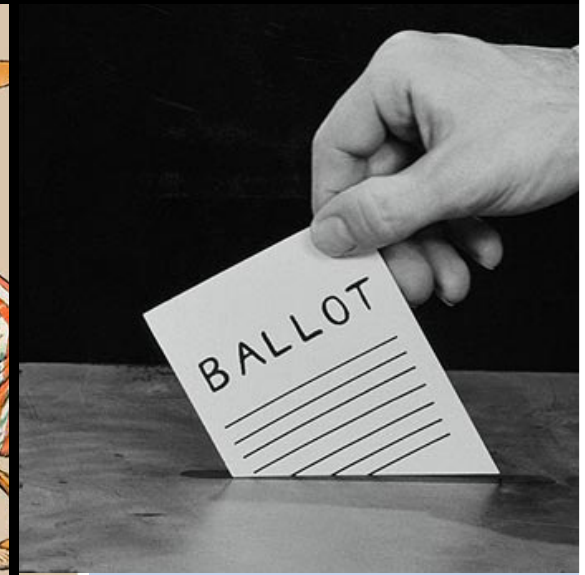


Communicating With American Voters

2012



October 2012

CK strategy **luntzglobal**

What do voters want?



...a good life



...a great job.

...happy family.





....a brighter future.

KEY QUESTION

What DO voters
actually feel?

KEY QUESTION

What DO voters
fear and worry about?

KEY QUESTION

What DO voters
want, hope for, &
believe in?

Key Point.

**You must find & tap
the emotional chord
within every election.**

Lesson #1: Don't Feed the Reality Disconnect.

Expectations

vs.

Reality



**So, what is the
voter's reality?**

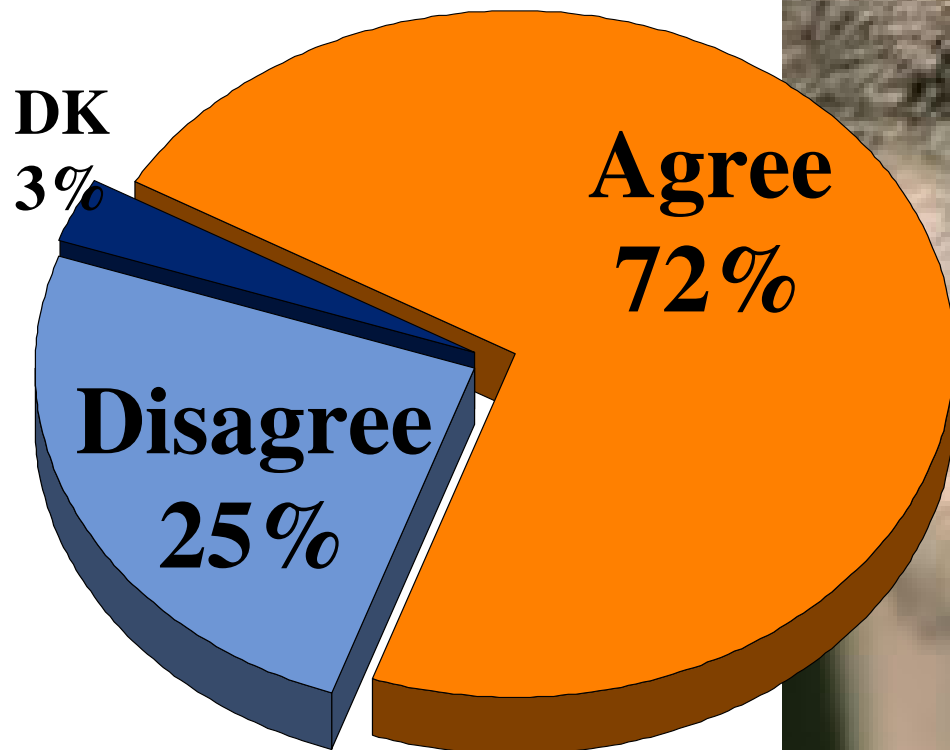


...anger at ALL political leaders.



The Anger is REAL!

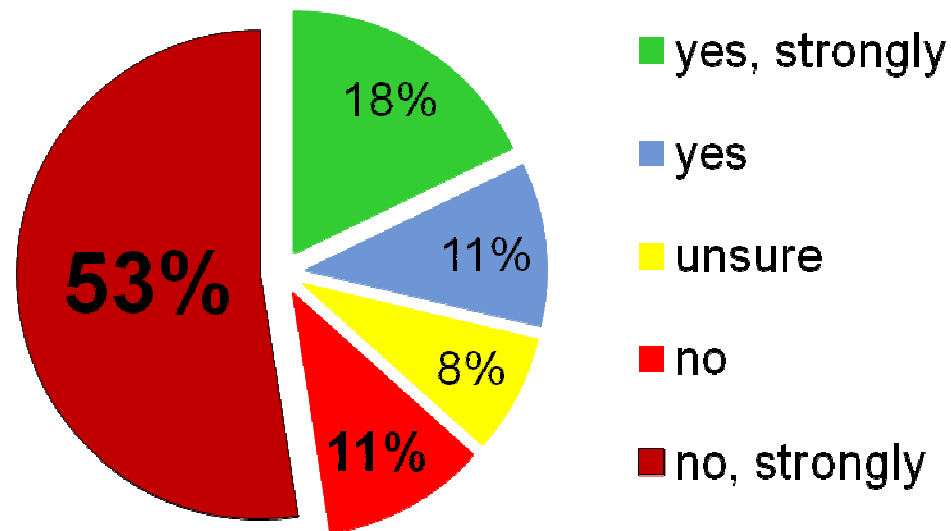
“I’m mad as hell, and I am not going to take it anymore.”





...afraid, hopeless

Do you believe that the next generation will be better off, economically, than the current generation?



What does this tell us?

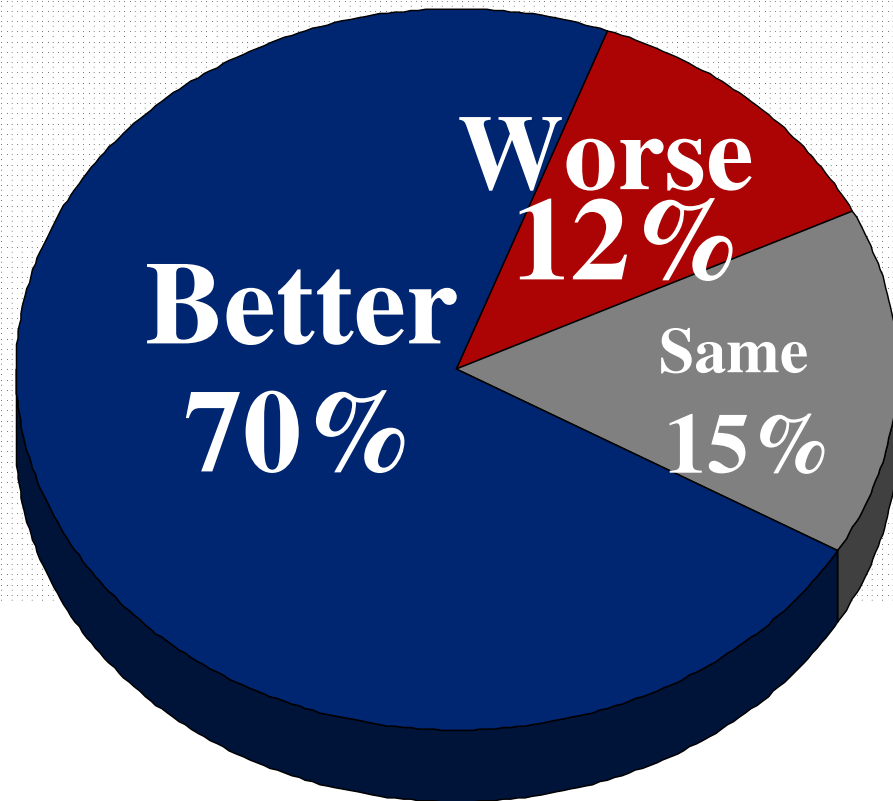


....WORRY, FEAR, CONCERN.

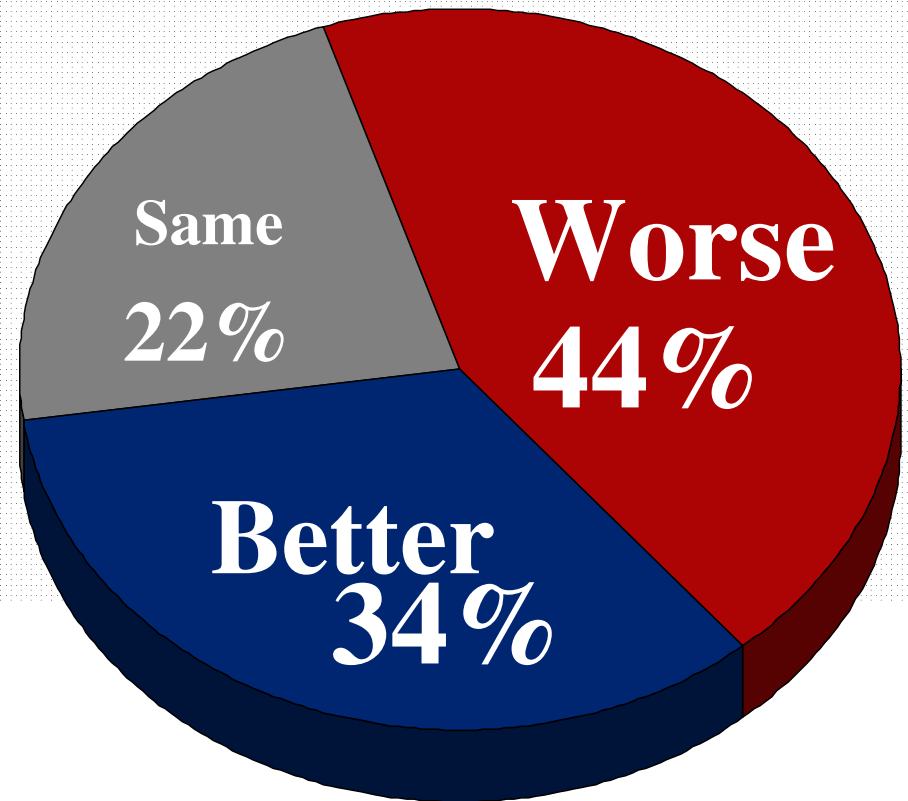


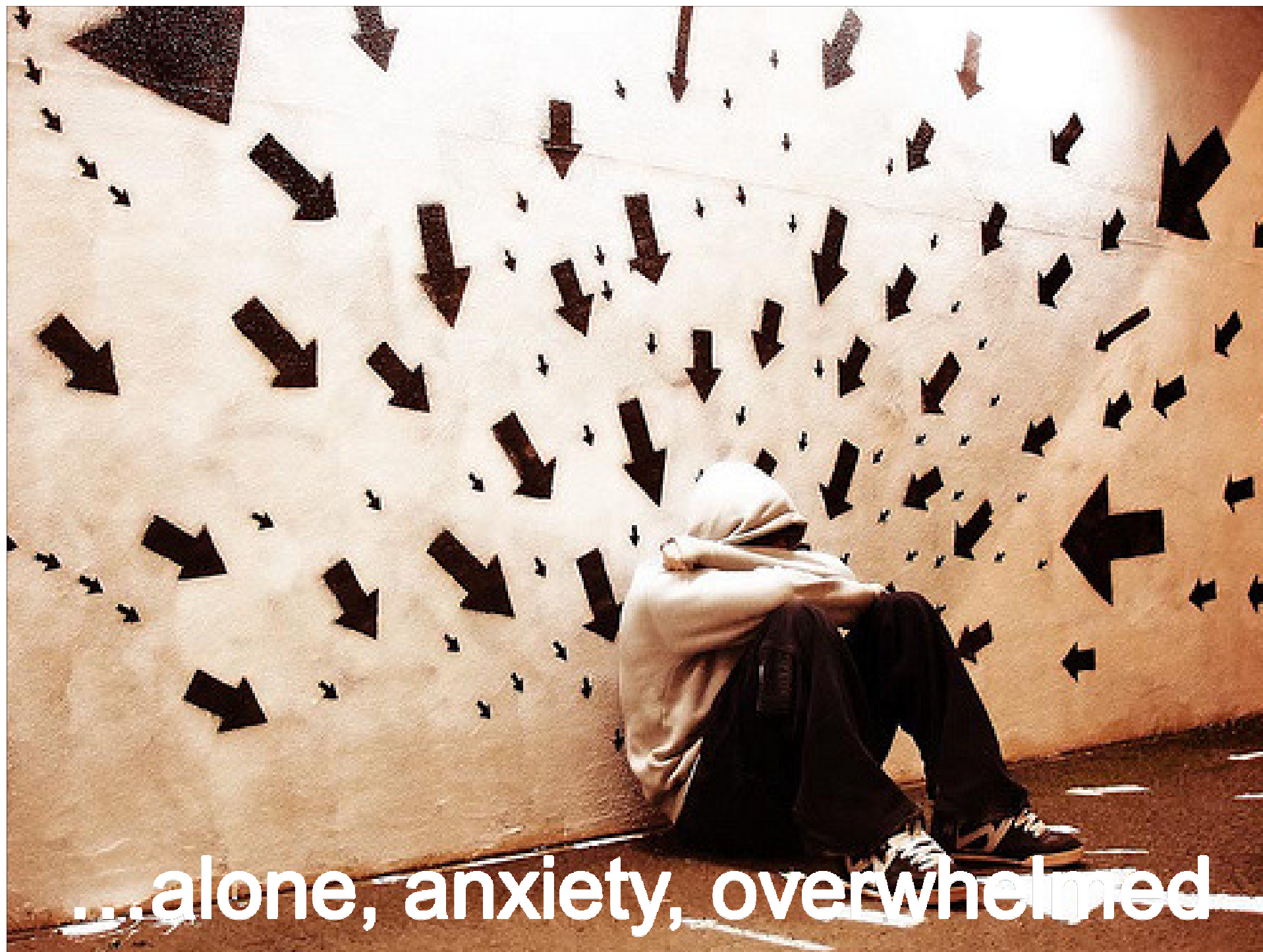
Voters Expectations

Is your quality of life _____ than
your parents was?



Will **your children's** quality of
life be _____ than yours is?

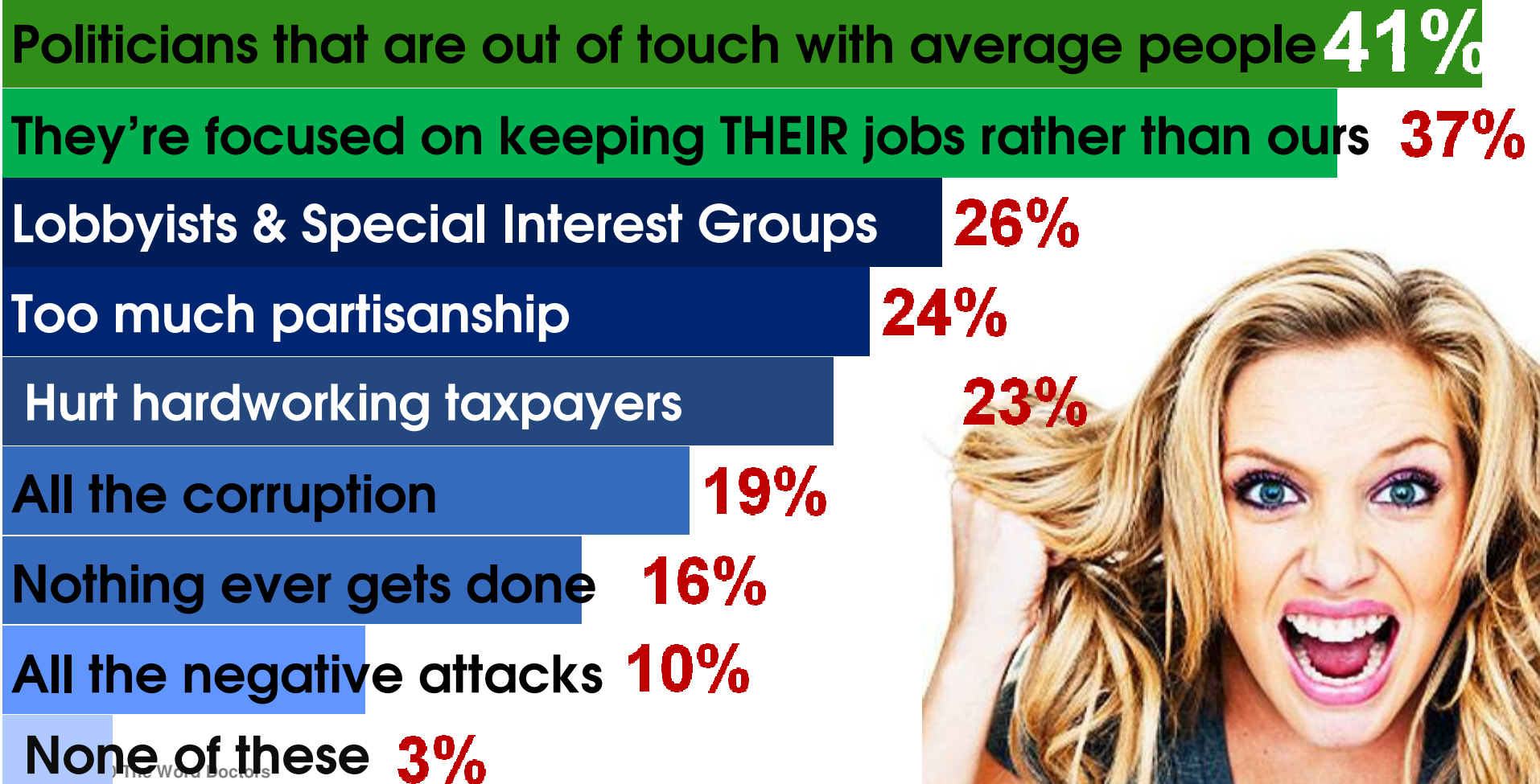




...alone, anxiety, overwhelmed

Politicians Are “Out of Touch” & Focused on “Keeping your own jobs.”

Which upsets you MOST about politics?



They want a Fair Shake.

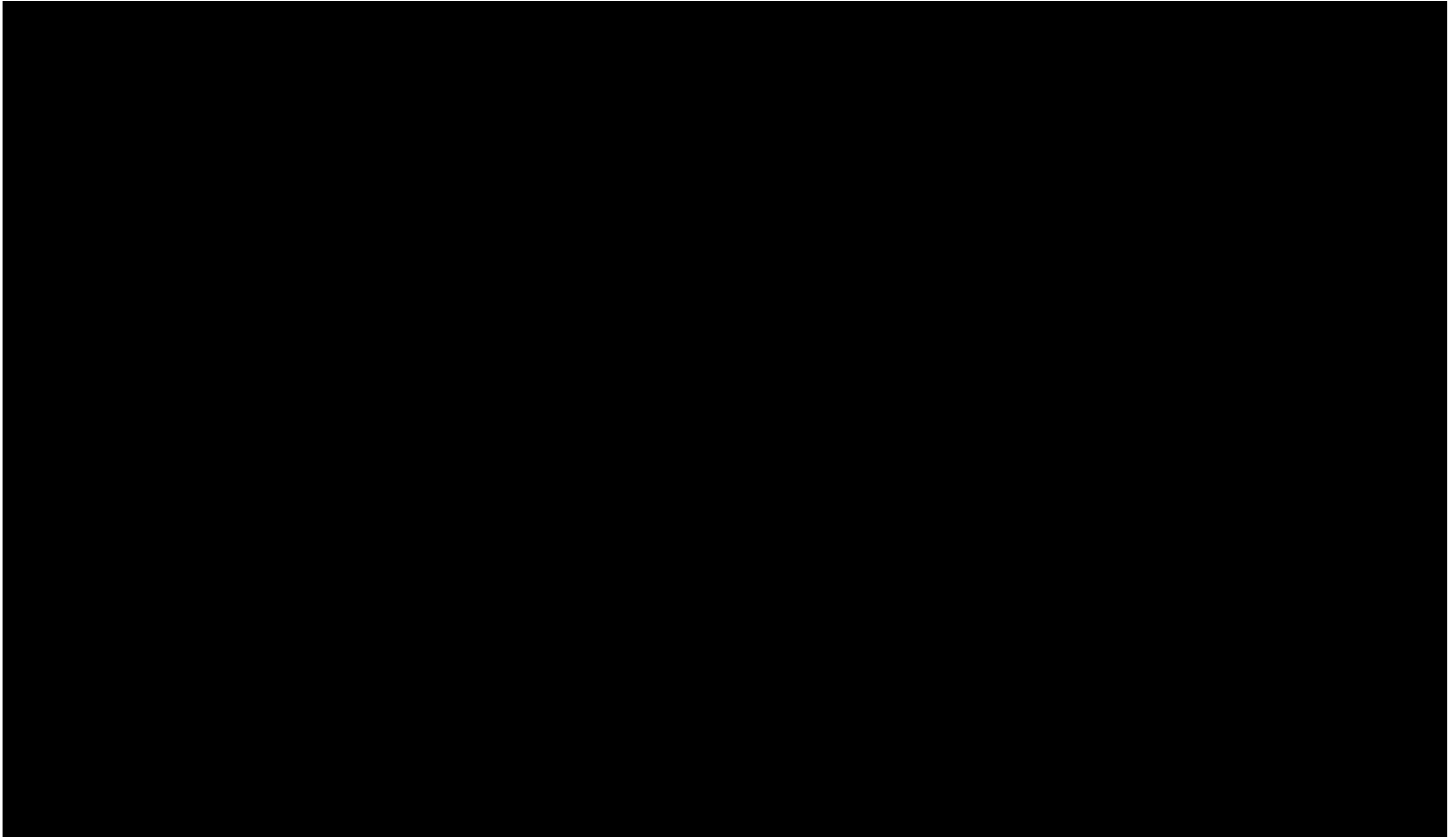
What do you want MOST from America? (Combined)

Total	Swing	
46%	53%	If you work hard and play by the rules, you can get ahead
35%	32%	There is justice and equality for all
26%	25%	The Constitution is respected
23%	26%	The American dream is alive and well
22%	18%	Freedom matters
18%	19%	Opportunity is unlimited
17%	17%	Anything is possible
12%	11%	Success is rewarded

Lesson # 2: Do Your Research. First.



Remember: Message MUST Reflect Reality.





Lesson #3:
Want to Win?
Tap the
Emotional Chord.

Election Chords

2004: Security*

2006: Change

2008: Change*

2010: Anger

2012: Anxiety*



Lesson #4: Stop the Message Disconnect.

Political
Message

vs.

Voters
Reality



What People Want **Most**

FEWER **HASSLES**

MORE **CHOICES**

MORE **MONEY**

MORE **TIME**

NO **WORRIES**

REAL **SOLUTIONS**

More of this....



More of this...



What People Don't Want

MORE **PROBLEMS**

FEWER **CHOICES**

MORE **EXCUSES**

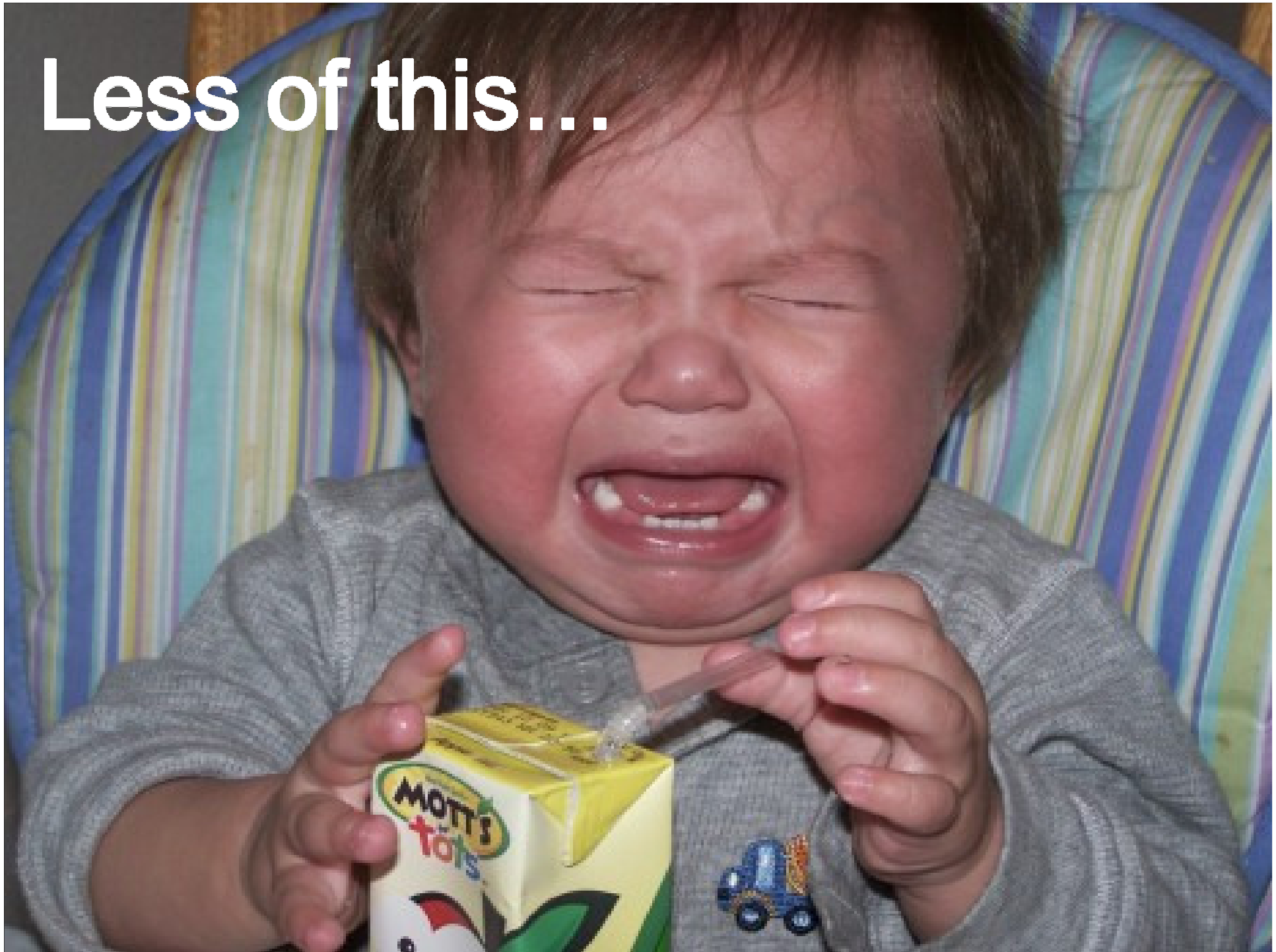
MORE **ATTACKS**

MORE **Worries**

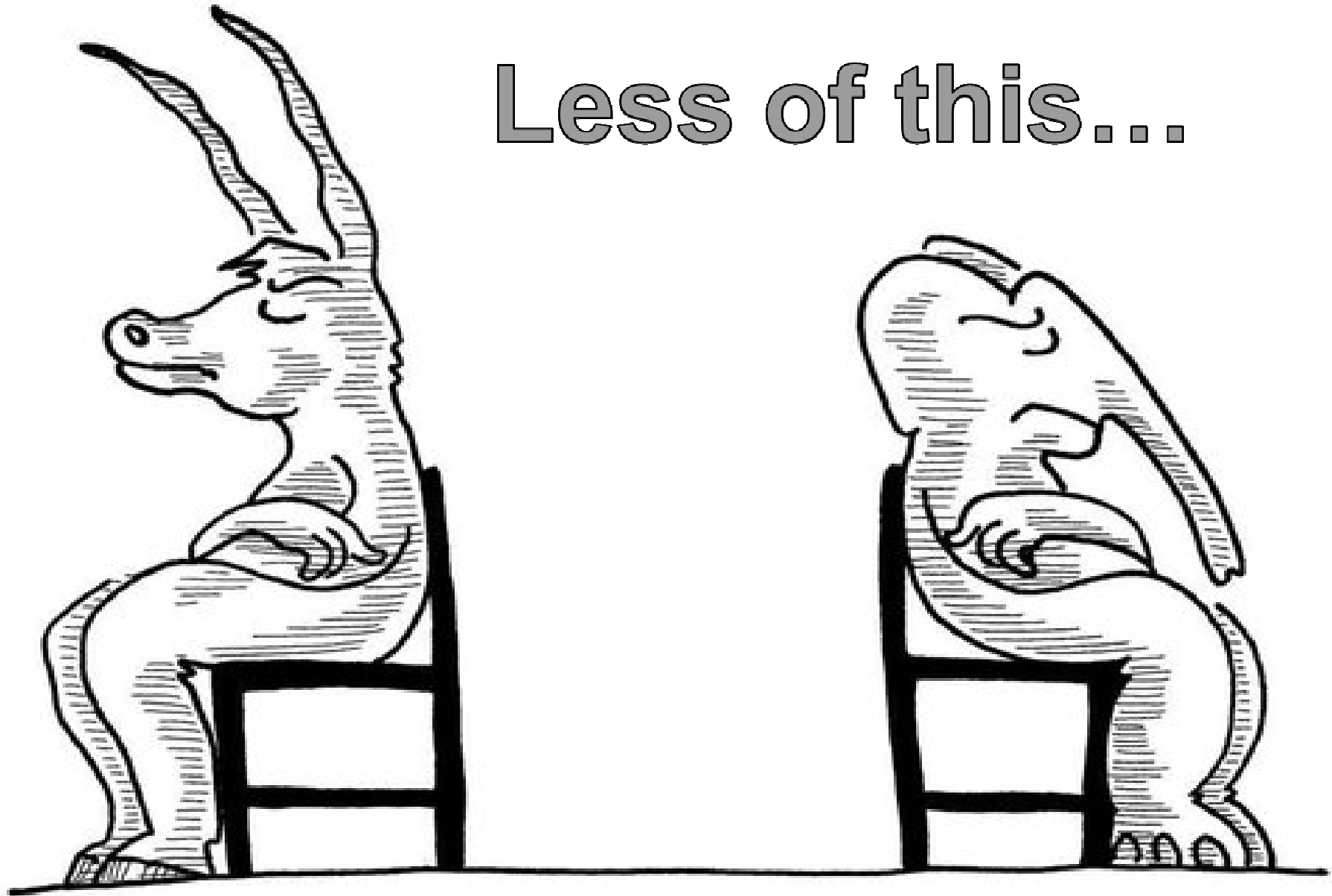
Less of this...



Less of this...



Less of this...



Magis 8th

Make Government Work

Which statement do you find MORE persuasive?

69%

Total

31%

Total

**We need more efficient,
effective and
accountable government**

**We need smaller, smarter,
simpler government**

It's About
the NEXT Generation

Which statement do you find more persuasive?

Too many politicians in Washington have **refused to make difficult decisions** because they **are more concerned about their next election rather than the next generation.**

80%
Total

Instead of making the tough decisions necessary to get America back on track, too many in Washington **have chosen to kick the can down the road.**

20%
Total

LESSON #5: NEGATIVE WON'T BE ENOUGH

Voters don't want to elect a candidate because their opponent isn't good enough.

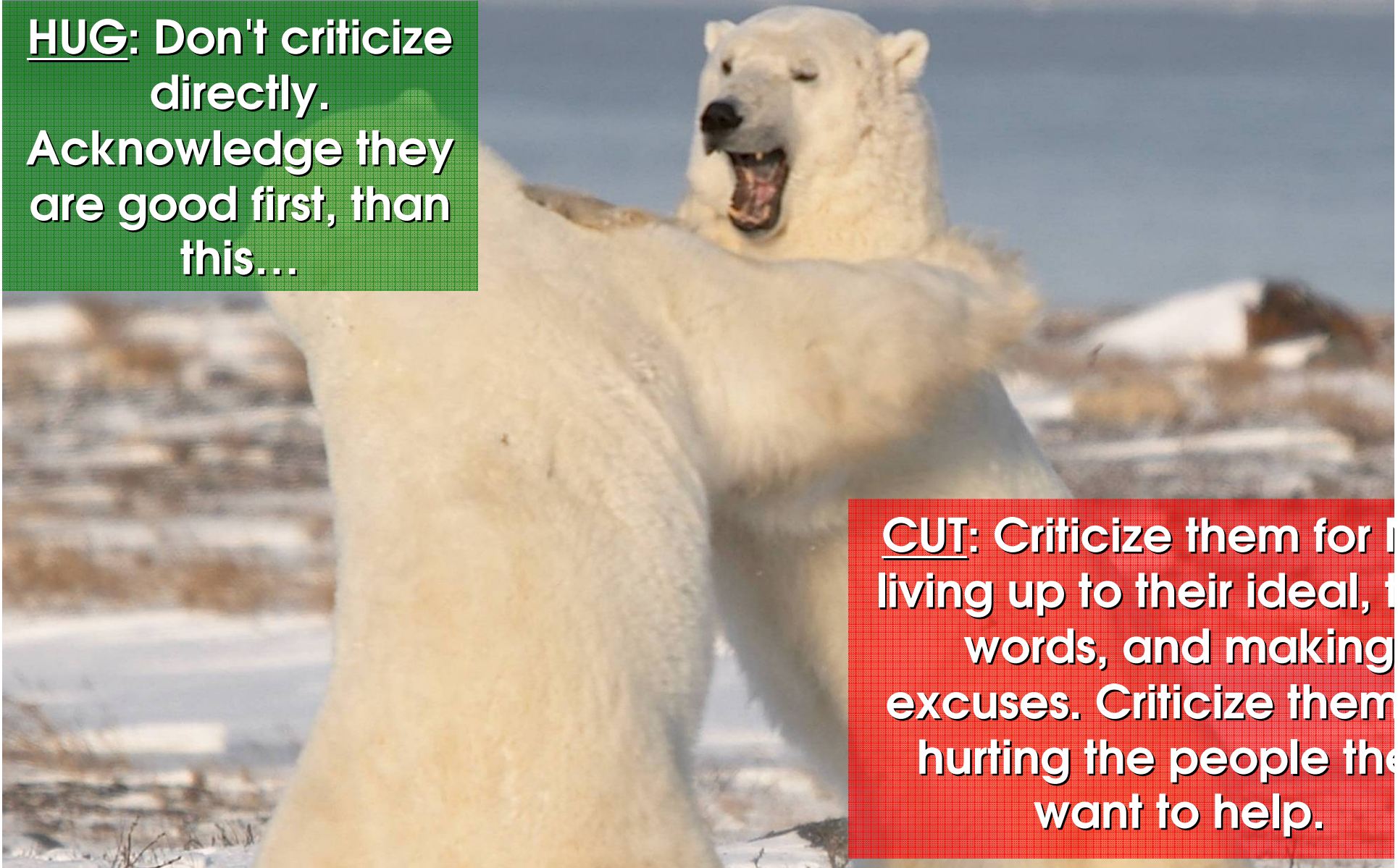
Remember! This is NOT about just politicians and parties- its about something bigger than the of candidates & parties.



Key Point: If You Attack, “Hug & Cut”

HUG: Don't criticize directly. Acknowledge they are good first, than this...

CUT: Criticize them for not living up to their ideal, for not living up to their words, and making excuses. Criticize them for hurting the people they want to help.



be Personal.



not Ideological.



**Don't Divide
... Unite**

Fight for
Every
Hardworking
Family/Taxpayer.



**LESSON #6: ITS NOT what you say,
it's what voters HEAR THAT MATTERS.**





HUH?

F  FORWARD.

LUNTZ GLOBAL

100=Very Favorable



0=Very Unfavorable

0:21:57

LUNTZ GLOBAL

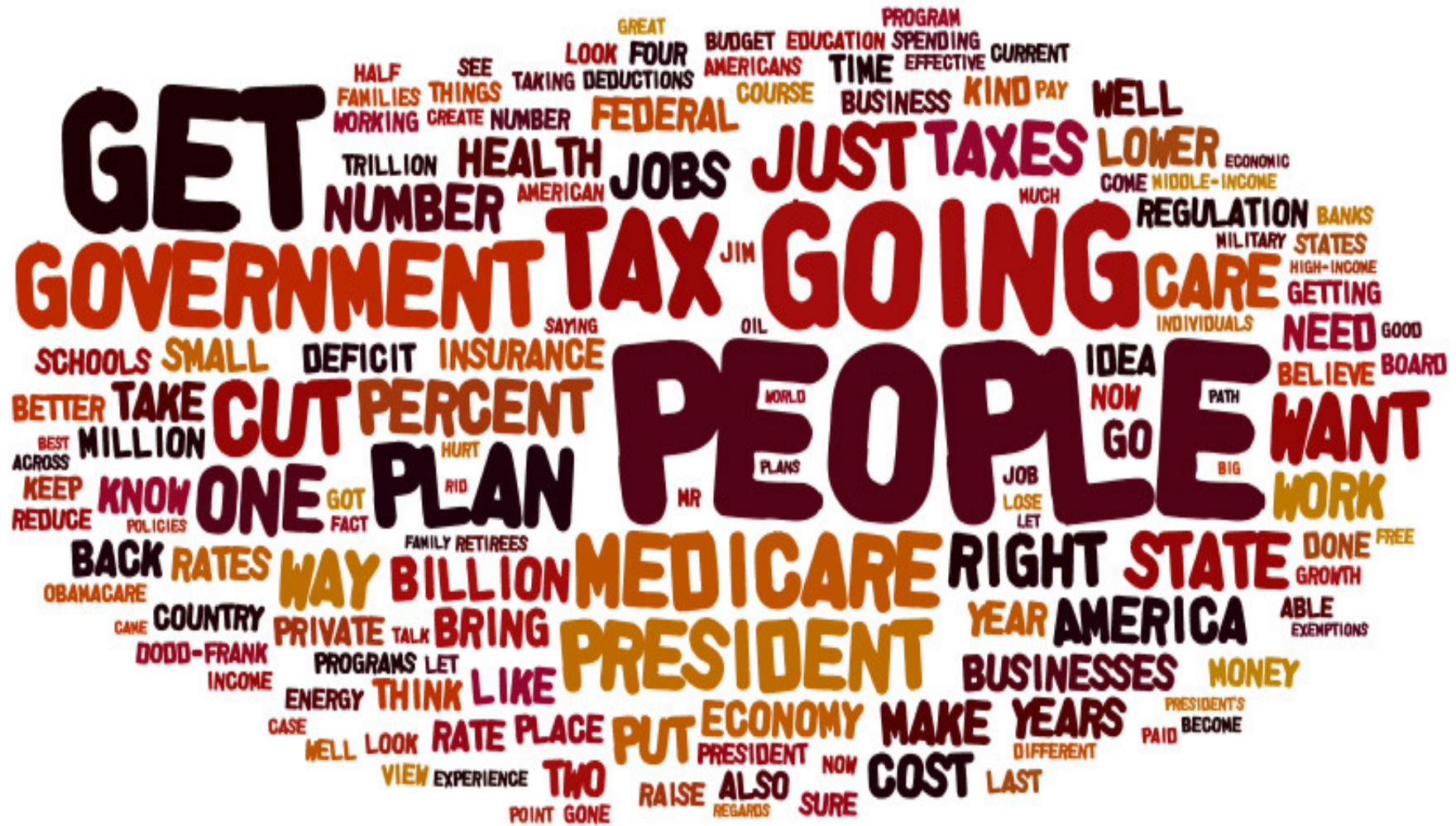
100=Very Favorable



0=Very Unfavorable

1:24:35

Mitt Romney



**Always be asking: What do people
hear when you talk?**



**Learning to Speak
British**



**Key Point: Talk to people.
Don't Talk above them!**



A Healthier Economy

What is MORE important for our economy right now?

Total



Demand *REAL* Solutions

Which statement do you find MORE persuasive?

57%
Total

We have the right to real change, real solutions and real results.

43%
Total

Americans deserve better - much better



12 “phrases” For 2012

1	Fighting for hardworking taxpayers
2	No excuses
3	I get it
4	If you remember only one thing
5	Uncompromising commitment
6	The simple truth
7	Believe in better
8	I say what I mean and mean what I say
9	Fact-based, Common-Sense
10	You deserve
11/12	Lets get to work

21 Jobs, Taxes & Economic Words

Imagine

I get it

Economic freedom

Real results / Real Solutions

A healthy economy

A real problem-solver

Innovation & investment

Economic security

The simple truth

Hard work is rewarded

Setting principles

Personal opportunity

Long term approach

Genuine accountability

A plan of action

You're in control

The cost of everyday life

Quality of life

Peace of mind

We can't wait

Respecting/Protecting Hardworking Taxpayers

21 Gov't/Budget Words for the 21st Century

“Believe in better”

“Long-term approach”

“Genuine accountability”

“Consequences of failure”

“Setting priorities”

“Fact-based”

“Efficient, effective”

“You deserve...”

“Results”/“Solutions”

“No lobbyists/special interests”

“Disciplined” / “Focused”

“Mission”/“Commitment”

“Fighting for Me”

“No excuses”

“No Fine Print”

“Common Sense”

Making the difficult decisions

“I get it”

“No surprises”

“Real/Genuine/Authentic”

“Let’s get to work” / “Let’s get the job done work”

The Ideal Economic Language

Everyone *Benefits*

79%

Everyone *Wins*

13%

Everyone Follows The Rules

64%

No One Cheats

25%

Everyone Has The Same Opportunity

51%

There's a Level Playing Field

41%

Message: *A Healthier Economy*

Which statement do you find more persuasive?

“We need to build a society where hard work is rewarded and every American has the opportunity to succeed.”

77%
Total

“We need to build a society not from the top-down, but from the bottom-up.”

23%
Total



Words to Use...

...Words to Lose



Economic Freedom

Free Enterprise

Healthier Economy

**Better Business
Climate**

**Equal Economic
Opportunity**

**Fair Rules
for a Fair Shot**

Common-Sense

Good/Smart Policy



Words to Use...

...Words to Lose



**Efficient, Effective &
Accountable Government**

**Smaller, Smarter, Simpler
Government**

**Hardworking
Taxpayers**


**Small
Businesses**

JOBS

Good Jobs

Hard-working families

Working People

The image features a silhouette of the Statue of Liberty on the left side, set against a dramatic sunset sky. The sun is low on the horizon, creating a bright glow and casting long, soft shadows. The sky is filled with wispy clouds, and the overall color palette is dominated by warm oranges, yellows, and soft blues. The text is overlaid on the right side of the image in a clean, white, sans-serif font.

Lesson #8:
Visuals
DO
Matter.

Images That WORK!

*Which gives you the BEST impression of a family?
(action & interaction do best)*



39%



33%



29%

Images That DON'T WORK!

*Which gives you the BEST impression of a family?
(older kids do better)*



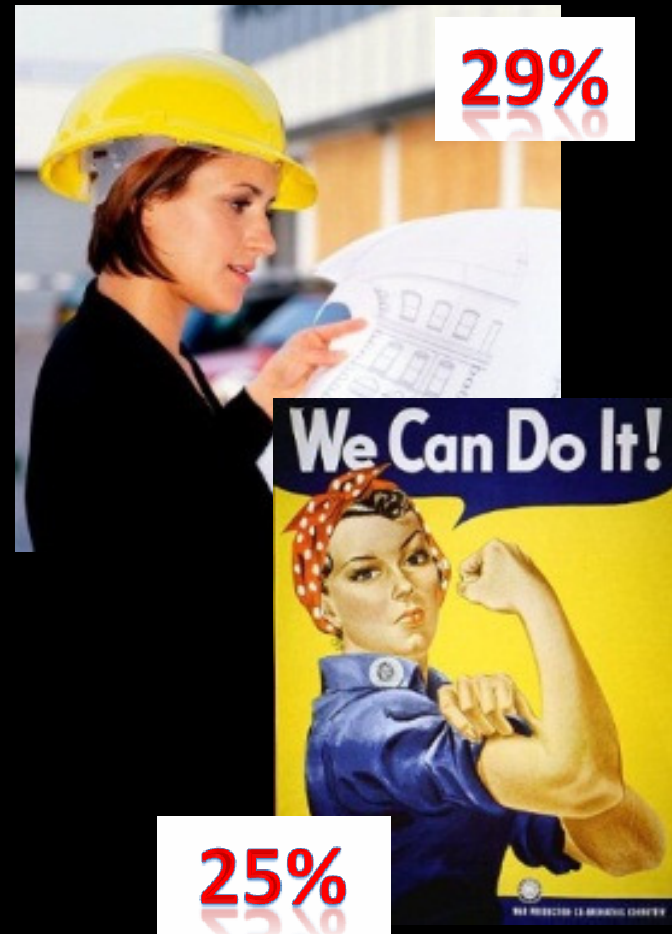
Put the Woman in Charge

*Which makes you
feel BEST about women in the workplace?*



50%

Show Women Leading.



29%

We Can Do It!

25%



Images That DON'T WORK!

If it looks like work, it doesn't work.



Images That WORK!

*The Romney Family
Appeals Most to Women*



45%



39%

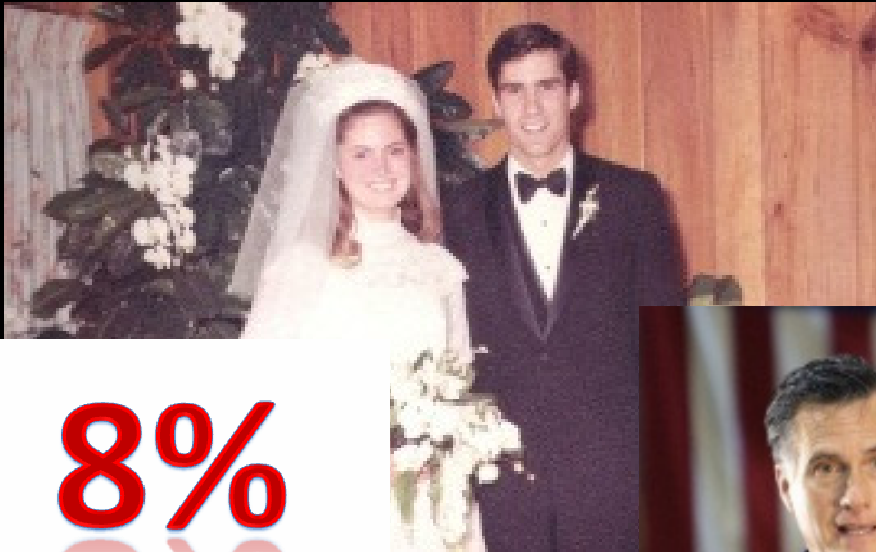


24%

Show the ROMNEY FAMILY

Images That DON'T WORK!

Romney alone doesn't connect



8%



9%



16%

Images That DON'T WORK

Which image gives you the most favorable impression of the individual?



10%



7%



10%



11%

Images That WORK!

Which image gives you the most favorable impression of the individual?

Be Personal!



54%



45%

Lesson #9:

Be Strategic.

Focus on
Where & How
You Say “Your
Message.”





Always **FRAME** your **MESSAGE.**

Weak: You **LOSE** people with whiny, overly technical or legal explanations and events.

Strong: You **WIN** people when your language is **DETERMINED**, and **STRAIGHT-FORWARD**.

STRONGEST: **MAKE THEM REMEMBER.**

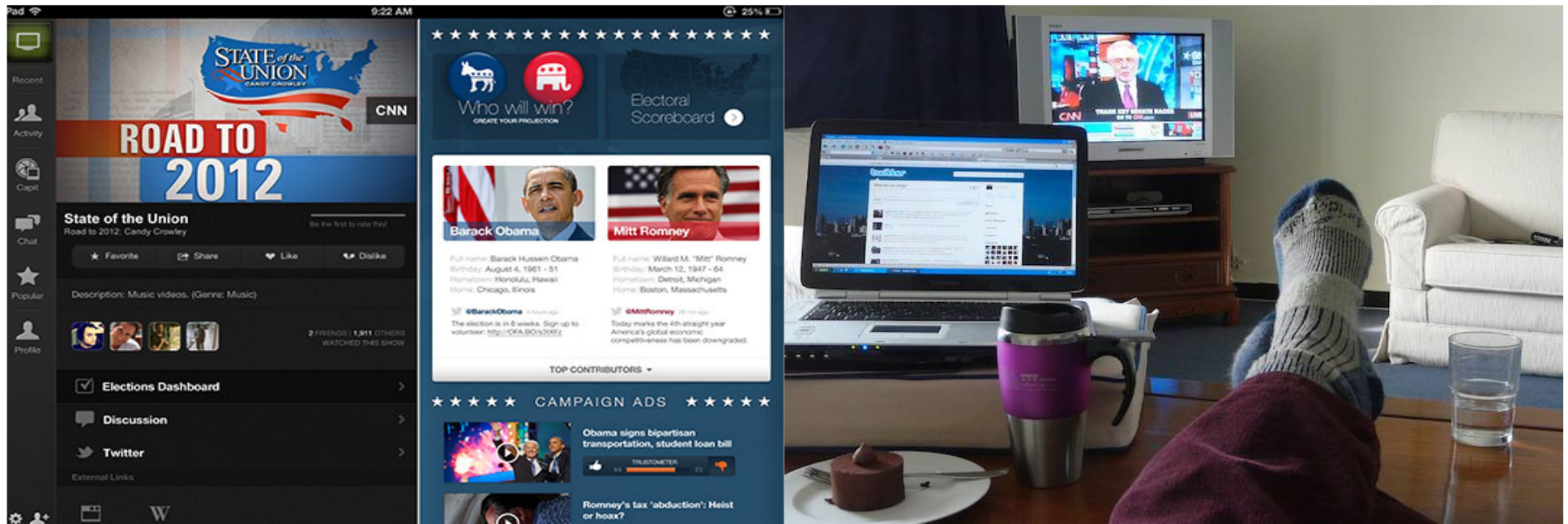
Be smart about events and actions. They should reinforce your message.

Key Point:

**Voters are
not tied
down...**

**...they watch
on their
schedule.**





...we are multi-stream voters.





OVERDRIVE INTERACTIVE PRESENTS

ELECTION 2012 SOCIAL MEDIA RANKINGS



HOW THE 2012 PRESIDENTIAL CANDIDATES
STACK UP IN THE WORLD OF SOCIAL MEDIA

**BARACK
OBAMA**
36,072,492

Scaled down to
1/12 of actual
social score/size ratio.

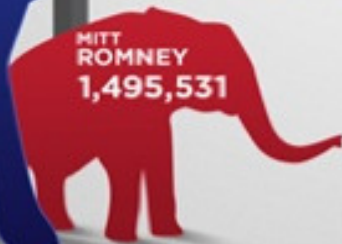
**GARY
JOHNSON**
164,516



**RON
PAUL**
697,124



**MITT
ROMNEY**
1,495,531



**JON
HUNTSMAN**
38,628



**BUDDY
ROEMER**
22,579



**MICHELE
BACHMANN**
496,656



**RICK
PERRY**
292,449



**NEWT
GINGRICH**
1,611,128



**RICK
SANTORUM**
100,838



ALL DATA IS VALID AS OF JANUARY 3RD, 2012 @ 3:40PM

overdrive
INTERACTIVE

Social Rank Defined...

A candidate's Social Rank is based on their total combined Facebook likes and Twitter followers.

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OverdriveInteractive.com/2012

**BARACK
OBAMA**

likes: 24,341,245
followers: 11,731,247
social score: 36,072,492

**NEWT
GINGRICH**

likes: 225,041
followers: 1,386,087
social score: 1,611,128

**MITT
ROMNEY**

likes: 1,271,480
followers: 224,051
social score: 1,495,531

**RON
PAUL**

likes: 680,333
followers: 16,791
social score: 697,124

**MICHELE
BACHMANN**

likes: 460,286
followers: 36,370
social score: 496,653

**RICK
PERRY**

likes: 180,269
followers: 112,180
social score: 292,449

**GARY
JOHNSON**

likes: 146,808
followers: 17,708
social score: 164,516

**RICK
SANTORUM**

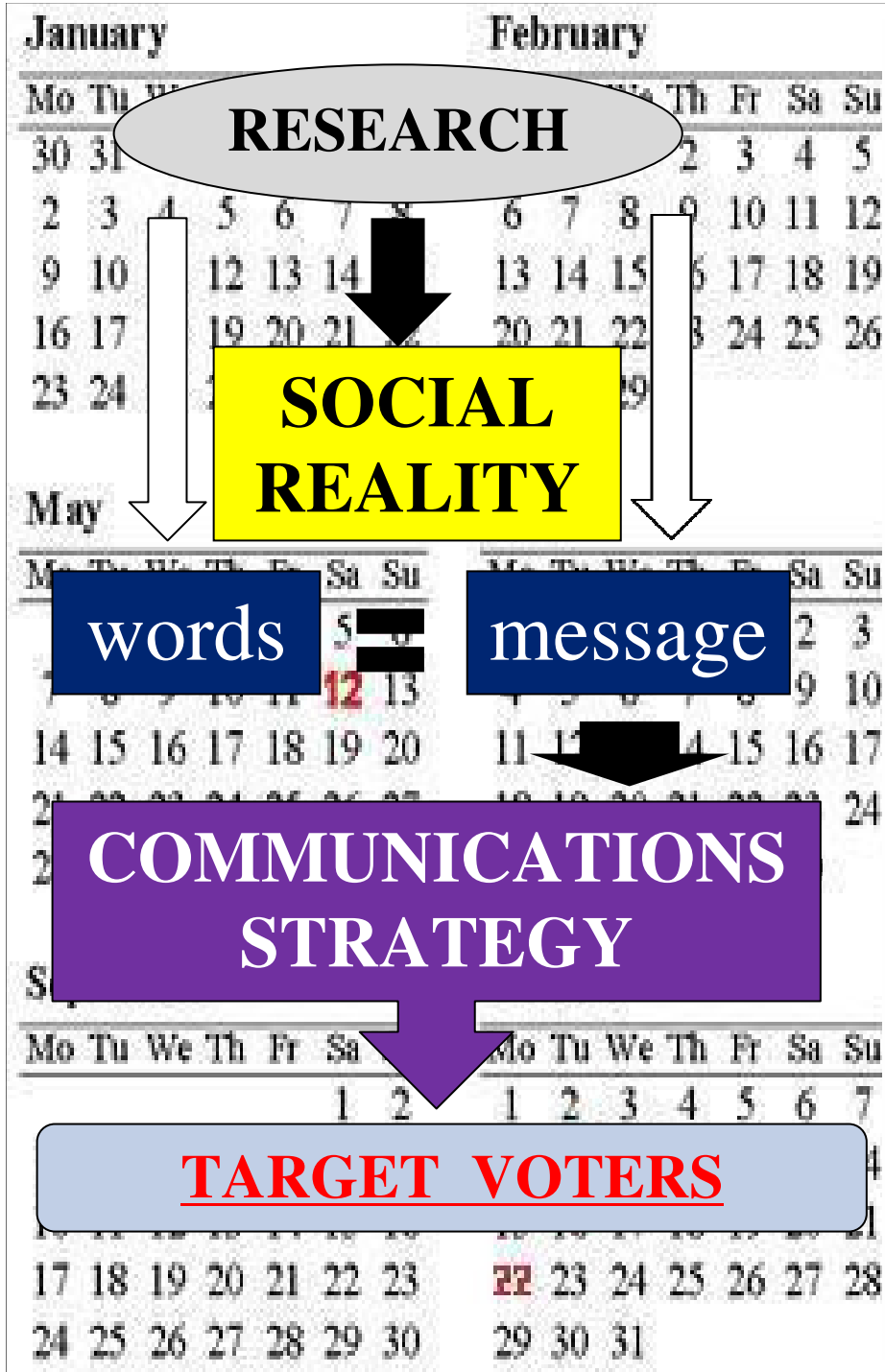
likes: 43,757
followers: 57,081
social score: 100,838

**JON
HUNTSMAN**

likes: 30,926
followers: 7,702
social score: 38,628

**BUDDY
ROEMER**

likes: 10,942
followers: 11,637
social score: 22,579



Lesson #10: Define & Control Your Message Calendar.

Don't let your
opponent define it
for you.

Never lose
a day.



NEVER FORGET WHAT THIS IS ABOUT.



it's not what you say

it's what people hear

luntz global