Cambridge
Analytica

Dr Kellie Leitch

Engaging Supporters Through Data and Digital Marketing

cambridgeanalytica.org

About Cambridge Analytica

Cambridge Analytica is a global leader in data-driven market research and communications, assisting political campaigns, advocacy organisations and commercial brands to understand their audiences and better connect with individuals about the things that matter to them.

Challenges and Opportunities

With extensive experience serving in two different cabinets under former Prime Minister Stephen Harper, Dr Kellie Leitch is running in 2017's federal Conservative leadership race. In order to identify and engage voters and supporters, Leitch needs an innovative approach.

Cambridge Analytica proposes to design and implement a cross-platform digital campaign that will help Leitch identify new target supporters and communicate in a way that resonates with them individually. We will use our digital marketing infrastructure to identify target segments, and advertising can be crafted to appeal to viewers' preferences and interests, giving the Leitch campaign a powerful advantage over traditional approaches.

Cambridge Analytica suggests that this campaign be executed over a minimum period of three months, ensuring adequate target "touches" to enable recall. Cambridge Analytica can also turn creative assets provided by the Leitch campaign into ads that will be refreshed with sufficient frequency to avoid audience fatigue, or our creative team can create collateral from scratch.

As previously discussed with the campaign team, CA proposes to structure the campaign in such a way that it initially prioritises recruitment of new members to the Conservative Party before transitioning into a persuasion campaign (to drive support amongst party members for Dr Leitch's candidacy) and voter mobilisation (to drive turnout amongst supporters).

Our digital marketing services will provide the Leitch campaign with a powerful toolkit to communicate with individual Canadian voters, and we look forward to building a positive and productive relationship that puts the campaign at the global forefront of data-driven advertising.

Proposed Workflow and Budget

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Digital Marketing

CA will use our digital market infrastructure to find target segments of the Canadian electorate likely to be receptive to Dr Leitch's policy platform. CA's digital marketing team will then design and manage a cross-platform digital marketing campaign that targets individuals with audience-specific messaging strategies. The digital campaign will deliver tailored creative content across websites and social media, serving multiple impressions of the content to target individuals.
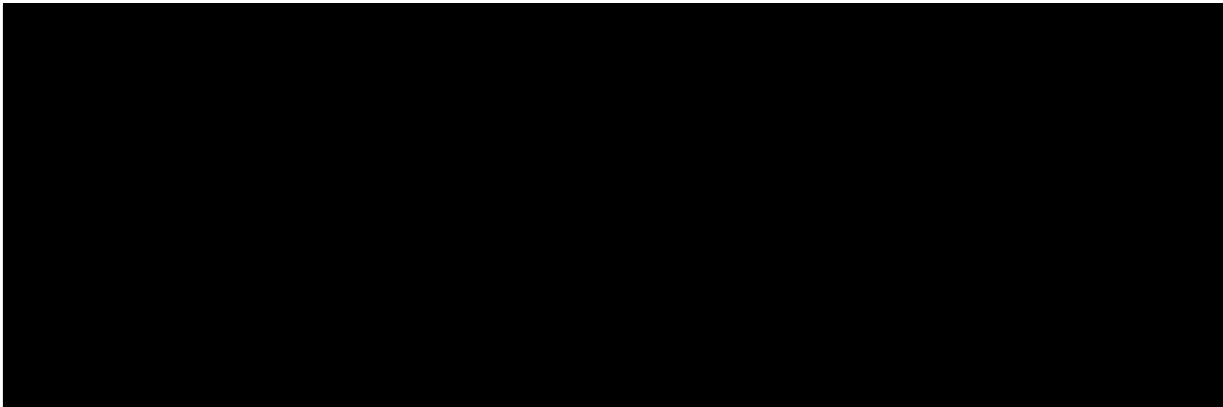
This digital campaign can potentially make use of anonymised individual targeting of Breitbart.com visitors from Canada, a service that CA can provide as the only digital marketing agency licensed by Breitbart to leverage their site traffic for digital marketing purposes.

Throughout the life of the campaign, CA will provide updates on the campaign's performance across a range of key performance indicators, including cost per action, click-through rate, and other metrics as appropriate. Upon the campaign's conclusion, a final report will be produced detailing campaign performance and providing the creative pieces used.

Indicative Budget

Digital Marketing Campaign and Creative Production (minimum of $20,000 per month in advertising spend)	13% of expenditure + Fees for Creative Production*

*Approximately $325 per concept including resizes, with small fees for editing across segment groupings

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