How Opinions Become Votes

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Friday 9th November 2018
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Data is a Signpost…

- What is the campaign challenge?
- Who to target?
- Where to build the campaign?
- What type of campaign to build?
- How to best use resources?
The Campaign toolbox...

• The Data tells us which campaign products / activities to make.

• Different products for different audiences
Activist Mobilisation
The data driven campaign journey...
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