SOCIAL GROUND GAME

KEVIN LUTEN
BECC 2013
$2 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)
Select One: Barack Obama, Joe Biden, Mitt Romney, Paul Ryan.
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

<table>
<thead>
<tr>
<th>GOTV Method</th>
<th>Cost per Vote</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television / radio</td>
<td>N/A – no effect</td>
</tr>
<tr>
<td>Direct mail – partisan</td>
<td>N/A – no effect</td>
</tr>
<tr>
<td>Direct mail – non-partisan</td>
<td>$67</td>
</tr>
<tr>
<td>Professional calls</td>
<td>$53-90</td>
</tr>
<tr>
<td>Trained volunteer calls</td>
<td>$38</td>
</tr>
<tr>
<td>Door-to-door visits</td>
<td>$29</td>
</tr>
</tbody>
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*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 15 minutes per person

60% of participants made activity plans with friends
Why not consider a $2 Billion mobilization of human conversations around the behavioral wedge?
a division of

urbantrans-anz.com

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