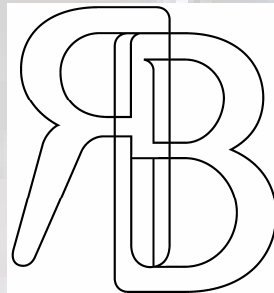


The Year of the Personal Vote

Presented by:
Rick Ridder
RBI Strategies and Research

Sponsored by:





Past Elections have followed
the Tip O'Neill mantra:

All Politics is Local.

But now...

All Politics is Personal.

All Politics is Personal

The Obama Campaign's use of the internet epitomizes the personalization of politics.

How We Vote

- **Mail In**

- **Early Vote**

- **Day of**

- Voting has become increasingly personal as more and more people opt for mail in and early voting option allowing individuals the availability to vote at a time convenient to them.
- Over 70% of those voting in Colorado voted either early or mail in.
- In Douglas County, Colorado, only 17,000 people voted on election day, though 138,000 votes were recorded.*



**“Tonight, because of what we did
on this day, in this election, at
this defining moment, change has
come to America.”**

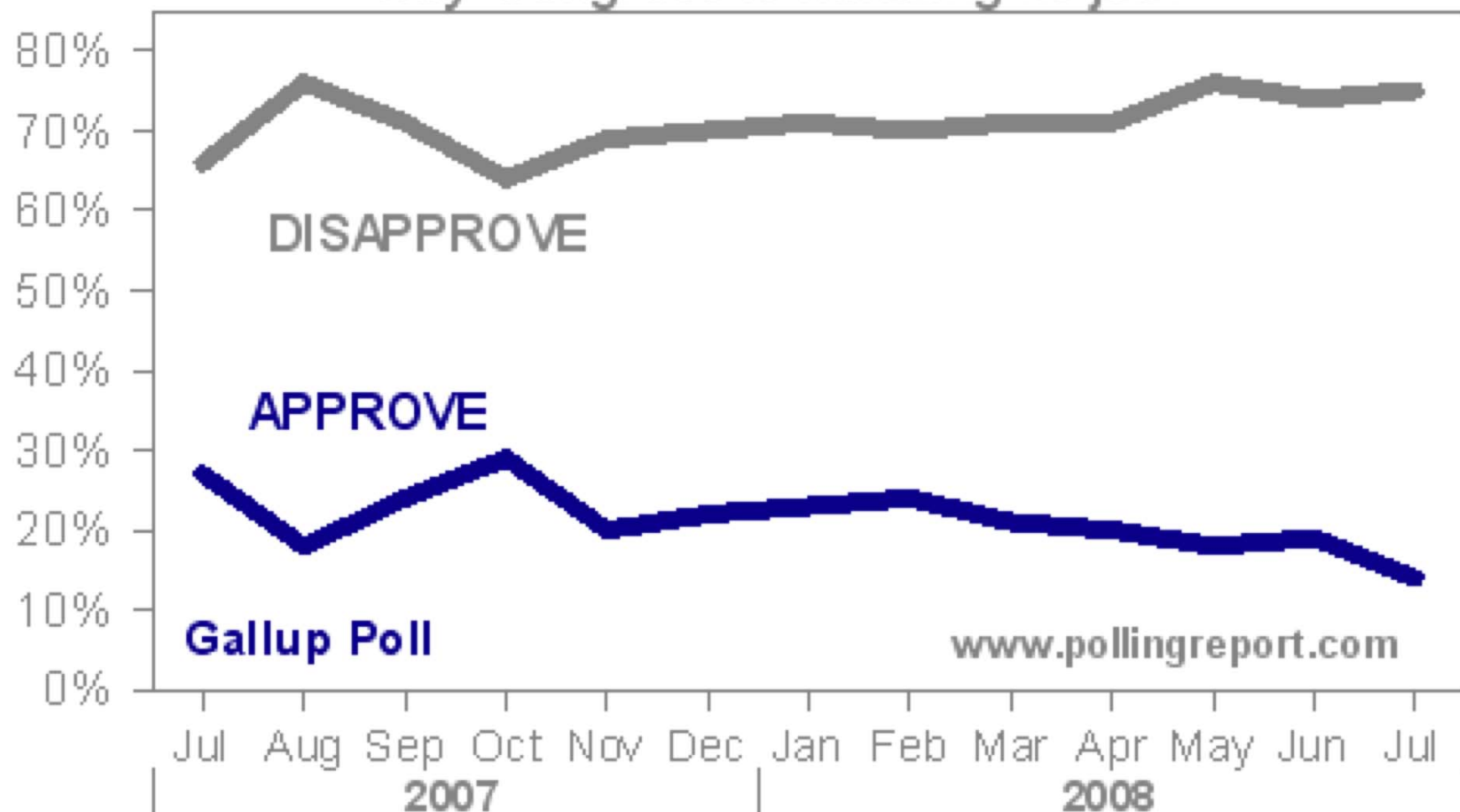
-President-Elect Barack Obama



The Setting

CONGRESS

"Do you approve or disapprove of the way Congress is handling its job?"



Gallup Poll

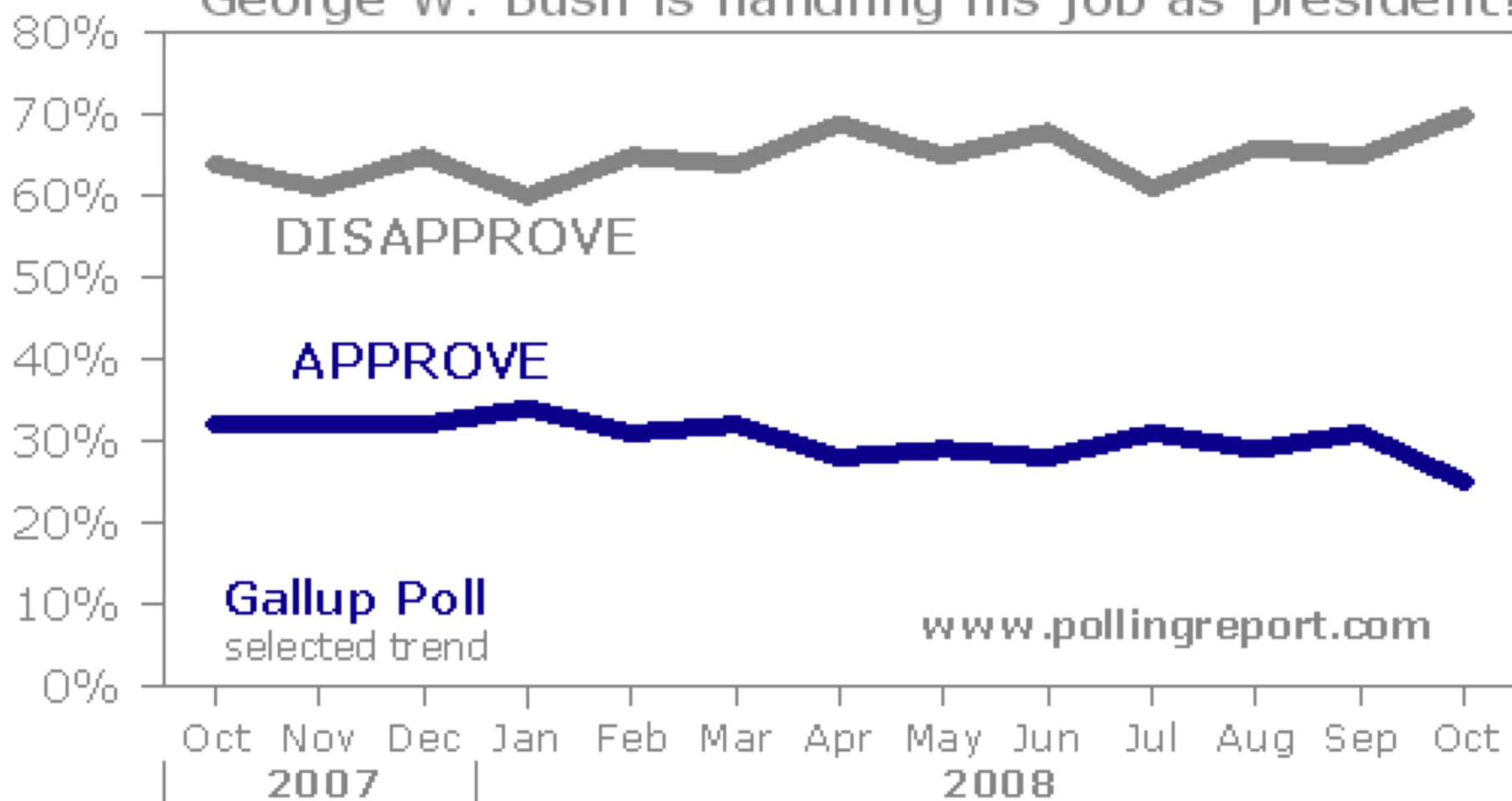
www.pollingreport.com

APP 27% 18% 24% 29% 20% 22% 23% 24% 21% 20% 18% 19% 14%

DISAPP 66% 76% 71% 64% 69% 70% 71% 70% 71% 71% 76% 74% 75%

PRESIDENT BUSH

"Do you approve or disapprove of the way George W. Bush is handling his job as president?"



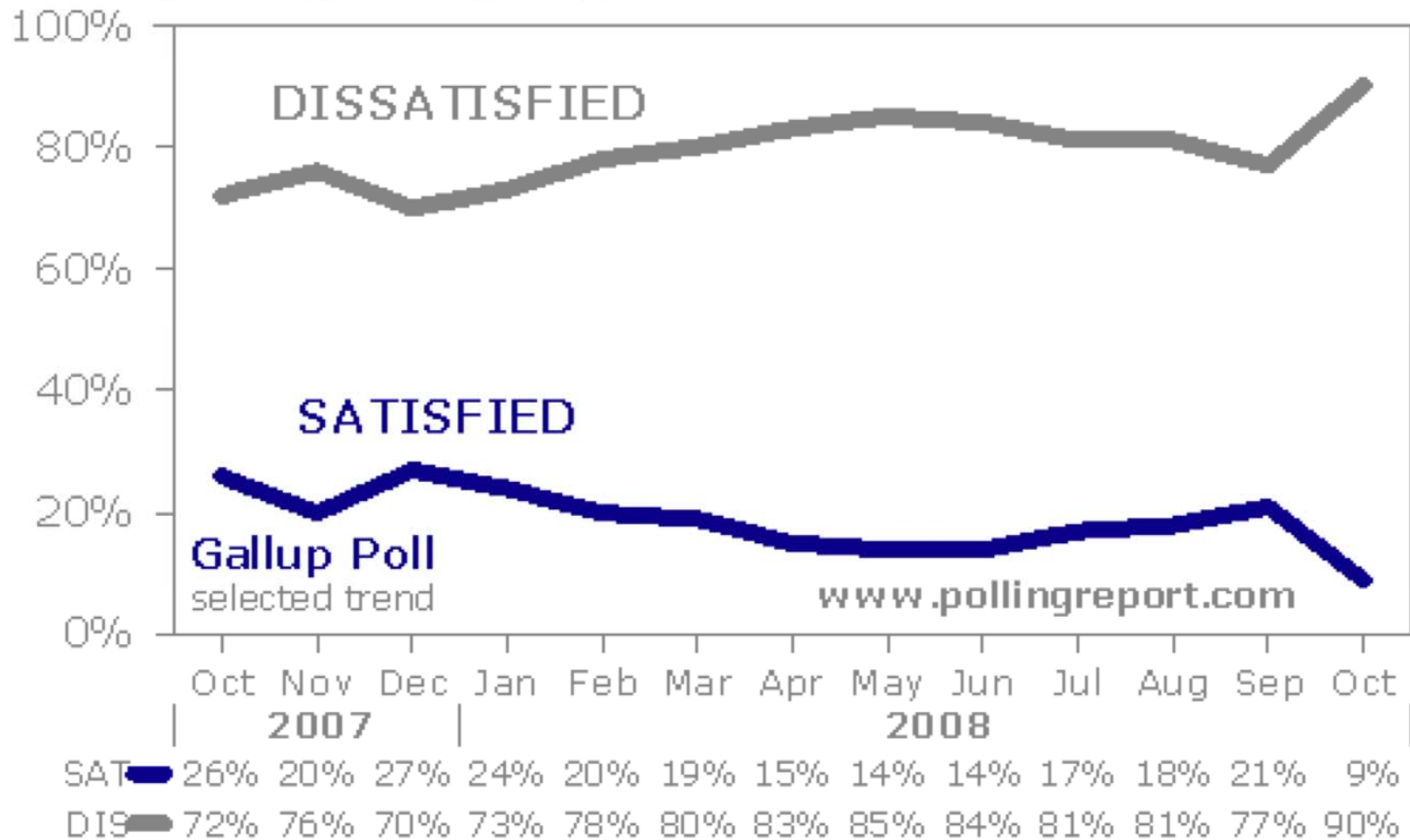
Gallup Poll
selected trend

www.pollingreport.com

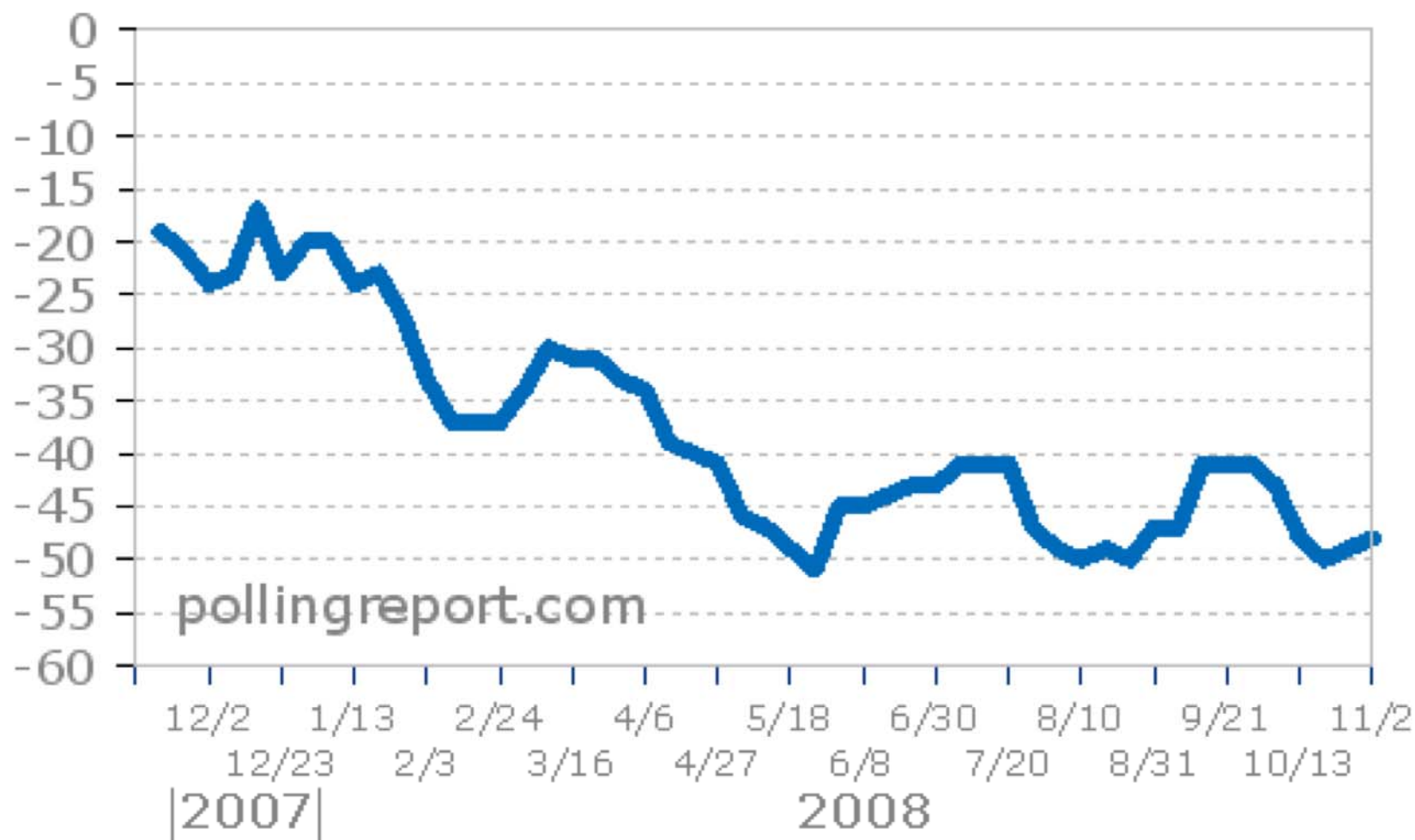
APP	32%	32%	32%	34%	31%	32%	28%	29%	28%	31%	29%	31%	25%
DIS	64%	61%	65%	60%	65%	64%	69%	65%	68%	61%	66%	65%	70%

THE WAY THINGS ARE GOING

"In general, are you satisfied or dissatisfied with the way things are going in the United States at this time?"

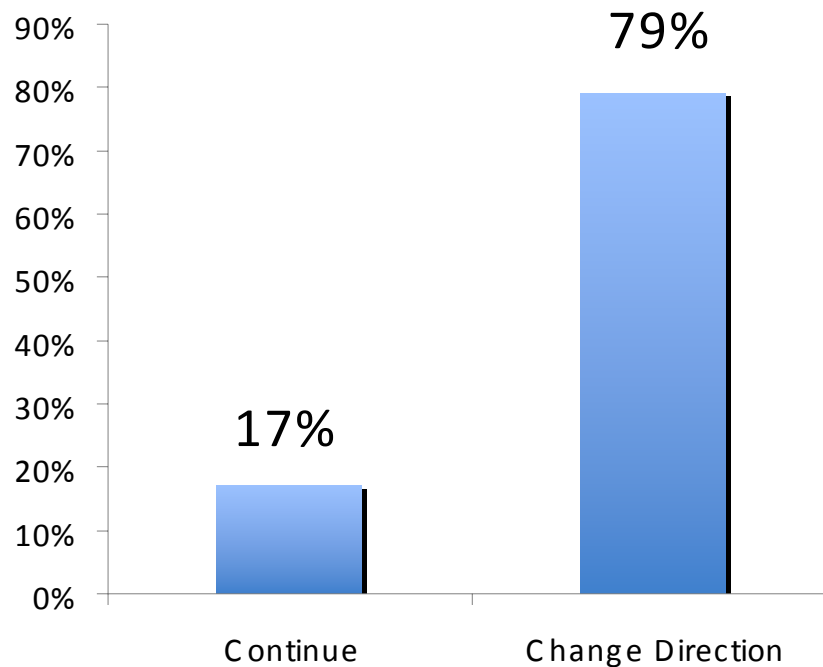


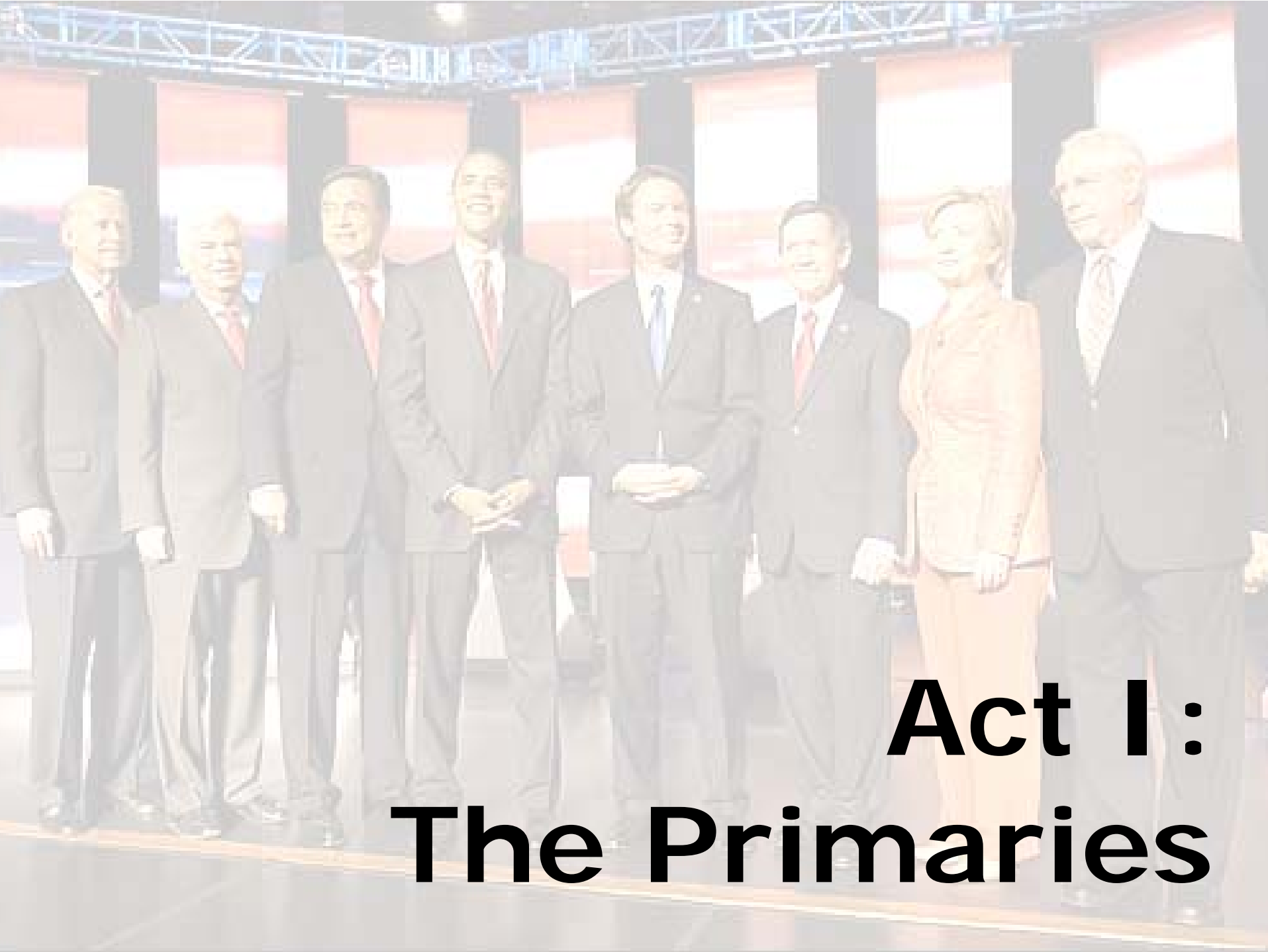
ABC NEWS Consumer Comfort Index



The Consumer Comfort Index uses a scale of +100 to -100 and is based on responses to questions about the national economy, personal finances, and the buying climate.

Would you like to see the next president generally continue with George W. Bush's policies, or would you rather see the next president change direction from Bush's policies?






Act I: The Primaries

Barack Obama

Message: Change We Can Believe In

- Barack Obama ran not on a platform of experience, but on one of judgment.
- Obama individualized his message. This race is about *you*.
- Obama's campaign encouraged personal expressions of support, such as Will.i.am's "Yes We Can" video and Obama Girl's "I Got A Crush On Obama."

Hillary Clinton

A group of political figures, including Barack Obama, Bill Clinton, and Hillary Clinton, standing on a stage. The background features a large American flag and a blue and white truss structure.

Message: Experience

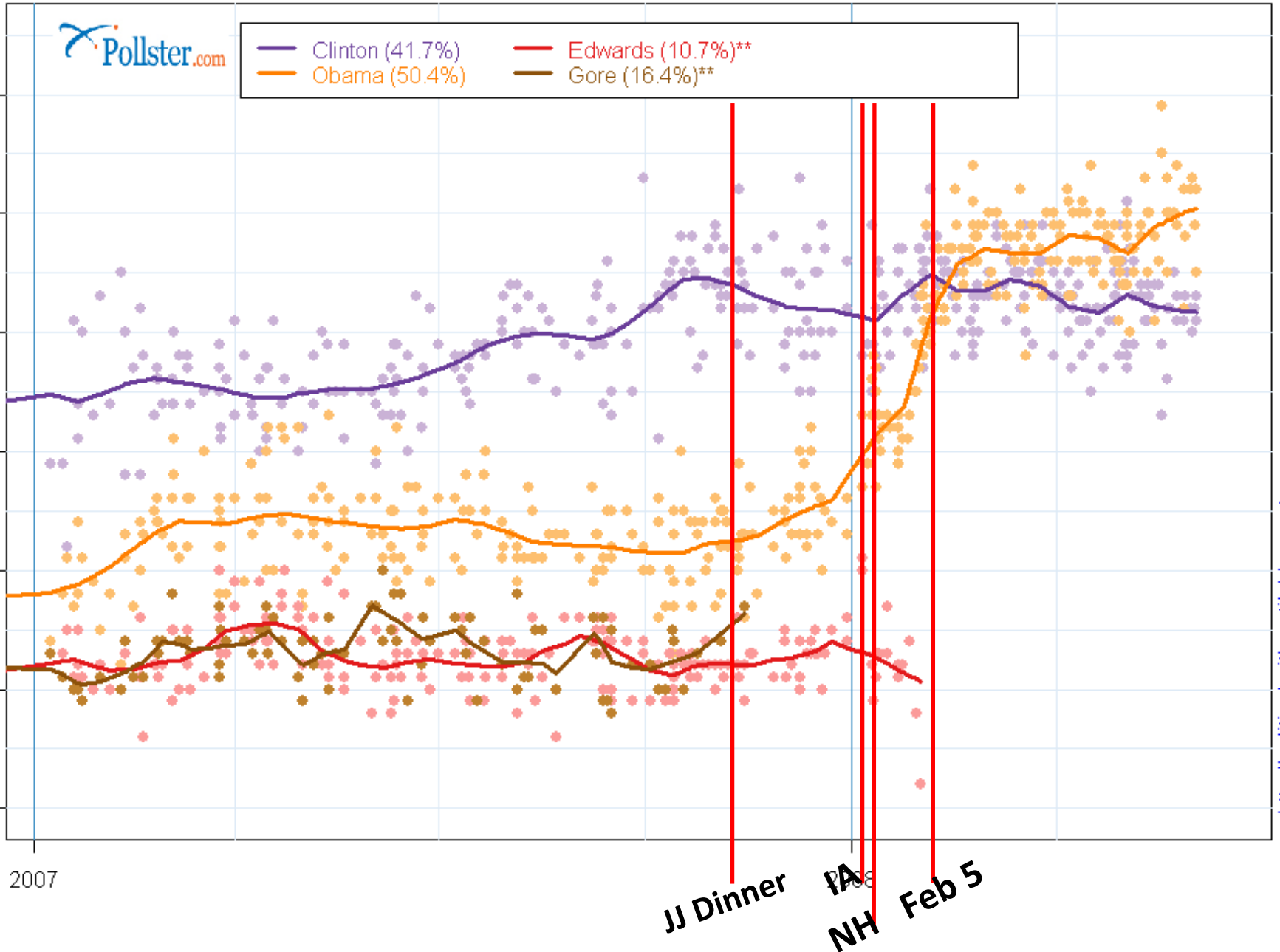
- Hillary Clinton's experience was built on President Clinton's accomplishments instead of her own.
- Clinton's vote for the War in Iraq proved that she did not embody change.
- Clinton switched messages at the end to a message more centered on the economy.

Clinton's strongest ad:

[Hillary Clinton 3 AM](#)

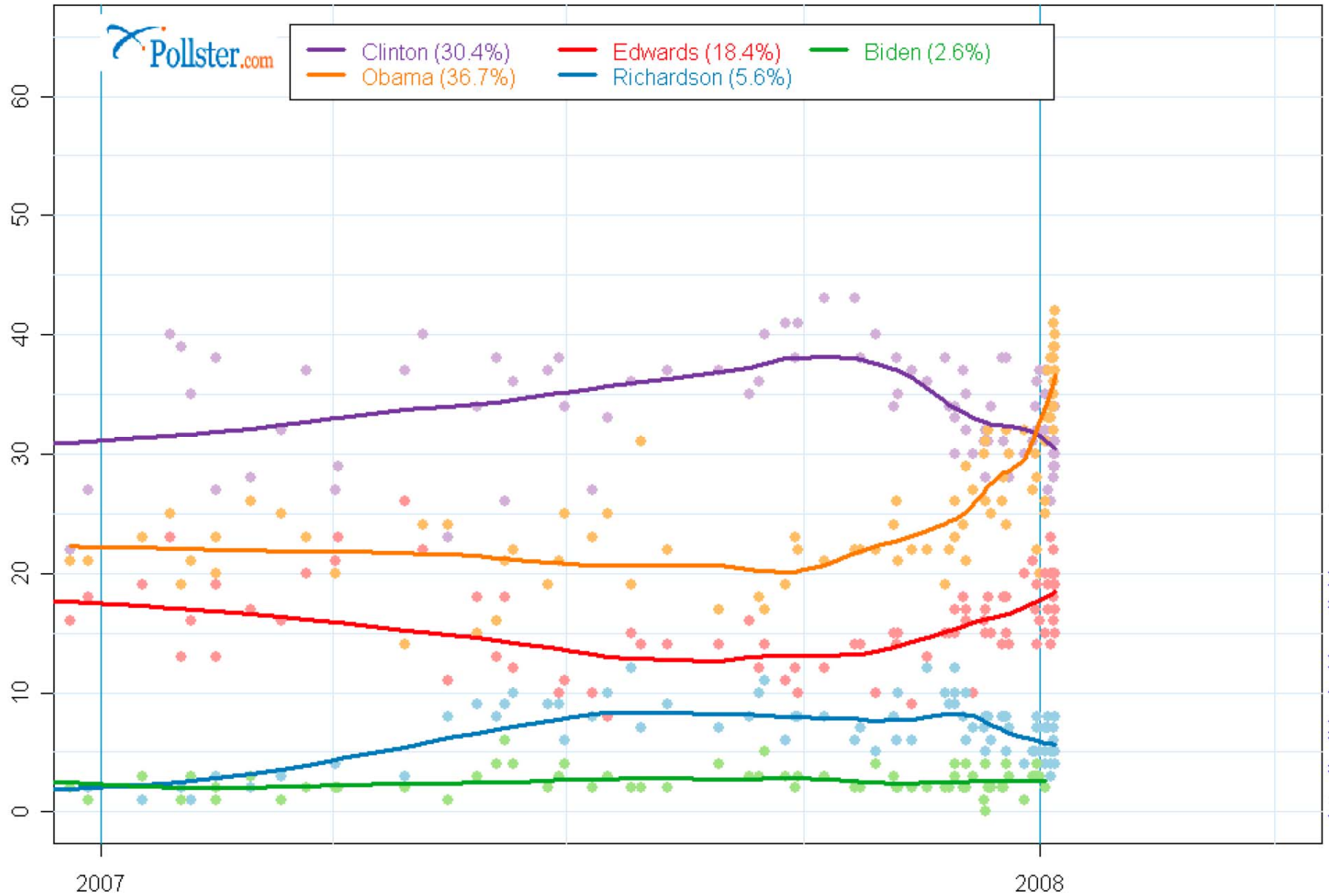
National: Top Democratic Contenders

Latest Poll: 06/03/2008



New Hampshire: Top Democratic Contenders

Latest Poll: 01/07/2008



A group of men in suits standing in a line, possibly a political campaign event. The image is faded and serves as a background for the text.

John McCain

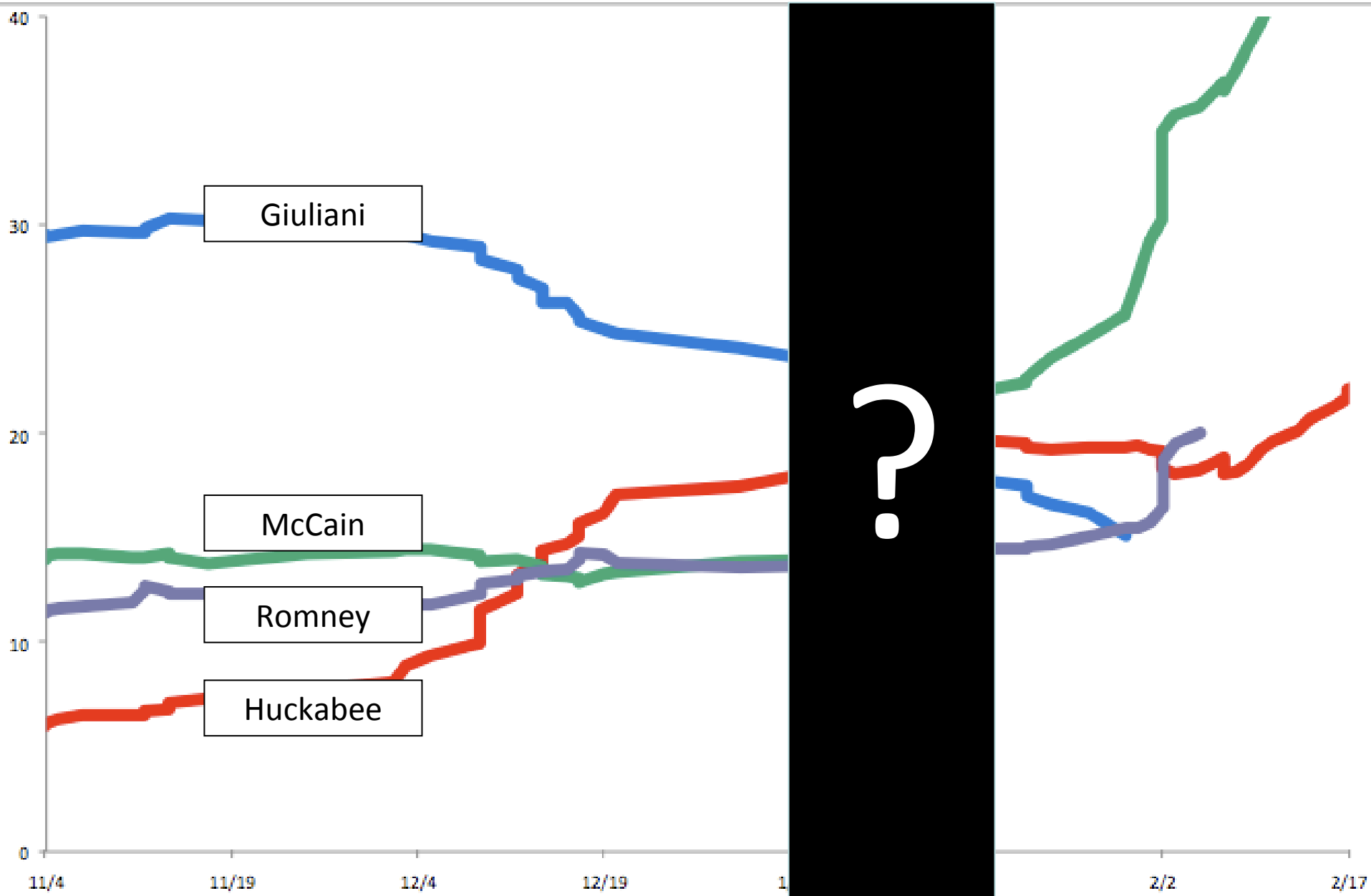
Message: Change *with* Experience

Mitt Romney

Message: Solid Management Experience

Mike Huckabee

Message: Values



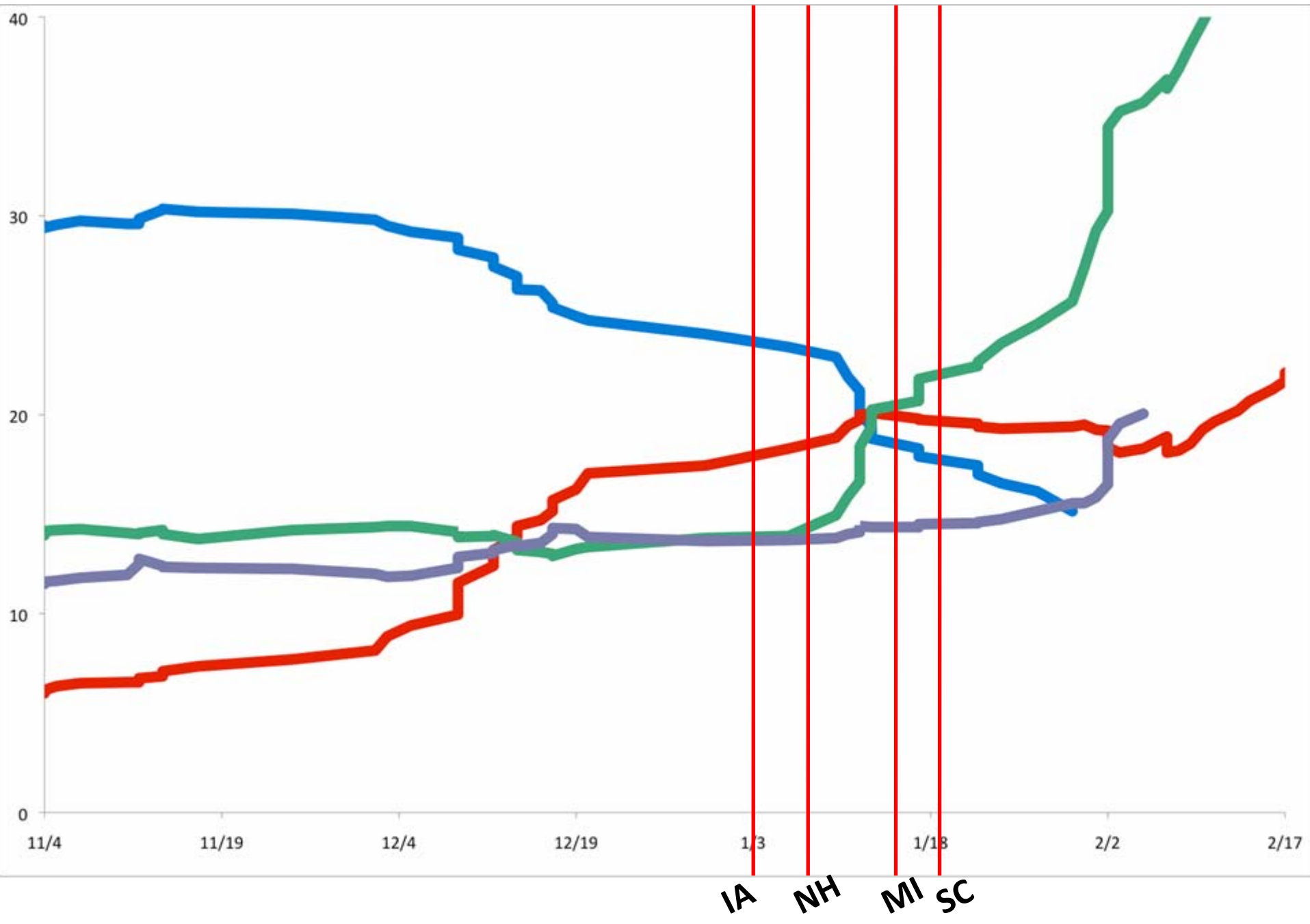
Giuliani

McCain

Romney

Huckabee

?



Key Points of the Primaries

• Iowa

- Extremely high turnout
- Emergence of Mike Huckabee as contender

• New Hampshire

- Clinton shows her emotions and wins
- McCain resurges

• South Carolina

- Breakdown of the Republican Right and McCain Wins
- Obama Re-emerges
 - African Americans realize Obama has gained widespread popularity and so vote overwhelmingly for Obama.

Super Tuesday and Onward

- **Battle Between Obama And Clinton**

- Initial Message dichotomy
- Experience v. Judgment

- **Key Tactical Error By Clinton: Caucuses**

- Caucuses are very individual and personal experience

- **Obama's Response Capabilities**

- Jeremiah Wright and Obama's *A More Perfect Union* Speech
- Comments by Obama in Pennsylvania: "...they get bitter, they cling to guns or religion or antipathy toward people who aren't like them..."
- Ultimate inability of Clinton to capitalize on this statement

- **Clinton Finding Her Voice**



**Act II:
The Summer
and the Conventions**

Obama: Unifying the Democrats

- **Demonstration of Presidential Demeanor and Values**

- Berlin Event
- “Celebrity” or “President”
- McCain [Celebrity](#) Ad (and Paris Hilton Response):

- **Convention also Demonstrated Presidential Demeanor and What His Presidency Would Mean to the Average American**

- **Subtle, but Important Change in Message:**

- The Change We Need

Key Moment:

- **Announcement that Obama would not take Public Money**
 - Obama raised \$750 Million
 - His Ads Played Nationwide
 - His Campaign was Never without Money
 - He Outspent McCain 3:1 on TV on Average and nearly 5:1 in the last week of the campaign

McCain: Unifying the Republicans

- **Bringing in the Base**
- **Serious Leadership; Not a Celebrity**
 - This is the only time McCain's message took hold

Key Moment: Palin Nomination

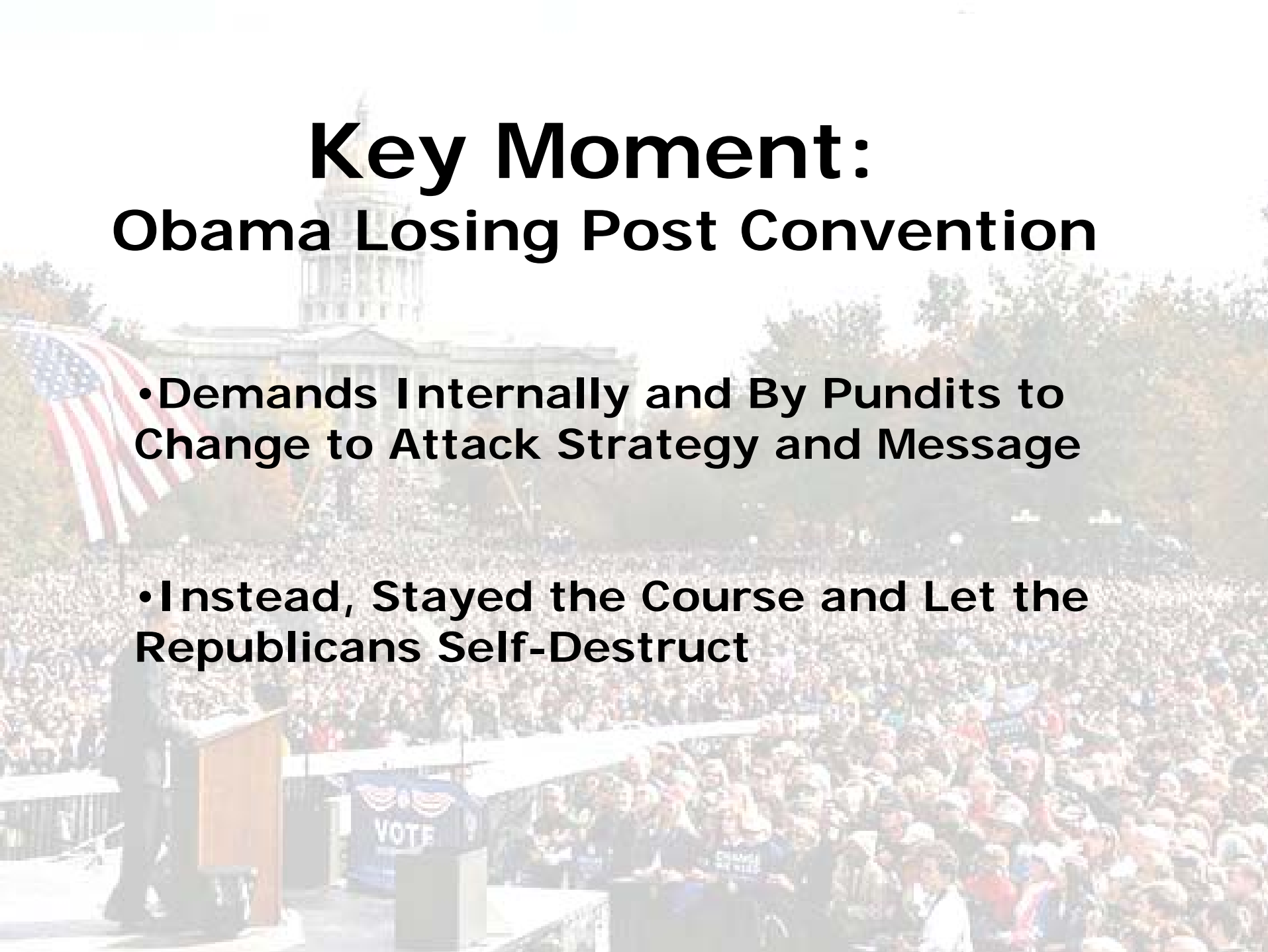
- **Appeal to the Base**
- **Instant Broad Appeal**
- **Maverick Message:** ["Original Mavericks" Ad](#)



Act III: The Fall Campaign and 4 Key Moments

Key Moment: Obama Losing Post Convention

- Demands Internally and By Pundits to Change to Attack Strategy and Message**
- Instead, Stayed the Course and Let the Republicans Self-Destruct**



Key Moment: The Palin Tragedy

- **Undercut McCain's message of Experience**

- Interview with Katie Couric
- Jack Cafferty

- **At the same time, news broke that McCain didn't know how many homes he owned.**

- This highlighted his age (forgetfulness) and that he was out of touch with the average American.

[Jack Cafferty on Palin](#)

[Seven](#)

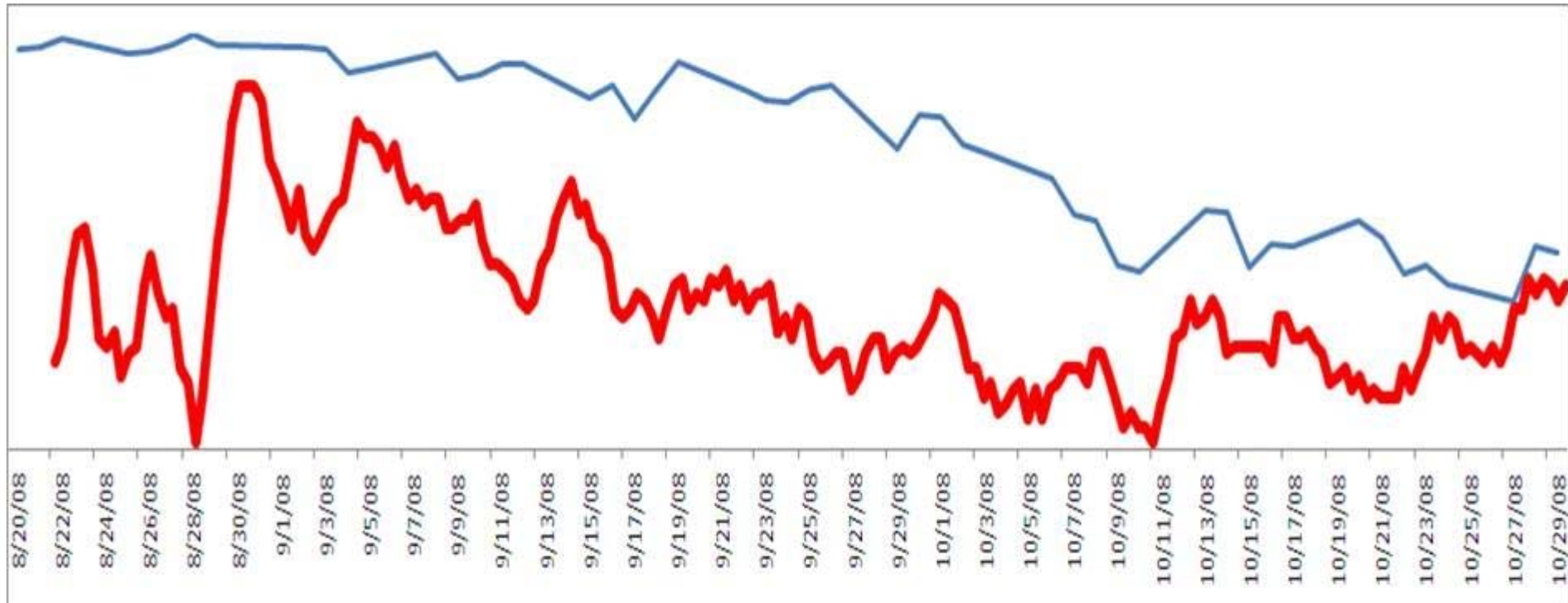
[Katie Couric Interview](#)


A blurred background image of a busy trading floor, likely the New York Stock Exchange, with many people in business attire and numerous computer monitors displaying data.


Key Moment: World Financial Crisis

- **Confidence in Republicans Drops**
- **McCain Suspends His Campaign**
- **McCain Appears Ineffective**

Why is John McCain Losing?



 John McCain Rolling Average

 S&P 500 Daily Close

Key Moment: The Debates

• Optics

- Obama appears capable and in control
- McCain appears old and cranky
 - In Second Debate, McCain calls Obama "That One"

• McCain Suspends His Campaign and Appears Ineffective

• Campaign Over After First Debate

- Obama Proved He Could Do The Job
- McCain Might Be Too Risky and Makes Bad Decisions

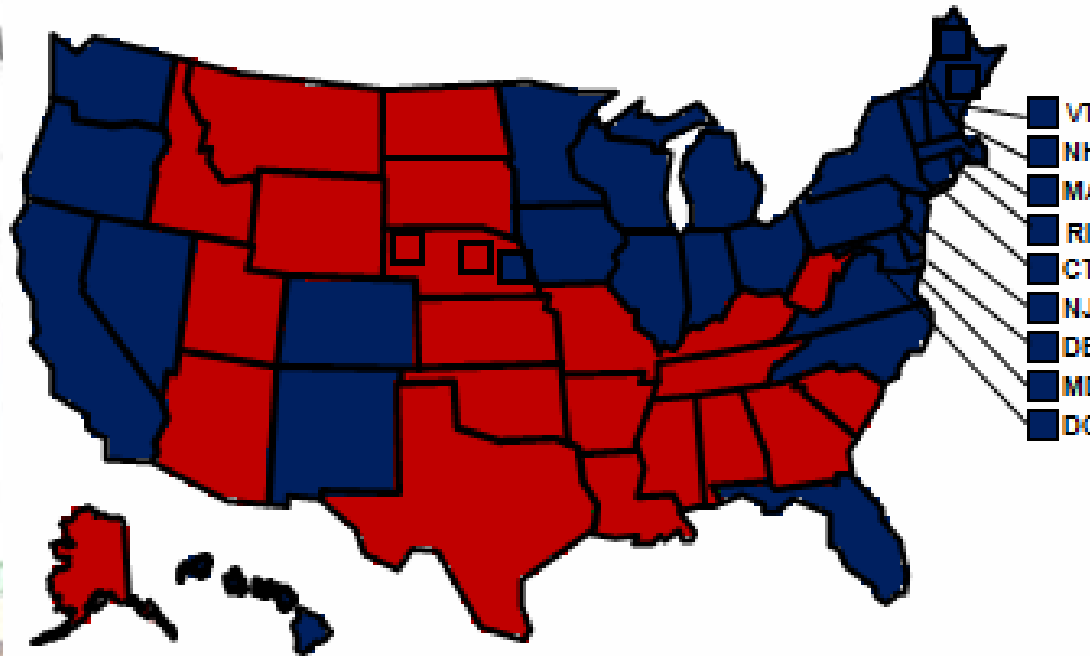
• Economy Dominated Conversation and Social Issues Lacked Salience



Act IV: The Finale

Results

Obama vs McCain, 2008



Electoral College Totals:

Obama 364
McCain 162 (12 Undecided)

Popular Vote Totals:

Obama 52%
McCain 46%

Important Demographics:

- White Women
- Men
- Return of the Gender Gap
- The Clinton Coalition Plus the Suburbs
- Young People

A Campaign That Reached Out to All

Colin Powell: All Villages Matter

Howard Dean's Fifty State Strategy



Tactics That Touched People

An Individual Message Delivered by an Extraordinary Ground Operation



Internet

•Web 2.0

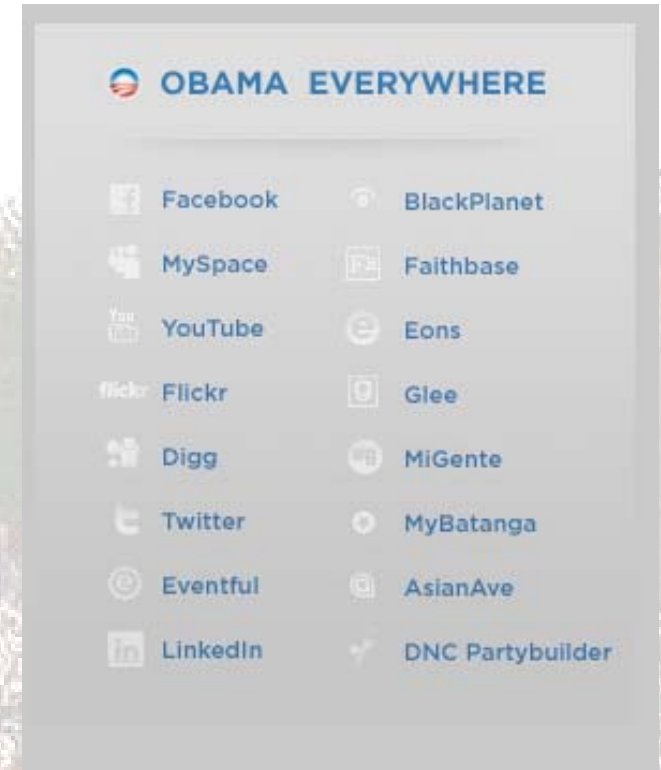
- The Obama Campaign used 16 different social networking and online tools to encourage a high level of engagement.

- Neighbor to Neighbor Program

- Provides individuals personalized way of getting involved in the campaign.

- Canvassing, House Parties, Phone Banking

- Fundraising vehicle focusing on low level donations



Television

- **Obama used long form ads**

- 1-2 Minutes
- 30 Minute National Spot

- **Obama often spoke directly to camera**

- **There was no discussion of social issues**

- Instead, covered the day to day concerns of average Americans.
- Advertisements defined what “change” would be to the individual

Ground Game

- 3.1 million contributors
- 5 million volunteers
- 2.2 million supporters on his main Facebook page
- 800,000 on his MySpace page
- Perhaps a million more names on Obama's own campaign Web site.
- Even discounting for likely duplicates campaign has ended up "knowing" almost 7 million voters by Election Day—roughly one in 10 of Obama's likely total.
- David Plouffe, Campaign Manager: "These are people who are responsive. They want to be respected and to continue to be involved in what we do."

Conclusion

- **It was a new and different campaign which has “changed” the way we do campaigns**
- **Extraordinary integration of message and tactics**
- **Expect the same integration from the White House**
 - Millions of volunteers ready to be mobilized in the United States and abroad
 - How do you bring this level of personalization to motivate action on the President’s behalf?



**So, The Play is Not Over
It Just Shifted Venues**