



The Science of Politics

POLLFIRST ADVANTAGE

REASONS WHY YOU SHOULD CHOSE US



**WOULD YOU WANT TO TAKE A
CHANCE ON YOUR FUTURE?**

WE UNDERSTAND WHAT IS AT STAKE



The Science of Politics

WHAT WE DO

Digitally driven, politically focused

SURVEYS



30 lakh samples across 34 states & UTs, among the biggest agencies in India

THE TEAM



400+ certified associates who have worked on multiple projects with us

DATA



All the data you need to run effective campaign, and then some

20 YEARS



Our methodologies have been refined over the last 20 years

TECHNOLOGY

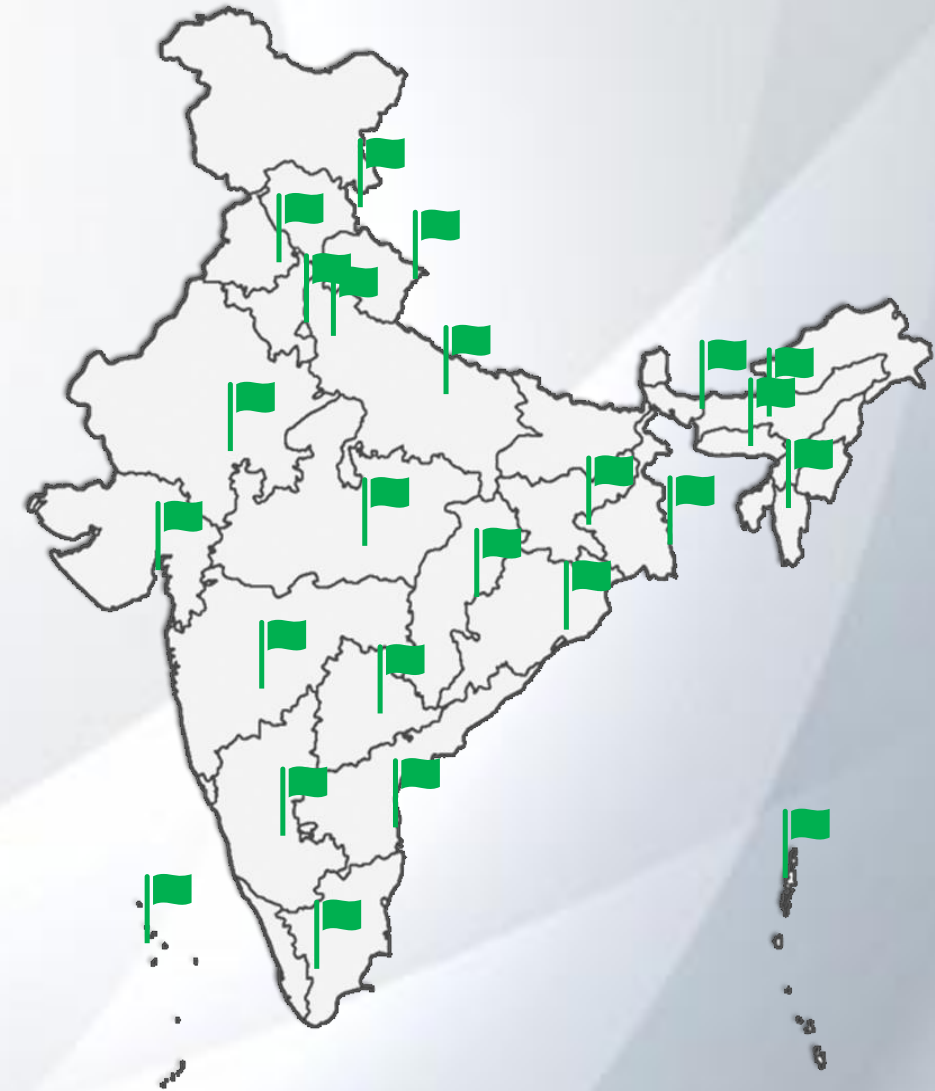



From our targeting tech to data collection apps, tech driven

PSYCHOLOGY



Industry experts who help change minds and political beliefs



 States we have worked in

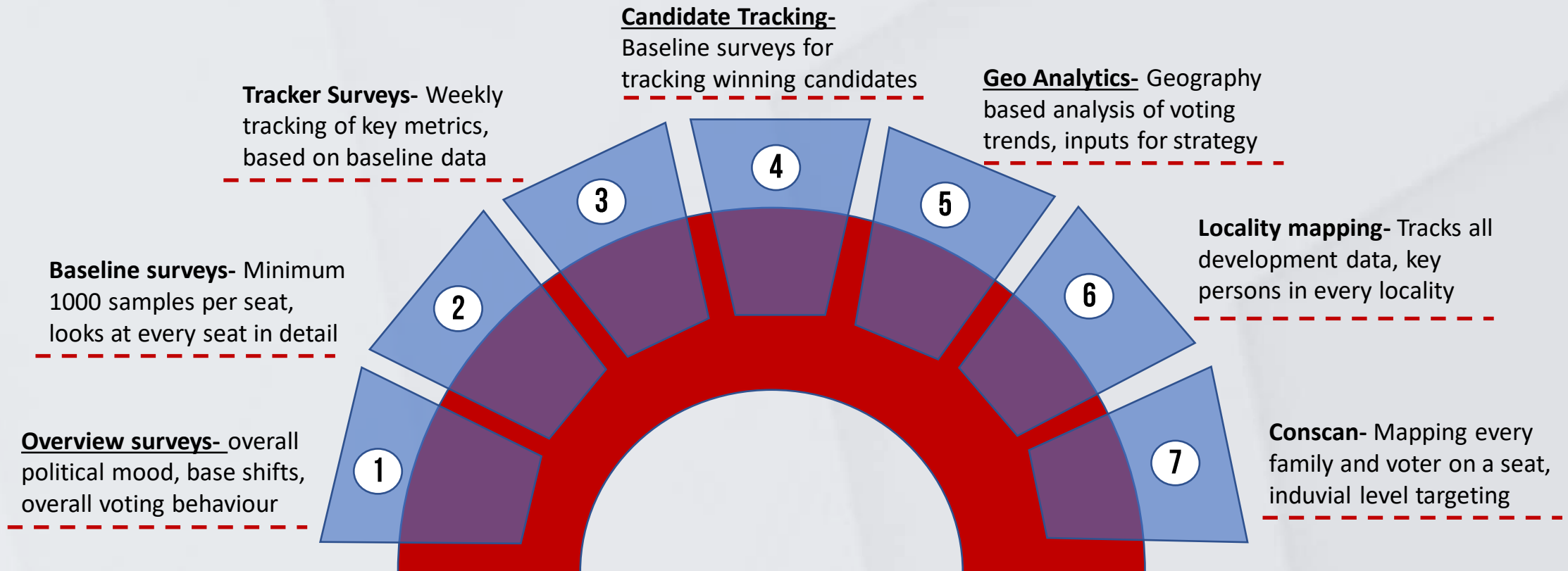
THE SCIENCE OF INTEGRATED CAMPAIGN MANAGEMENT

A political campaign is more than picking up the microphone, speaking your mind and hoping that it would have the right impact. Shaping public opinion is an art and a science. We know the game.



GOING BELOW THE SURFACE-TRACKING WHAT MATTERS

Political surveys need to go beyond telling what is happening- they have to answer the WHYs. As people who have been doing this for 20 years, we see surveys as inputs for winning strategies



PEOPLE: CREATING A VOTER'S GRID

We look at voters not as a mass of people but people who come from different demographics which need to be targeted strategically. Overlay of these 7 defines our approach to strategy

 Social Group	 Age	 Gender	 Location	 Economic	 Education	 Occupation
Gen	18-30	Male	Urban	Poor	Upto 10th	Farming
OBC	31-45	Female	Rural	Middle	Low Ed	Small trade -
SC	45-60			Well to do	12th –	Unorganised
ST	60+				Medium Ed	Govt Job
Minorities					Graduates+-	Private Job
Others					High Ed	Professional

The grid allows us to have a specific election strategy for each segment. What would be your messaging strategy for the following demographic group- General- woman in the age group of 18-30, living in a rural area with education upto class XII, coming from a medium income farming family. We are looking to answer three basic questions- what is the size of this segment, what are their concerns and above all, what do we want to say to them? The interplay of these groups is what would define politics of the future.

BALANCING ATTACK & DEFENCE

Every campaign needs its unique blend of attack and defence. Established players need strong defence while challengers start with a smaller base and hence need to attack more.



DEFENCE

Consolidation

Worker Management: Managing party workers, engagement & trainings

Retaining Voters: For established players, retaining voters is 60% of the election

In group consolidation: Retaining the political and social base of the party

Interest group Retention- Retaining past alignments of occupational and social groups



ATTACK

Expansion

Alliances: Working with parties & groups that can add value with minimum effort

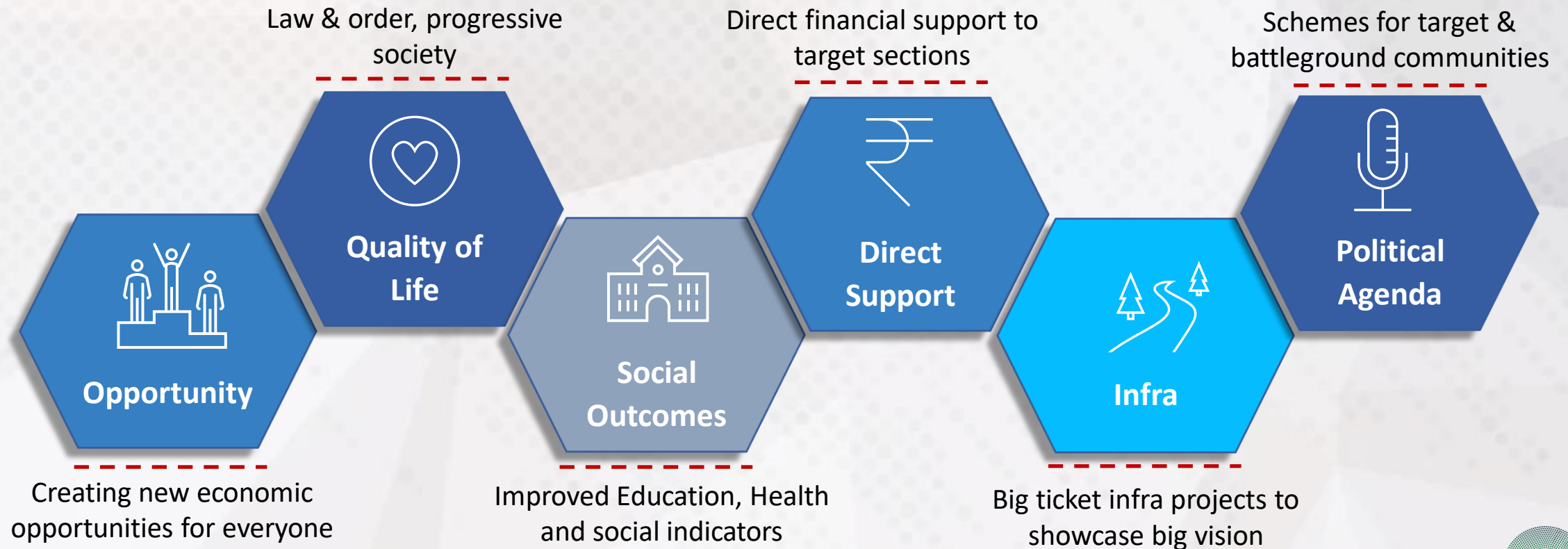
Onion Peeling: Identifying & targeting groups we can take away or distract

Interest groups Expansion: Social & occupation group targeting

Targeting & Expansion- Capturing the middle ground through targeted attack & relevant messaging

POLICY: PROGRESSIVE POPULISM

Political campaigns must be realistically populist- fiscally prudent and credible. Also, it is about balancing emotion & reason- policy solutions will not fill in for the lack of emotional appeal



EMOTIONALLY CREATIVE

Think of messaging as a key that can unlock the voter's mind and make them receptive to what you have to say. But just as one key does not open all locks, messaging has to be targeted to groups



We Resist Changing Our Political Opinion- The harder you push, the harder it pushes back



We crave for simplicity- We have limited processing capacity, even lower background information



We love stories, hate numbers- We engage with stories, we drop off when start talking numbers



Talking to the Emotional Brain- It is easier to engage emotions than reason, politics is about emotion



Segment- Have different content for your supporters, neutrals and Opponents- tone & form



Simplify- Strip every message to the core to ensure it gets through, use multiple messages if needed



Humanize, Storify- Every message can be given a human form to make it relevant for the audience



The outcome is emotion- All content should evoke an emotion- if it just informs, it is not working

PRECISION-TARGETED RELEVANCE

Our cutting-edge digital targeting engine allows you to aim and shoot your messages to any locality across the state, with demographic and political data layers, giving you greater value

 **9,05,315**
POLLING BOOTHS MAPPED



DETAILED DEMOGRAPHIC TARGETING

POLITICAL DATA LAYERS ADD ACCURACY TO MESSAGING



DEPLOY GROUND LEVEL SURVEY DATA TO MICRO TARGET



You can now customize your message to the level of booth/ localities across your state



Targeted messaging for gender & age groups, layered with demographic & political data



Using **Conscan**, you can reach your voter with individual level messaging



With SMS integration, you can hit bulls eye, every time