



SOCIAL GROUND GAME

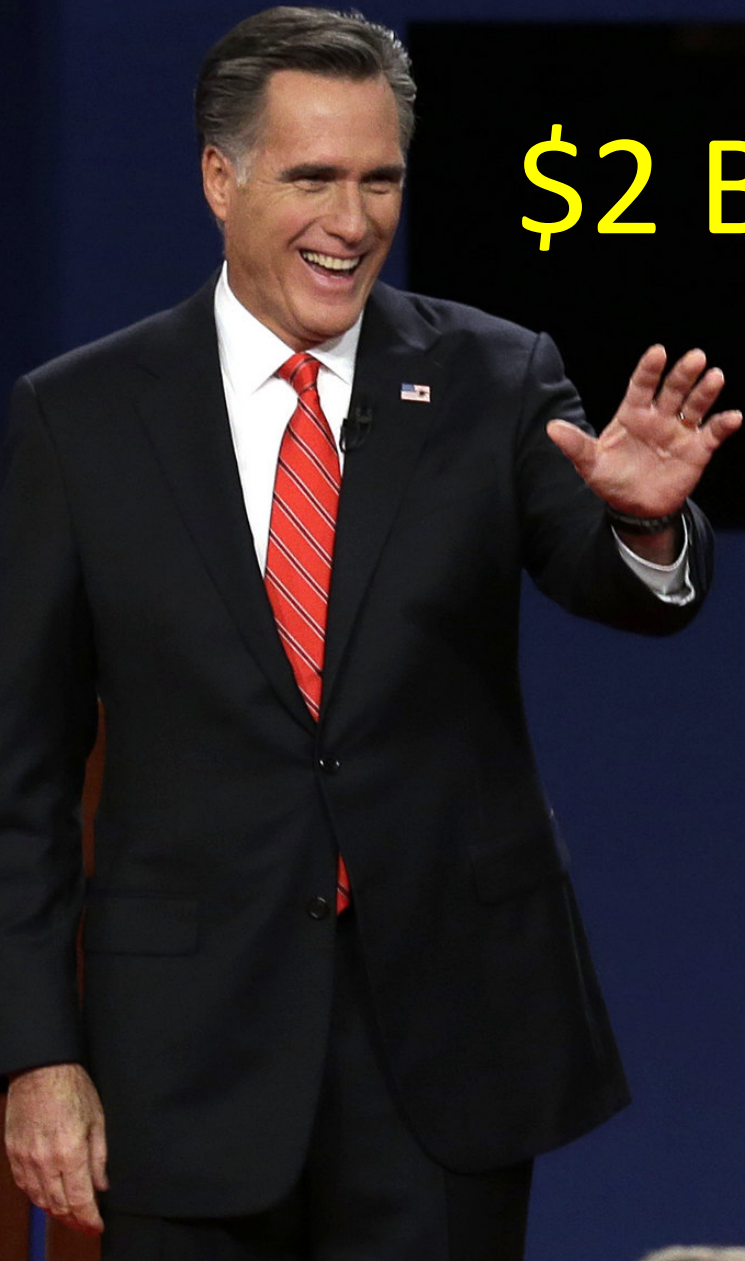


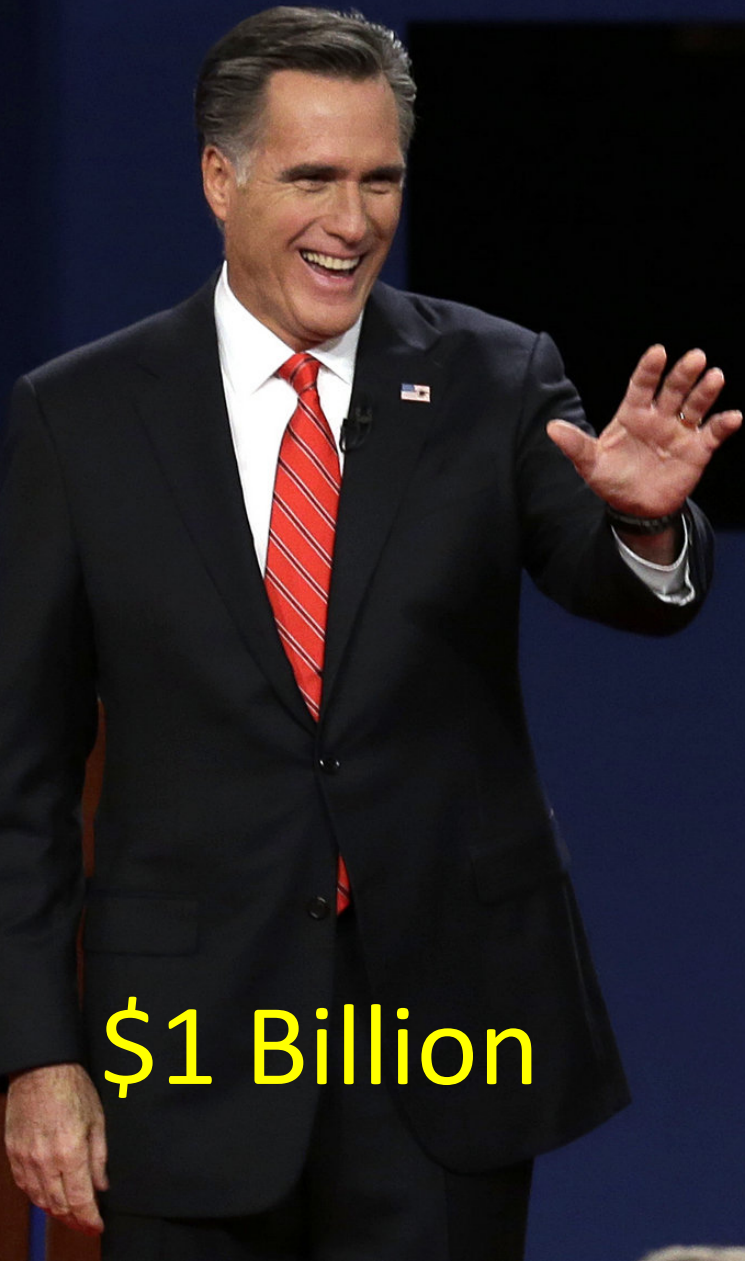
KEVIN LUTEN

BECC 2013



\$2 Billion





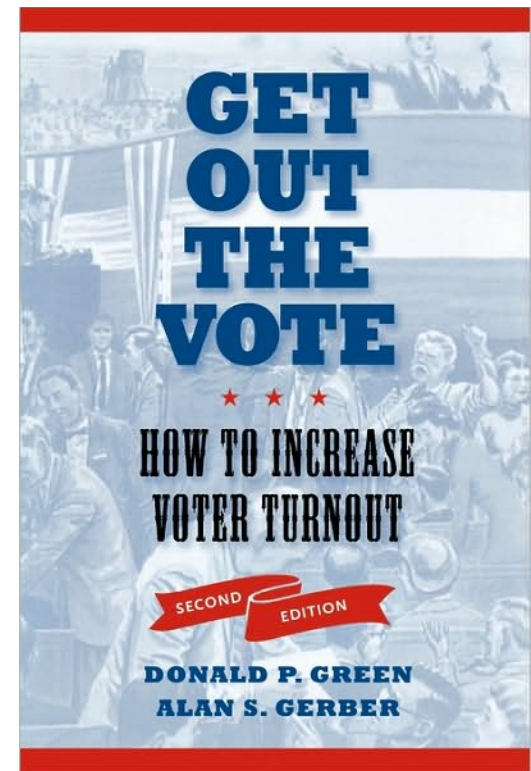
\$1 Billion



\$1 Billion



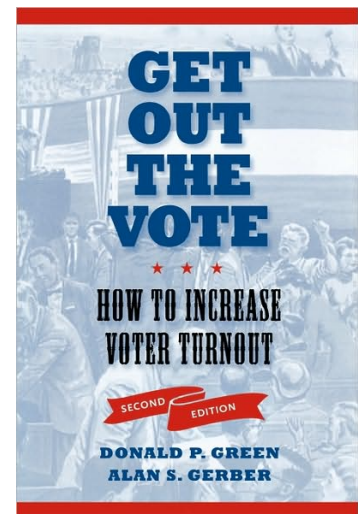
“You’re as likely to see a Fortune 500 company trying to uncover the secrets of the Obama data operation as the other way around.” - S.I.





TWO KEY DIFFERENCES:

1. Different micro-targeting logic
2. Understanding behavior
(simple v complex)



Independent
Voter?

Persuadable
Voter?



Select One

Go Vote



Credit: Shumin

Simple



Credit: Shumin

Complex



Credit: Slate

For complex behaviors like going to vote...

“The message does not seem to matter that much.”

- S. Issenberg

Human conversations and social dynamics matter

- and work best with volunteers or trained call agents



PASSIVE VS PROACTIVE

GOTV Method	Cost per Vote
Television / radio	N/A – no effect
Direct mail – partisan	N/A – no effect
Direct mail – non-partisan	\$67
Professional calls	\$53-90
Trained volunteer calls	\$38
Door-to-door visits	\$29

Green & Gerber: GOTV



Passive marketing useful for single / simple behaviors

Human conversations more cost-effective
where changing complex behaviors

ActiveSmart Geraldton

Human conversations with 4000 households (1 in 4)

Daily physical activity increased by



minutes per person

60%
of participants
made activity plans
with friends



Department of Transport
Department of Sport and Recreation

Why not consider a \$2 Billion
mobilization of human conversations
around the behavioral wedge?





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 @Luten

Kevin Luten

lutenk@b-designworks.com