TUNISIA

2008

Following the Arab Spring, SCL was commissioned by Defense Advanced Research Projects Agency (DARPA) and the UK Department of Defence to identify the underlying drivers that caused the insurgency. Following an in-depth analysis of both behavioural field data and extensive cyber data, it became clear that much of the social media involvement was reactive rather than contributory.

RESULT

This counter-intuitive insight was pivotal in developing policy toward subsequent insurgencies in the region.

NEPAL

2004 — 2006

SCL was asked to analyse the Maoist groups operating in Nepal who were engaged in a civil war. SCL conducted TAA of the Maoist groups and the supporting communities to ascertain the optimal course of action for violence reduction. In conjunction with the local communities, SCL proposed a re-integration programme that provided a political solution to the insurgency.

RESULT

After a three-year intervention programme, the insurgency stopped and the Maoists were integrated into the mainstream government. MOE revealed that violence reduced to negligible levels.

COUNTER NARCOTICS CASE STUDIES

MEXICO

2010 — present

In 2010 SCL embarked on the largest study into the Mexican narcotics trade to identify inter-cartel relationships and their recruitment strategies in order to provide intervention recommendations. Fourteen in-country teams conducted research over a 5-month period and a detailed analysis of the operations and the different groups was produced. Key systemic 'weak links' were identified which allowed for a series of campaign recommendations to be produced.

RESULT

The US Department of Defense and the Mexican government launched intervention programmes using SCL Defence's recommendations. The programme is ongoing.

AFGHANISTAN

2009

In order to disrupt the Afghan drug trade, SCL Defence conducted a system analysis of local operational networks and international routes. In-depth behavioural analysis was conducted on each of the target audiences who formed the supply chain, and recommendations were produced that either deterred the non-desired behaviour of these groups or sought to disrupt the networks.

RESULT

In target provinces where SCL Defence's campaigns were undertaken, drug production was reduced by over 30%.

LOS ANGELES SHERIFFS DEPARTMENT

2011

SCL conducted in-depth analysis of Los Angeles street gangs for the Los Angeles Sheriffs Department (LASD). These gangs are intimately involved in the narcotics trade and many now operate as commercial entities, forgoing their original objectives. SCL produced a series of recommendations for the LASD identifying how to prevent gangs from becoming involved in the drug and illicit arms trade.

RESULT

Implementation of SCL Defence's recommendations over an 18-month period resulted in a 28% reduction in the number of drug-related gangs.

HEALTH MESSAGING

CARIBBEAN – TSUNAMI WARNING SYSTEMS

2011

SCL was asked to advise on how to implement a national warning to beach-goers and waterfront home owners in the event of a tsunami. It was crucial that the necessary information reached the widest possible audience without losing credibility.

Simply sending a text to every mobile phone in the region suggesting recipients turn on their radios and move to higher ground immediately was not enough. The message needed to be substantiated by including a real-time reference. This was achieved by explaining in the message that verification would be provided by the presence of fighter jets flying up and down the coastline – an action that was readily demonstrable in a short space of time.

GHANA – HEALTH SYSTEMS

2013-2014

SCL was contracted to conduct one of the largest health research projects ever to be done in the West African region. Working in partnership with the Ghanaian Ministry of Health and a major British infrastructure company constructing hospitals throughout Ghana, SCL investigated the relationship between the Ghanaian population and their health system. Specifically, SCL researched the public perceptions of access to health infrastructure and of service delivery, the cost of and the ways in which people pay for healthcare and the obstacles faced when seeking treatment.

SCL's health research survey interviewed 30,000 households throughout Ghana. To compliment this survey, SCL engaged with in-country subject matter experts and conducted focus group discussions. The resulting data allowed SCL to provide clear strategic recommendations that support the Ghanaian Ministry of Health in optimising healthcare policy, service delivery and for increasing participation in its National Health Insurance Scheme. Moreover, SCL's Target Audience Analysis (TAA) methodology will ensure that future health communication campaigns are focused on the most appropriate groups within the population.

CARIBBEAN – HIV AWARENESS

2012

SCL has also worked with OECS on a pan-national HIV awareness project in the Caribbean region. SCL Social created a campaign to communicate the risks associated with unprotected sex and provide information on HIV, specifically targeting young males between 16-25 years old. SCL Social undertook an extensive quantitative and qualitative research programme throughout the Caribbean region (3,200 respondents in an on-line survey, over 2,000 respondents in door-to-door survey, supported by over 150 in-depth interviews, and 15 focus groups over a nine week period), and recommended a series of public and word of mouth campaigns, supported by community events and targeted school-based initiatives.

RECOMMENDATIONS

NATO

"SCL provides 'world class' Target Audience Analysis and NATO is very privileged to be able to adopt SCL's TAA training which will provide tremendous benefit to an enhanced understanding of audiences for military planning."

SANDIA NATIONAL LABORATORIES

"SCL's team were well trained and operated with the utmost professionalism. The complexity of conducting research in different countries was well managed and the analysis and recommendations were of the highest quality. I found SCL easy to work and communicate with, even when the teams were in the field. Communication with them was key and it was well managed from the start. I would happily recommend SCL and work with them again."

FOREIGN & COMMONWEALTH OFFICE

"SCL were a joy to work with. In a difficult operating environment they were the only contractor to deliver actionable recommendations, which impacted on policy in the near term and the FCO's strategic direction in country. I wouldn't only recommend them, I'd work with them again in an instant."