


From: Robert Murtfeld robert.murtfeld@cambridgeanalytica.org 
Subject: Slides & Youtube Videos
Date: December 15, 2015 at 13:38
To: Fariba Zamaniyan fariba@tivoresearch.com
Cc: Brittany Kaiser brittany.kaiser@cambridgeanalytica.org

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Dear Fariba,

It was a great pleasure to meet you today again together with colleagues at TiVo.

I hope everybody enjoyed Brittany's presentation. I am attaching the TV relevant slides from the presentation for feedback.

The full presentation is a keynote file that is some 250mb large and which can be shared by webtransfer.

Below are the video examples of work we did for John Bolton Super PAC (a major GOP Super PAC focused on national security) for the 2014 mid- term elections. We collaborated with Bolton on a digital and TV advertising campaign centred on three states (New Hampshire, North Carolina and Arkansas) and used our psychographic data to create ads targeting people based on their personalities. Let us know once this message was safely received.

I will chase internally as the next step where we are with the match. Looking forward to see you again soon.

Warm regards,
Robert

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Ad 1: Conscientious

Conscientious people are collected, orderly and traditional, and they admire the same qualities in the leaders. The ad tells the viewer that Thom Tillis has a plan to keep America safe.

<https://www.youtube.com/watch?v=fmLFJi2vaWw>

Ad 2: Agreeableness

This ad targets people who are high in agreeableness, who are caring and want the best everyone. It makes the case to the viewer that supporting candidates who prioritise national security is the responsible thing if we're to leave a safer and stronger America for our children.

<https://www.youtube.com/watch?v=s7XsIMzYqiA>

Image 3: Neurotic

This ad targets people high in neuroticism, who tend to be anxious and to see the world as a dangerous place. It highlights the threats facing America - in this case Islamic terrorism - and makes the case to the viewer that they should support a strong national security policy in order to keep America safe.

<https://www.youtube.com/watch?v=ReAQcReXXaQ>

Image 4: Openness

People high in openness tend to gravitate towards new ideas and change and have an interest in the wider world. This ad links national security and investment in the military with instability abroad, and tells the viewer that by voting for a national security candidate they can help bring positive change to the world.

<https://www.youtube.com/watch?v=QRwkroK3opc>

Image 5: Extraversion

This ad is built around the concept of 'leadership' in different spheres of American society, and is targeted towards people high in extroversion. People high in this trait tend to admire energetic, decisive actions.

<https://www.youtube.com/watch?v=3d6azebNI7Q>



TV Relevant
Slides.pptx