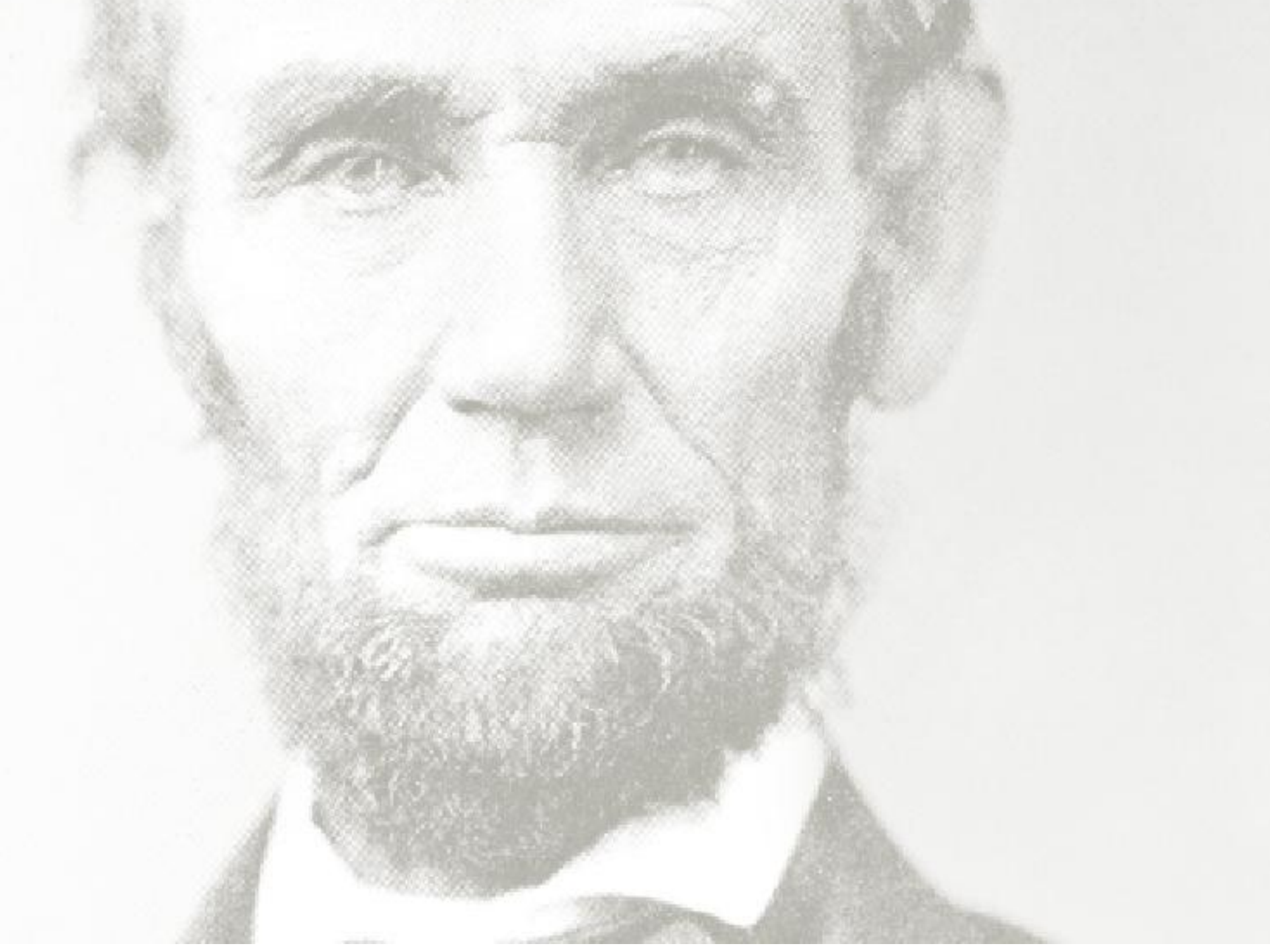
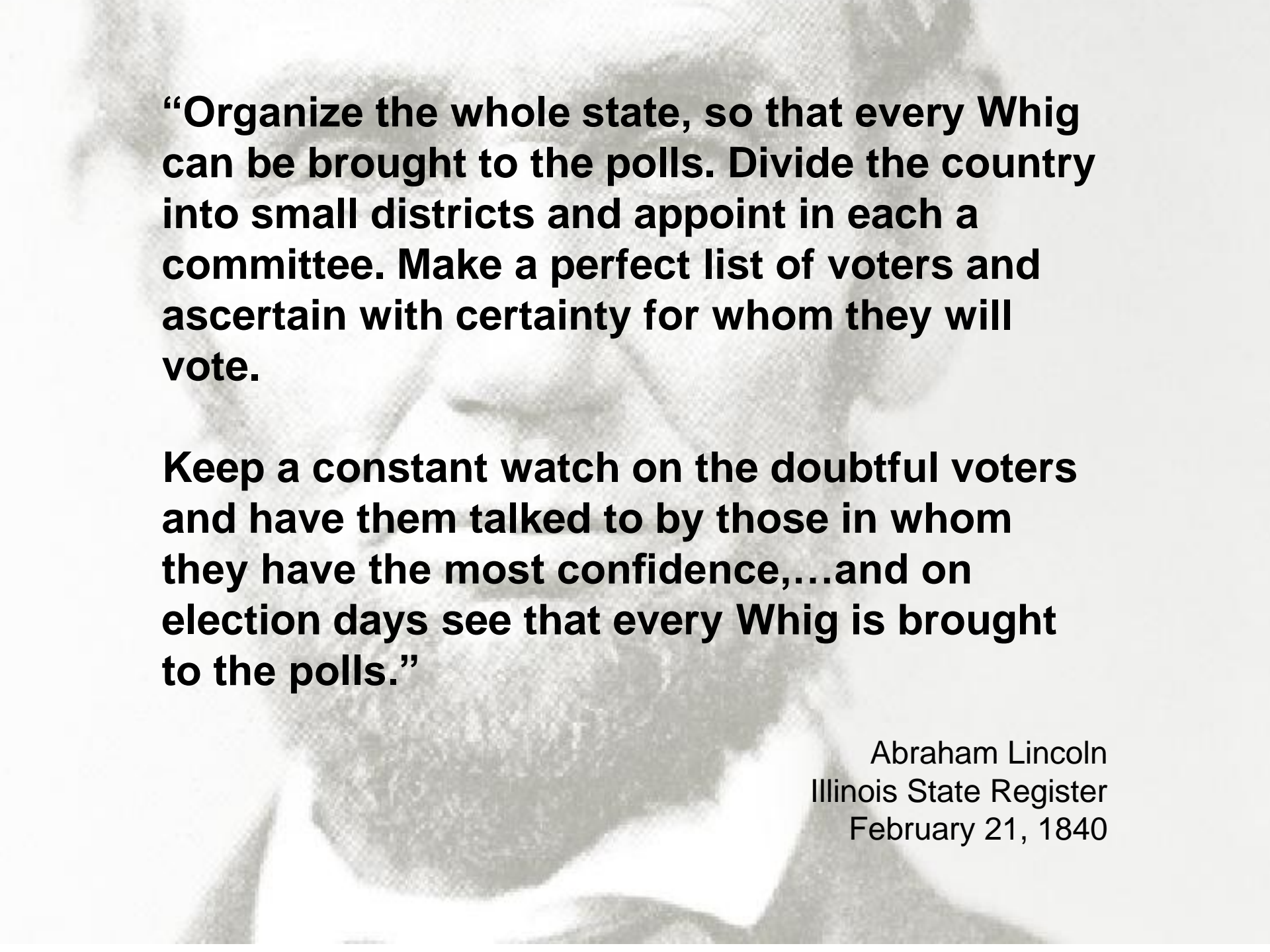


An aerial night view of a city skyline, likely Toronto, with numerous skyscrapers illuminated and their lights reflecting on the water in the foreground. The text 'POLITICAL + DIGITAL' is overlaid on the top half of the image.

# POLITICAL + DIGITAL

Toronto  
July 18, 2013



A faded, grayscale portrait of Abraham Lincoln serves as the background for the text. He is shown from the chest up, wearing a dark suit and a white cravat. His face is slightly to the right of the center, and his expression is serious.

**“Organize the whole state, so that every Whig can be brought to the polls. Divide the country into small districts and appoint in each a committee. Make a perfect list of voters and ascertain with certainty for whom they will vote.**

**Keep a constant watch on the doubtful voters and have them talked to by those in whom they have the most confidence,...and on election days see that every Whig is brought to the polls.”**

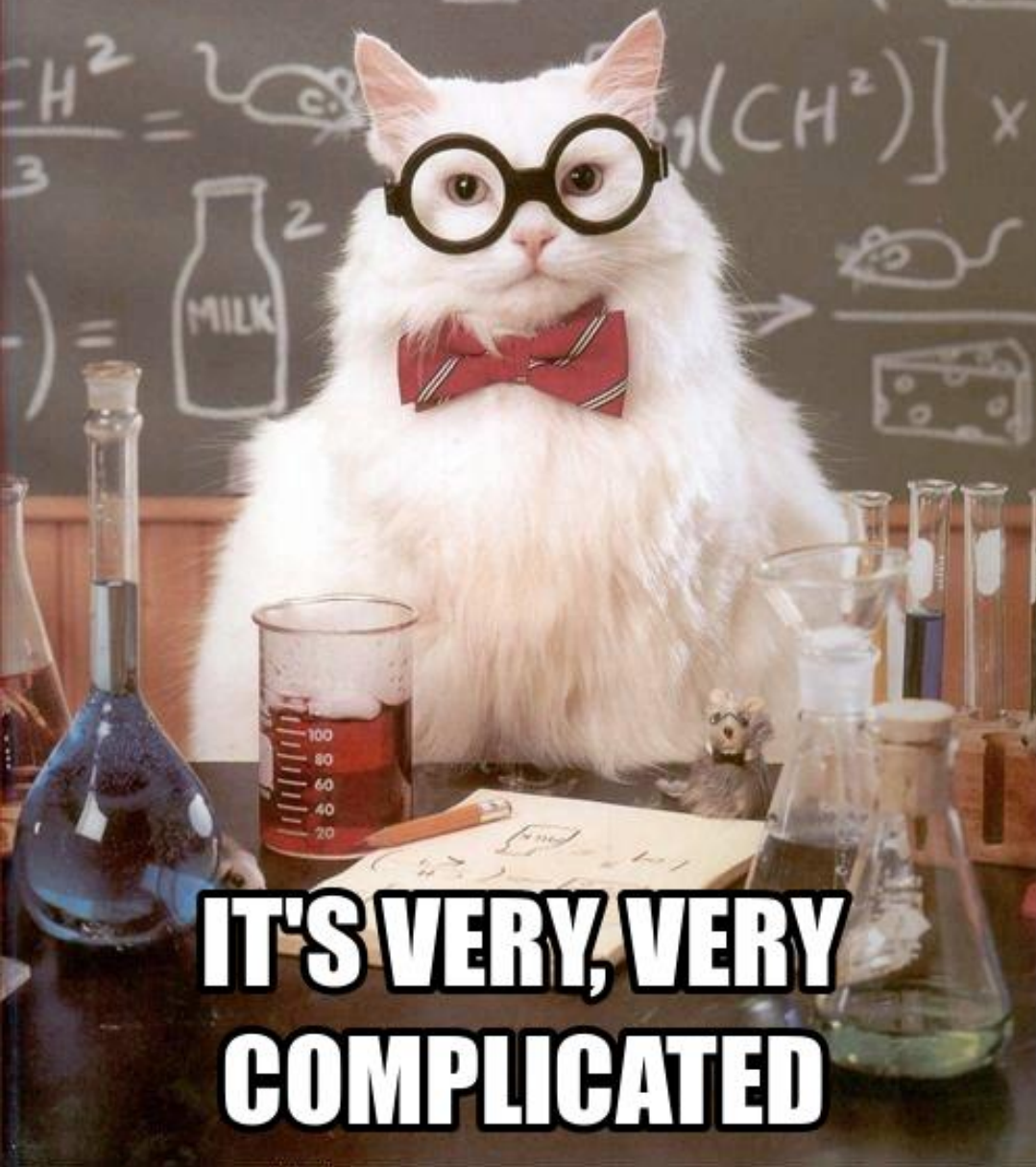
Abraham Lincoln  
Illinois State Register  
February 21, 1840

① **Political campaigns  
fall in love with tools**

② **A desire for ‘the shiny  
monkey’**

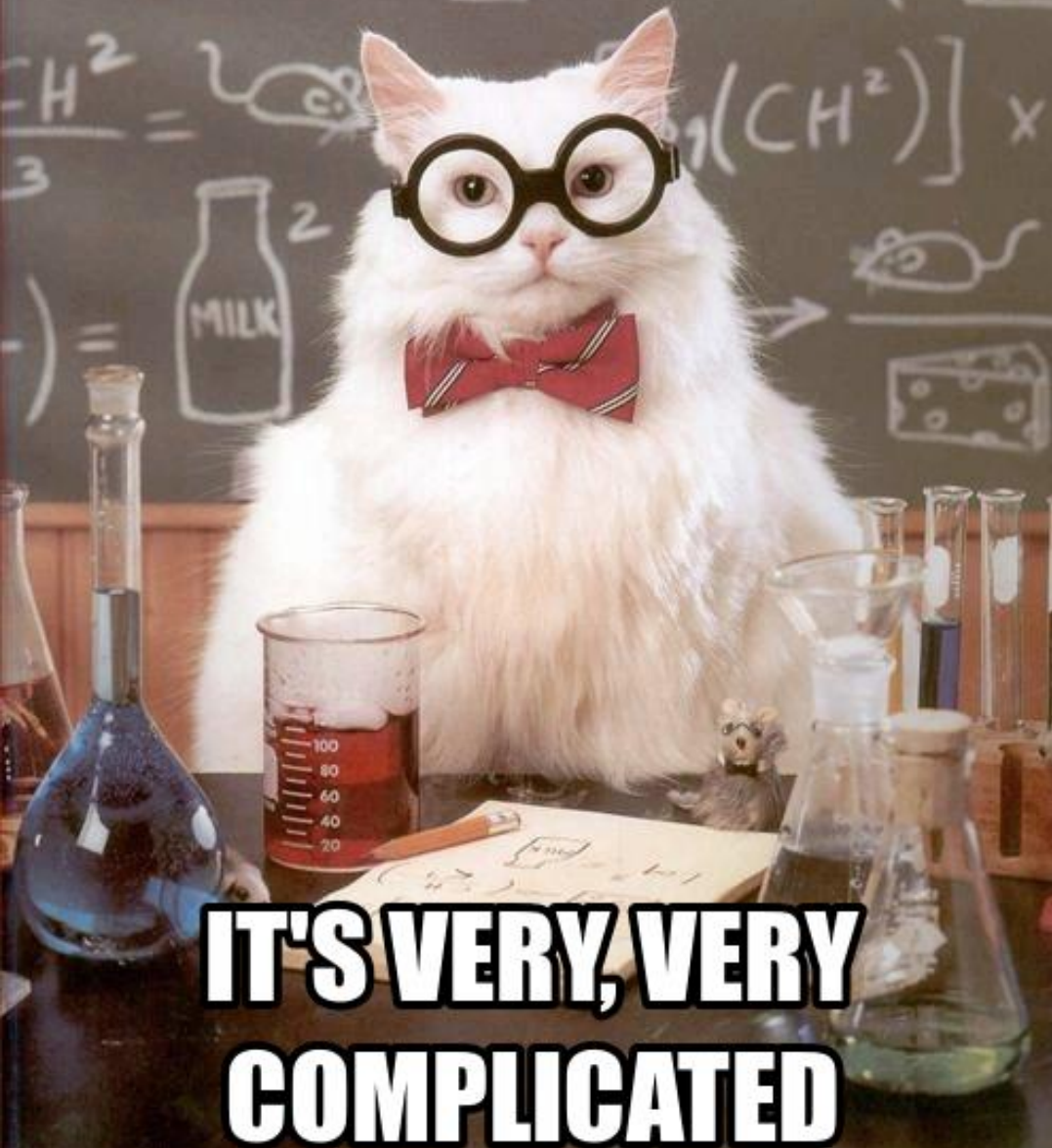
③ **There is little to no  
systems integration**

**IT'S NOT COMPLICATED**



**IT'S VERY, VERY  
COMPLICATED**

**IT'S NOT COMPLICATED**



**IT'S VERY, VERY  
COMPLICATED**

Imagine a startup ...

You have one day, on which you need to achieve a +40% market share.

You have no permanent staff or infrastructure.

You are in a highly regulated environment.

It is a zero sum market with no growth capacity.

Limited brand elasticity.

**YOU ARE NOT OBAMA**



**HOPE**

**Barack Obama is a once in a generation candidate.**

**He had more money than any candidate before him ever to run for office in human history.**

**He embodied a broad generational change.**

**The Obama campaign innovations deserve respect, like Faberge Eggs or the Pyramids.**





**GOT A CAMPAIGN DIGITAL  
PITCH ONCE...**

**IT WAS AWFUL**



A close-up photograph of Grumpy Cat, a brown and white cat with a grumpy expression. The cat is looking directly at the camera with a slightly downturned mouth and heavy-lidded eyes. The background is a plain, light-colored wall.

**GOT A CAMPAIGN DIGITAL  
PITCH ONCE...**

**The pitches for  
digital in a  
campaign aren't  
explaining how  
they more  
efficiently get to  
the objective.**

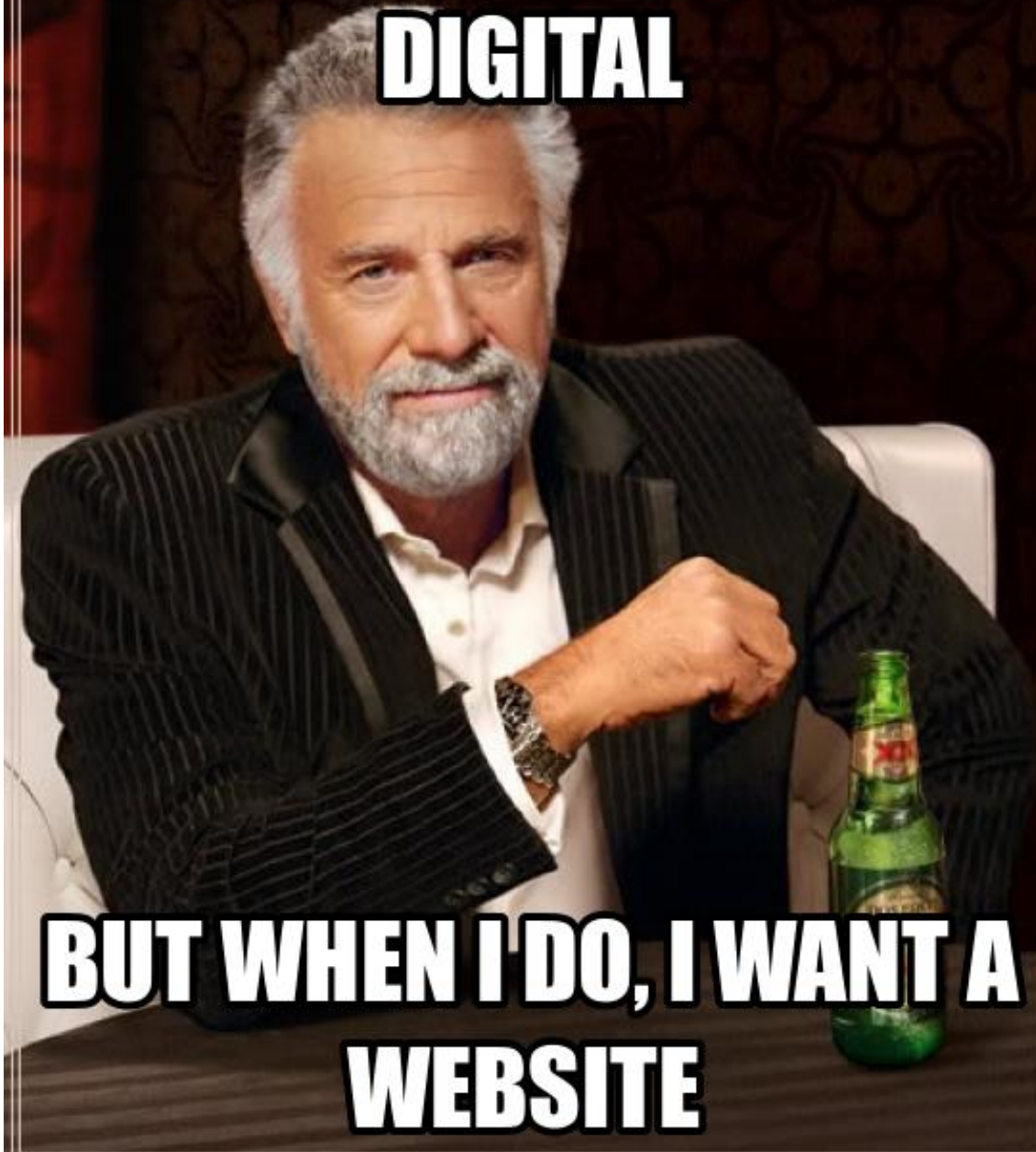
**Buzz ≠ Votes**

**Likes ≠ Money**

**Friends ≠ Activists**

**IT WAS AWFUL**

**I DONT OFTEN PAY FOR  
DIGITAL**



**BUT WHEN I DO, I WANT A  
WEBSITE**

**Real digital  
campaign dollar\$  
aren't built into  
traditional  
campaign budget\$.**

**Competition is**

- © Television &  
Radio  
Advertising**
- © Phones**
- © Mail**
- © Staff**



**DETAILED METRICS?**

**AIN'T NOBODY GOT TIME FOR  
THAT**

**DETAILED METRICS?**

**AIN'T NOBODY GOT TIME FOR  
THAT**

memegenerator.co

What hourly, daily, weekly, monthly, quarterly, longitudinal data can you show me that measures:

- ⊙ Voter intent
- ⊙ Voter probability
- ⊙ Activist growth
- ⊙ Money in hand
- ⊙ Words that work

**COMPLAINS ABOUT HOW AMATEUR HOUR ALL DIGITAL  
POLITICAL CAMPAIGN ARE**



**NEVER WORKED ON  
ONE**

# POLITICAL + DIGITAL

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