

Northern Pass & the Dark Arts

Presented by:
Bob Baker, Member
Responsible Energy Action LLC

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Push Poll Manipulation:

On Monday, March 24, 2014, the Nashua Chamber of Commerce unveiled the results of a poll it had commissioned the Survey Center of the University New Hampshire to conduct on gambling, the gasoline tax and the Northern Pass project. The lion's share of questions related to Northern Pass. The cost of this poll was \$12,000. Among those invited to this unveiling were 30 legislators, various members of the NH press, and William Quinlan, CEO of PSNH and spokesman for Northern Pass.

The poll was conducted by the UNH Survey Center, but the Chamber: (a) literally fed the form and content of most questions to the UNH Survey Center; (b) drafted its own press release reporting on the results; and (c) overstepped the fairness line when it interpreted the results to media and legislative representatives at this meeting. Nashua Chamber President Chris Williams told the assembled crowd that support for the Northern Pass project had increased to the highest level in three years; and that he believed this was "significant." He also said that support for burying the Northern Pass decreased when people understood the cost issues and understood that those costs "could fall on the shoulders of ratepayers." In a "me too" mood, Quinlan publicly emphasized the claim implying that the poll showed people were not inclined to support burial of the Northern Pass. Northern Pass quickly followed with its own press release emphasizing the significant increase in support for its transmission line project; and many in the opposition felt deflated.

Now for the back story: Here are two of the "questions" that the Chamber had instructed the UNH Survey Center to include in the polling:

"Unlike most transmission projects, The Northern Pass project is a privately funded transmission line being developed without taxpayer subsidies. It will bring renewable hydroelectric power from Canada into New Hampshire. The transmission lines will run mostly within existing rights of way; in other words, where other power lines are already located. Based on what you have heard, does this make you more or less likely to support the Northern Pass project or does this make no difference in your opinion."

"Some have raised concerns about the visual impact the Northern Pass Transmission lines will have on New Hampshire's landscapes and recommend burying the entire transmission line. Doing so would cost roughly 5 to 10 times more than stringing the lines overhead and these expenses could be paid for by residents and businesses through their monthly electric bill. Do you favor or oppose Northern Pass burying its entire transmission line or don't you know enough about this to say?"

These two "questions" actually contain well-worn Northern Pass talking points that are misleading, incomplete or just plain false. For instance, at the time of the polling, Hydro-Quebec and Eversource were asking New England political representatives to design legislation that

would literally subsidize the Northern Pass project. Also, the power wasn't being brought to New Hampshire—a net exporter of electricity. It was being brought through New Hampshire to the demand centers in Connecticut, Massachusetts and Rhode Island. Similarly, full disclosure would have revealed that 40 miles of new right of way was actually proposed to be constructed; and that much of the existing right of way used would be rendered unrecognizable with new, much higher towers inserted alongside new steel towers replacing existing wooden pole structures—more than doubling the tower heights and intensity of use in the existing right of way. The cost of burial, of course, is not 5 to 10 times the cost of overhead, and there is no evidence that NH residents and businesses will have to pay for the burial if it is done.

Thus the poll was actually used as another means of disseminating the Northern Pass sales pitch to New Hampshire constituents. This is the classic definition of a push poll.

To round out the back story, 10 days prior to the Chamber press release, Zachary Azem of the UNH Survey Center told Chamber President Williams to tone down reference to increased support for the Northern Pass “due to the increase lacking statistical significance.” (Emphasis added.) See email from Azem to Williams copied on the following page.

Why wasn't the lack of statistical significance made known to the public? The answer seems obvious. It would have interfered with the intended public message crafted by those who designed the poll.

Who do you think really paid for the survey and drafted the questions to be asked? Perhaps someday the Nashua Chamber, a vocal Northern Pass supporter, will be forthcoming on where it got the \$12,000 it paid for the survey and who really drafted the survey questions with the misleading and flawed factual predicates. Until then I guess we will just have to live with our own impressions.

From: Azem, Zachary <Zachary.Azem@unh.edu>

Sent: Friday, March 14, 2014 3:12 PM

To: J. Christopher Williams

Subject: RE: Updated Report Draft

Hi Chris,

Thank you for the updated draft, your edits look good and I have incorporated almost all of them. I just have a few changes:

- 1) I have reworded the statement about Northern Pass support to say that support has "increased somewhat over the past six months". It certainly has increased but Andy and I want to avoid strong language due to the increase lacking statistical significance.
- 2) I have reworded the statement about Northern Pass familiarity in the actual report to start off by saying "Two in three New Hampshire residents have at least some familiarity with the Northern Pass Project". I think the message from the data on this question is that most people know something of the project, but with such a low percentage saying they are very familiar, the project is still not that well-understood.
- 3) I had used the regional breakdown that we typically have on the Granite State Poll (where Nashua and Manchester are in separate regions), but realize now that probably isn't particularly helpful for you. I have updated the tables and report with our alternate regional breakdown which puts Hillsborough County together. I have attached the new regional breakdown for your reference. Let me know if this works for you because I can also analyze based upon a particular area if you have one in mind.

Once we have finalized this report, I will send a couple of bound color copies to you.

As for the rollout, those sound like good ideas. Let me know if there is any role that you would want Andy and I to have in this.

Thanks! Have a good weekend,

Zach

Grass Tops Letters to the Editor

Definition of grass tops: “People in a position of power or influence at a local level.”

On August 5, 2013 and again on September 12, 2014, Paul Grenier (currently a Coos County Commissioner and Mayor of Berlin) directed his staff to print out letters to the editor using his City of Berlin Mayor’s stationary. Both of these letters, copies attached, criticized the opponents of Northern Pass and lauded many aspects of the project that Grenier claimed would solve many of our “energy challenges.” Familiar Northern Pass talking points were incorporated. The September 12, 2014 letter even went so far as to directly admonish Senator Ayotte for her position advocating burial of the entire Northern Pass project if it were to be permitted in New Hampshire. Copies of these two letters are attached.

The letters were mailed to local newspapers in Coos County as well as to the Concord Monitor and the Union Leader. They were, as you might expect, published by the editors of those papers and attributed to the Mayor of Berlin—a fine Grass Top if there ever was one.

Through a Right to Know Request (“RTK”) to the City of Berlin, Responsible Energy Action learned facts not available to the public or the editors that published the Mayor’s two letters.

- The City of Berlin could produce no documentary support whatsoever for the “facts” asserted by the Mayor in his letters regarding the benefits he claimed would be obtained from construction of the Northern Pass transmission line.
- The Mayor had help drafting the letters. Before the letters were printed onto the Mayor’s City of Berlin stationery, verbatim drafts were emailed to the Mayor from Scott Mason. See email correspondence attached.
- In forwarding the drafts, Mason used his email account at Elevare Communications. Those are the only finger prints that the City of Berlin produced in response to the RTK request for evidence of who drafted the letters.

Who is Scott Mason and what is Elevare Communications? Mr. Mason is a resident of Stratford, NH. For the past four years, Mr. Mason has been working with Northern Pass as a local representative communicating with land owners and local businesses in Coos County. Elevare Communications is a self-described firm with expertise in public affairs, communications and media. Its managing partner, Erik Taylor, is often seen at Northern Pass open houses and other events. Mr. Taylor is also listed as an attorney at Northern Pass’s lobbying firm in Concord. Not surprisingly, that law firm and Elevare share the same office address.

City of Berlin, NH

Office of the Mayor



September 12, 2014

Recently Senator Kelly Ayotte toured the White Mountain National Forest and made the broad declaration that the entire Northern Pass project should be buried in New Hampshire. While that pronouncement drew cheers from ardent opponents to the needed energy transmission line, it should cause great concern for the majority of us that live in the North Country and others throughout the State of New Hampshire.

While I have strongly supported the need for Northern Pass to work more closely with local communities and to fully consider additional underground lines in sensitive areas of our state, the blanket statement by Senator Ayotte threatens New Hampshire jobs, North Country businesses and the entire economy of New Hampshire.

It is important to consider that the construction of overhead transmission lines will create jobs for the approximately 600 New Hampshire electric line workers, while the construction of underground transmission lines will create jobs for foreign workers of foreign owned businesses. Typically, the manufacturers of underground cable bring in their own workers from outside New Hampshire to install this specialty cable. While I believe there needs to be additional burial in sensitive areas, to take a position that the entire 180 mile project should be underground, and eliminate job opportunities for New Hampshire workers is simply irresponsible and lacks the thoughtfulness we expect from our political leaders.

Homeowners and businesses also need to consider who pays the cost to bury 180 miles underground electric lines. Depending on who you talk to, the cost of underground transmission lines can be ten times the cost of overhead lines. These higher construction costs will have to be paid for by NH electric customers. Consideration of burying electric lines needs to be weighed against the cost impact of our electric bills and the burden it places on businesses. High cost of electricity is quickly becoming the major impediment to creating new manufacturing jobs in NH and a threat to our state's economy.

Clearly, our region faces serious energy challenges, and these impacts aren't just felt in our neighboring states. Just this past winter, the regions energy shortfall had a direct impact on our local paper mill and resulted in the layoffs of workers that rely on this facility to support their families. Many experts predict that the coming winters will bring equal, if not more serious, energy challenges to the great majority of us that depend on a low cost energy supply. The Senator's position ignores the immediate problem threatening so many families in our region and state, and in fact could make the problem worse by dramatically increasing the cost of this type of infrastructure development.

Unfortunately, it's not the first time that Senator Ayotte has put the needs of North Country citizens on the back burner to politics. It was only a few years ago that she voted against legislation to fund the federal prison in Berlin, and took a stance against the creation of hundreds of jobs in our city and northern New Hampshire. At the time I said that her actions condemned our area to a slow death.

City Hall, 168 Main Street
Berlin, NH 03570
Tel: 603-752-7532 Fax: 603-752-8550
www.berlinnh.gov

Clearly, major development projects require lots of discussion, consideration of the impacts, and full discussion of ways to reduce local impacts, and we should expect that our political leaders will help guide that discussion. Considering this, Senator Ayotte's position should be of concern for many New Hampshire citizens that want job creation and depend on low cost electricity.

Sincerely,

Paul Grenier

City Hall, 168 Main Street
Berlin, NH 03570
Tel: 603-752-7532 Fax: 603-752-8550
www.berlinnh.gov

Susan Tremblay

From: Paul Grenier <pgrenier492@gmail.com>
Sent: Friday, September 12, 2014 2:27 PM
To: Susan Tremblay
Subject: Re: op-ed

Thanks..Have a nice weekend...PG

On Fri, Sep 12, 2014 at 2:03 PM, Susan Tremblay <sutremblay@berlinnh.gov> wrote:

Letter (with no Dear☺)

Sue

From: Paul Grenier [mailto:pgrenier492@gmail.com]
Sent: Friday, September 12, 2014 1:51 PM
To: Susan Tremblay
Subject: Re: op-ed

Sue,

This will be a letter to the editors. Could you eliminate the "Dear" in the beginning? Thanks...PG

On Fri, Sep 12, 2014 at 1:25 PM, Susan Tremblay <sutremblay@berlinnh.gov> wrote:

If you need anything else, I'm here this afternoon.

Sue

From: Paul Grenier [mailto:pgrenier492@gmail.com]
Sent: Friday, September 12, 2014 12:22 PM
To: Susan Tremblay
Subject: Fwd: op-ed

Sue,

Could you format this letter on Mayor's letterhead for me? Thanks...PG

----- Forwarded message -----

From: **Scott Mason** <smason@elevara.com>

Date: Fri, Sep 12, 2014 at 12:17 PM

Subject: op-ed

To: Paul Grenier <pgrenier492@gmail.com>

re

City of Berlin, NH

Mayor's Office



August 5, 2013

Northern Pass Benefits to County Should Not Be Overlooked

By Paul Grenier, Coos County Commissioner and Mayor of the City of Berlin

Over the next several months, towns in Coos County will be giving significant consideration to the revised plan of the Northern Pass electric transmission project that is currently planned to traverse much of Coos County. Clearly, there are significant issues that need to be considered and major discussions that need to take place between the communities and the developer of this project.

An important aspect of this project that should not be overlooked is the potential benefits this project would bring to county government in Coos. As taxpayers in Coos County, we all need to give consideration to this investment, and what it could mean to taxes, jobs and services currently provided by Coos County government.

Like many counties around our state, maintaining county government services remains a constant challenge. The sheriff's department, corrections department, register of deeds, two nursing homes and various other departments and services are operated through county government. Growing costs of these services and a declining tax base add difficulty to these challenges.

As currently proposed, it is estimated that the Northern Pass project would add an additional \$1.5 million in annual tax revenue to Coos County government. Coos County currently raises a little over \$14 million in property taxes from county residents, businesses and other property owners, and the Northern Pass investment would increase the county's tax revenues by approximately 11 percent.

To give this some context, the estimated Northern Pass annual tax payment is approximately equal to the total cost of all county workers' salaries in the sheriff's department, register of deeds, and corrections department combined. This estimated annual tax payment would cover roughly half of the annual cost of salaries for all nurses at the West Stewartstown Nursing Hospital.

Debates about the future of the county farm, county jobs and maintaining other services become slightly less challenging with economic growth and an expanding tax base. Most importantly, an expanding tax base reduces the financial pressure placed on citizens and existing taxpayers by sharing these costs across a broader tax base.

Clearly, there are many issues that need to be considered before this project can move forward, but Coos County and northern New Hampshire cannot afford to reject out of hand efforts to invest in our county. We cannot afford to blindly follow those who would oppose this development for any reason.

Instead, we would be better to pursue a path of honest communication, fact based discussions and an effort to gain understanding of all sides to see if this can lead to an outcome that brings benefits to everyone in Coos County.

City Hall, 168 Main Street
Berlin, NH 03570
Tel: 603-752-7532 Fax: 603-752-8850
www.berlinnh.gov

Susan Tremblay

From: Paul Grenier <pgrenier492@gmail.com>
Sent: Monday, August 05, 2013 9:46 AM
To: Susan Tremblay
Subject: Fwd: FW: Formated Op-ed and Mailing Addresses
Attachments: Commissioner Grenier Op-Ed.docx

Categories: 91-A Request_Baker

Sue, Could you put this letter on Mayor letterhead for me? Thanks...Paul

----- Forwarded message -----

From: Scott Mason <mason@elevare.com>
Date: Sun, 4 Aug 2013 17:29:53 -0400
Subject: FW: Formated Op-ed and Mailing Addresses
To: Paul Grenier <pgrenier492@gmail.com>

Paul,

You should be able to forward this to the city office and they can down load it to your letter head. Here are the addresses for the local papers and state wide papers. If you have any questions call me.

Scott

Berlin Daily Sun

77 Main Street

<http://en.wikipedia.org/wiki/Berlin,_New_Hampshire> Berlin, New Hampshire
03570

<<mailto:debra@berlindailysun.com>> debra@berlindailysun.com

Coos County Democrat

79 Main Street

Lancaster, NH 03584

<<mailto:democrat@salmonpress.com>> democrat@salmonpress.com

Berlin Reporter

79 Main Street

Lancaster, NH 03584

<mailto:democrat@salmonpress.com> democrat@salmonpress.com

Colebrook Chronicle

P.O. Box 263

Colebrook, NH 03576

The News & Sentinel
6 Bridge Street, PO Box 39
Colebrook, NH 03576

Concord Monitor

Ralph Jimenez

1 Monitor Drive,
Concord, NH 03301

Union Leader

Drew Cline

P.O. Box 9555

Manchester, NH 03108-9555

Consulting with the Saints

In April (aka mud season), a Northern Pass opponent conducting deep background research came across a little online essay authored by Seth Cargiuolo. It was titled, "Case Study: Northern Pass." Mr. Cargiuolo's Case Study is attached. Seems he was employed not long ago at Saint Consulting in Hingham, Massachusetts. Saint is a consulting firm known as "The Walmart Killers." It is both reviled and worshipped for its hard-nosed land use battle tactics. For a healthy fee, Saint helps its clients to win the political day in land use permit battles all over the country taking whichever side pays. Indeed, it has been accused of switching sides in one infamous case.

While employed at Saint, Seth claims he was asked to provide "a comprehensive digital engagement strategy, a social media strategy and campaign data management solution" for Northern Pass. This appears to have been all about assembling a virtual population of Northern Pass supporters on social media to build a Facebook army and Twitter counter-attack contingent. The engagement description also suggests that Seth and Saint Consulting were hired to help create communications to NH legislators from what appeared to be local constituents who were supporting Northern Pass and opposing legislation that might level the playing field for project opponents. Saint brags that it treats every engagement just like it was advising and assisting a political campaign. Saint Consulting claims that it has a 90% success rate in land use battles.

According to Cargiuolo, the entire Northern Pass project communication team was trained or "coached" by Saint. Seth describes his having worked with a "very strong internal team of public relations and communications practitioners;" and an "experienced team of subject-matter-experts who could translate highly-technical engineering topics into regular-person language." We can only guess at the cost of this assembly.

Seth's discussion of "What we did" in his Case Study makes these three claims of note:

1. Consulted and "coordinated" on, "editorial planning." This seems to be an admission that Saint was helping Northern Pass draft carefully timed editorials and feeding them to the press either directly or through grass tops like Mayor Grenier.
2. "Constructed, administered and managed a state-wide voter database and stakeholder-tracking system to support outreach efforts." Imagine, if you will, Northern Pass assembling files on thousands of New Hampshire citizens containing detailed demographic data, purchasing habits, number of children, voting registration and practices, google search results, property ownership, and any number of characteristics that might be publicly available or that could be purchased from credit agencies or other data list sellers for a fee. Also imagine detailed listings in these files of the answers given by household individuals contacted in the course of conducting by telephone phony polls designed to eliminate opponents and ferret out supporters. What is clear is that Seth and Saint Consulting, on behalf of Northern

Pass, were spying on NH citizens and households in order to make lists of friends and enemies and to identify folks that could be turned into supportive "stakeholders."

3. "Deployed a customized, rotating-content support letter generator to put pressure on state legislators on multiple issues." This seems to be an admission that Saint and Northern Pass tried to fool our legislators into thinking there was widespread public concern for Northern Pass on multiple bills. "Deploying" an automated letter writing campaign makes it sound like Saint helped make it appear that numerous New Hampshire voters were writing down their own thoughts and sending them to their legislators when it was really a digitally created scheme developed by Seth and Saint Consulting specifically designed "to put pressure on state legislators." We don't know whether or not these letters were signed by real people, but we certainly know that they were designed to mislead the legislative reader into thinking they were original thoughts written by real voters as opposed to being the creation of Northern Pass communications professionals across the border in Massachusetts.

Finally, the final Case Study section entitled "How It Went" has these conclusions of interest:

- The Northern Pass communications team is claimed to have produced content at "an extremely high rate" and "blunted attacks from project opponents on social media and public-forums." The goal seems to have been to refute whatever the public was told by anyone opposed to the project by whatever means necessary.
- Saint is said to have "Generated hundreds of positive comments on the project to the Department of Energy...." Whatever this means, Seth takes credit for the filing of hundreds of positive comments with the DOE. While we don't know the exact mechanisms used, we do know that these are comments that Seth believes would not have been made without the advice, counsel and action of Saint Consulting.
- Opponents of the Northern Pass project are described as "virulent" and "vocal." The claim is made that Saint Consulting was successful in "creating a loud and clear positive voice" and "stealing considerable momentum" from those noisy opponents.

Note the use of the word "stealing." It suggests that the user had a certain mindset.





C77 CONSU
DIGITAL STRATEG

Case Study: Northern Pass

A highly-charged political fight over proposed power lines in New Hampshire...

While serving as Director of Digital Strategy for Saint Consulting, I was asked to provide a comprehensive digital engagement strategy, a social media strategy, and campaign data management solution. Our client, a conservative-by-nature public utility firm, had very little exposure to social media and had a high degree of trepidation and skepticism at the senior and middle levels of management. Particularly, I was asked by client especially to provide strategy, coaching and guidance for project communications team to maximize chances of success while minimizing the likelihood of social media adoption going awry.



What Was Needed:

Client had retained an excellent media agency to handle advertising buys, editorial assistance, and day-to-day social media advertising. Client also had a very strong internal team of public relations and communications practitioners. The client finally had an experienced team of subject-matter-experts who could translate highly-technical engineering topics into regular-person language.

What the client really needed to give this magical mixture the spark of life was first to get senior communications leaders on-board with the idea of social media adoption. Second, they needed an integrated social media / digital engagement strategy, coupled with a solid grassroots/grasstops citizen advocacy campaign. They also needed guidance on how to adopt, manage and execute such a program over the long-term.

What We Did:

- Provided high-level briefings, Q&A sessions, and strategic counsel to senior communications leaders on value of social media, usage of social media in public affairs arena, and dealing with opponents, angry citizens, and crisis situations
- Designed a structure, framework and plan by which client could quickly adopt social media usage for their project
- Consulted and coordinated with internal communications team, web vendor, and media agency on messaging, editorial planning, content calendar, and social media execution
- Worked with existing website vendor to reconfigure project website, moving from technical-details and bland corporate-speak style presence to one featuring issue education materials, multiple clear calls to action, and content designed to engage citizens and answer citizen concerns
- Regularly reviewed analytics and provided recommendations on content mix and performance improvement
- Constructed, administered and managed a state-wide voter database and stakeholder-tracking system to support outreach efforts
- Deployed a customized, rotating-content support letter generator to put pressure on state legislators on multiple issues

How It Went:

- Client adopted vast majority of recommendations and began an immediate, aggressive social media adoption

- Overall team produced content at an extremely high rate, sharing written content, infographics and video on a daily basis through social and web channels
- Team identified thousands of project supporters and blunted the attacks from project opponents on social media and at public-forums
- Generated hundreds of positive comments on the project to the Department of Energy, exceeding client expectations
- Generated hundreds of supportive comments and emails to state legislators on important house and senate bills that would have threatened success of the project
- Created a loud and clear positive voice on behalf of the project, stealing considerable momentum from virulent, vocal opponents

While the fight over the Northern Pass rages on, and likely will for years to come, the primary mission was achieved: we helped a very large, conservative public utility that had never formally used social media become a content marketing and social media powerhouse. The project has gained significant traction and garnered the support of thousands of New Hampshire residents.

<http://www.c77consulting.com/project-view/case-study-northern-pass/>

Micro Targeting the People

In recent days, a number of people have been receiving phone calls from an outfit called TargetPoint Consulting. The calls have all been under the guise of a poll designed to elicit responses about political candidates and Northern Pass issues. These calls have been noted from individuals that reside in widespread New Hampshire communities. A little internet research has located TargetPoint's office in Suite 555 of 66 Canal Center Plaza, Arlington VA. It was one of Governor Romney's significant political campaign consulting firms in his Presidential Campaign; and TargetPoint shares its office space with Karl Rove's Super PAC, American Crossroads.

TargetPoint advertises its services as "Micro Targeting" which it describes as "advanced market segmentation at the individual consumer/voter level, which answers the most fundamental marketing questions. Who wants to buy my products and services? Who shares my political views and ideologies? Why will they buy my products and services? Why will they vote for my candidate or support my issue?"

TargetPoint unashamedly says it is capable of predicting an individual's attitudes and behaviors by utilizing "advanced information management technology for sequencing an individual's unique 'data trail'."

According to one of the Northern Pass opponents who received one of these telephone survey calls, the TargetPoint representative admitted that its client for the call was Northern Pass.

Attached you will find TargetPoint's description of Micro Targeting as well as a Case Study where it claims to have helped a global utility company mobilize a "grassroots army" of citizens in Long Island to write letters to the editor, contact elected officials and attend town-hall events.

But why is TargetPoint conducting a phony telephone survey? The answer may be to test the data base of New Hampshire citizens that it has already developed and is getting ready to deploy.

Whether or not you got a call, you might want to ask what Northern Pass knew about you before the call. Do you have any privacy left? Are we all being tracked in the Northern Pass scrolls? Do we need others to watch our backs?

Northern Pass is identifying friend and foe; and it hopes to mobilize an Army to defeat us. Awareness is our first defense. Vital activity in truthful opposition is our way forward. We must never give up; and we must have faith in the decency and intelligence of our fellow citizens.

As Ray Burton said many times when he spoke about Northern Pass, "We can beat this thing!"

Target Point

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Data Knowledge Solutions

MicroTargeting

MicroTargeting is advanced market segmentation at the individual consumer/voter level, which answers the most fundamental marketing questions. Who wants to buy my products and services? Who shares my political views and ideologies? Why will they buy my products and services? Why will they vote for my candidate or support my issue?

MicroTargeting addresses the accelerating fragmentation of media and information sources and atomization of communication channels that has placed an even greater premium on one-on-one direct marketing of products and ideas.

MicroTargeting utilizes advanced information management technology for sequencing an individual's unique "data trail" to predict attitudes and behaviors.

MicroTargeting identifies your individual marketing targets, across multiple dimensions, from the most to the least profitable customer/voter.

MicroTargeting is not like the rudimentary segmentation schemes developed decades ago, lumping millions of households together based solely on their zip code, or age, or magazine preferences, and delivered with glib profiles that are more entertaining than useful.

MicroTargeting uses all of that data – and much, much more – to develop a custom and proprietary segmentation model that directly fits your products, your services and your marketing challenges.

MicroTargeting is a new way of doing things, one that actually fulfills the promise of the "one-to-one" "360-view"

[MicroTargeting 101 \(Read More\)](#)

How can I find and mobilize supporters of my cause?

THE ISSUE

TargetPoint Consulting engaged with a global energy company to help them identify and mobilize Long Island citizens in support of the development of a processing terminal off the Eastern Coast of the United States. Their goal was to establish a grassroots army that could be counted on to take action on behalf of the project – getting them to write letters to the editor, contact elected officials and to attend town-hall type events.

OUR SOLUTION

Through MicroTargeting, TargetPoint Consulting identified approximately 150,000 recruits for communication, education and activation. Using the models TargetPoint constructed, this group consisted of those individuals most likely to support the project and most likely to take action on a community issue. Moreover, this group was split into three subgroups based upon the particular messaging that was most likely to motivate them to take action.

THE RESULTS

The generated list of supportive activists received mail pieces asking them to call in to the office and attend an upcoming community meeting. Based upon reports received from the company, there was a robust response rate, and nearly all the responses were positive, indicating sound modeling.

TargetPoint was also able to match the list of 150,000 activists to email addresses, with a match rate of approximately 22%. These 32,000 citizens received an email that mirrored the mail piece.

By more effectively targeting resources to the right individuals with the right message MicroTargeting was able to produce meaningful budget efficiencies for this grassroots targeting project, allowing more people to be recruited at lower overall acquisition costs.

OUR APPROACH

TargetPoint Consulting is a full service public opinion and market research firm based in Alexandria, Virginia that provides innovative research solutions, advanced information and customer management systems to politics, public policy and business.

TargetPoint is best known for its pioneering work in the field of political MicroTargeting, a technique that merges customer-relationship management technologies, advanced marketing techniques and traditional political targeting. MicroTargeting utilizes advanced information management technology for sequencing an individual's unique "data trail" to predict attitudes and behaviors. MicroTargeting allows candidates, campaigns and businesses to go beyond broad-brush demographic and geographic targeting, and instead move into highly refined, individualized messaging.

TargetPoint is the leader in Voter Relationship Management, allowing your campaign to not only strategically assess what moves or motivates a voter, but establish loyalty and initiate voter activation. Through TargetPoint's strategic consulting and relationship management, your campaign will have the most advanced techniques and technology and most importantly, the competitive advantage.

Our core principle of continuously attacking challenges and opportunities with innovative solutions is reflected in the variety of our backgrounds and experience. The company's principals and senior managers come from the worlds of survey research, data base management, political science, advanced analytics statistics, and political campaign management and messaging. Together, the TPC team brings the best, most advanced techniques and technology to the table, providing the winning edge and competitive advantages.

CASE STUDY

76 Canal Center Plaza, Suite 555 • Alexandria, VA 22314 • 703.555.9905 • www.targetpoint.com