



# CAMPAIGN365 – THE IMPORTANCE OF TARGETING

EMPOWERING YOU TO TARGET **YEAR-ROUND** — NOT JUST AT ELECTION TIME.

# Introductions

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## We want to hear your thoughts...

- > Please **write your thoughts** in the comments throughout
- > **Raise your hand** if you want to come off mute
- > A **recording** will be available after – and you'll be emailed all templates
- > **Slides** will be sent over to you as well





*Three kick-off questions...*

**Who targets campaign activity?**

**What methods do you use?**

**What are the barriers?**





## What we'll cover in today's session...

01

### **The strategic advantage**

How targeting should give you a *strategic edge*

02

### **The latest methods and approach**

Our best practice on how to target

03

### **Building for a short campaign**

How this will support you during a short campaign



# Campaign principles..

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Changing **behaviour**  
**Understanding** voters  
Gaining **trust**  
Building **influence**  
**Persuasive** storytelling  
**Turning out** our voters  
Working **together** & working  
**harder**



## Targeting gives local parties a strategic advantage by...

### Selecting

Using their resources  
wisely...

**Time**

**People**

**Money**

### Prioritising

Prioritising our efforts  
on those we can really  
**influence**

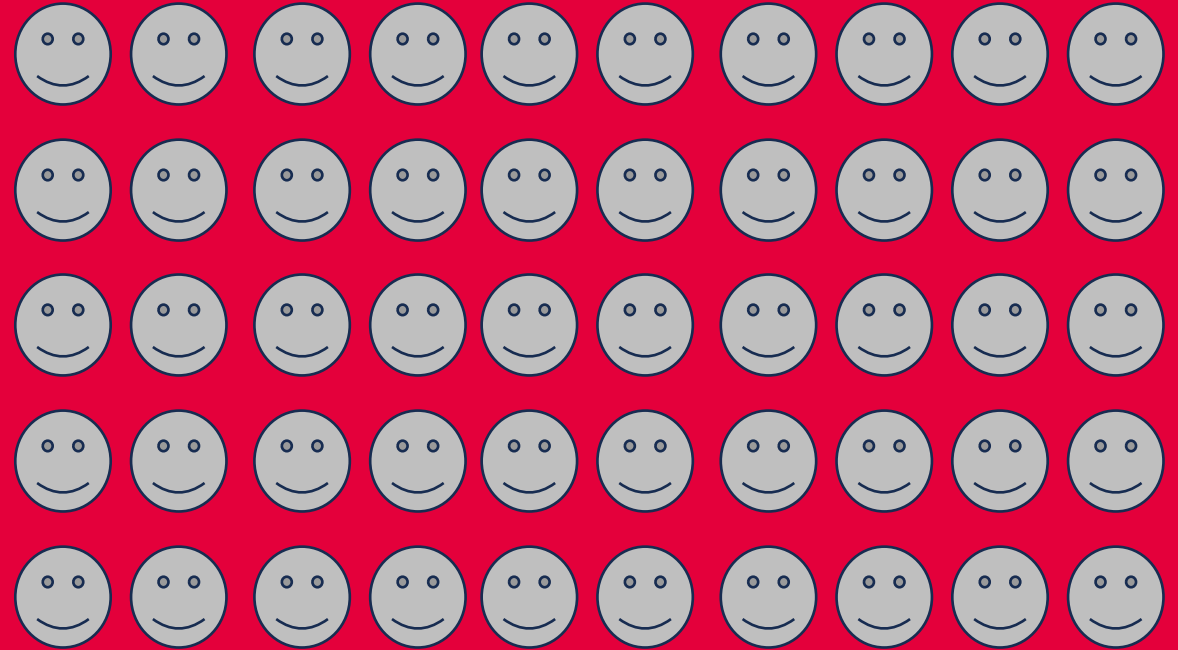
### Segmenting

We know we need to  
talk to different **types**  
of people in different  
**ways**



# The 50 house street...

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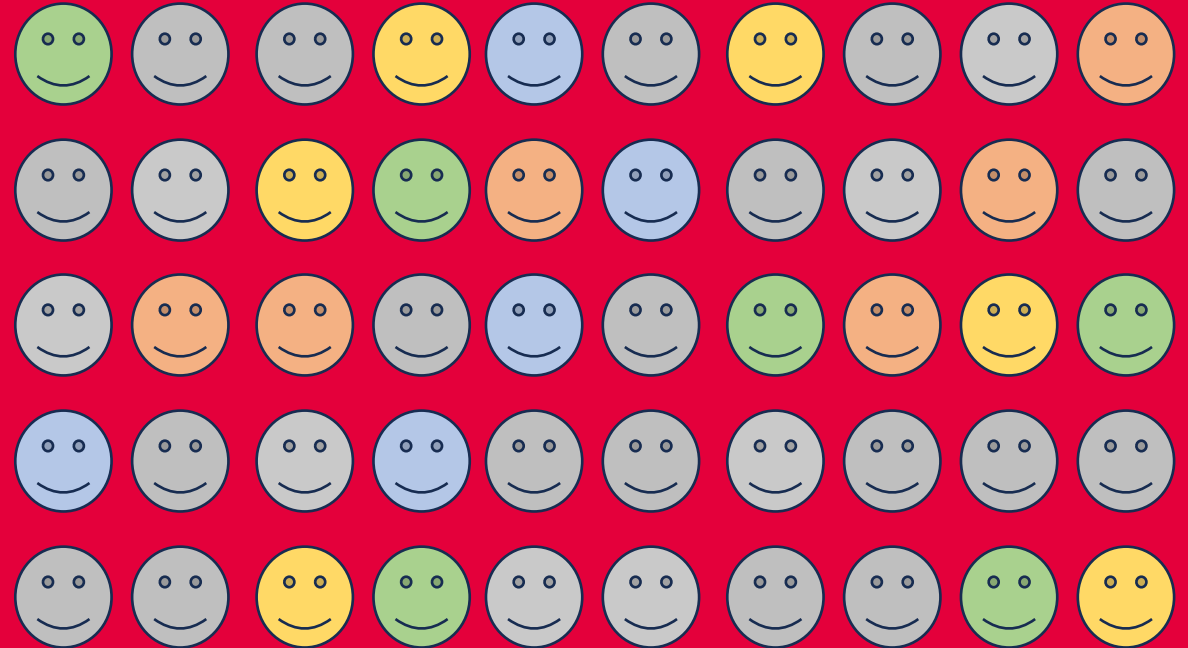


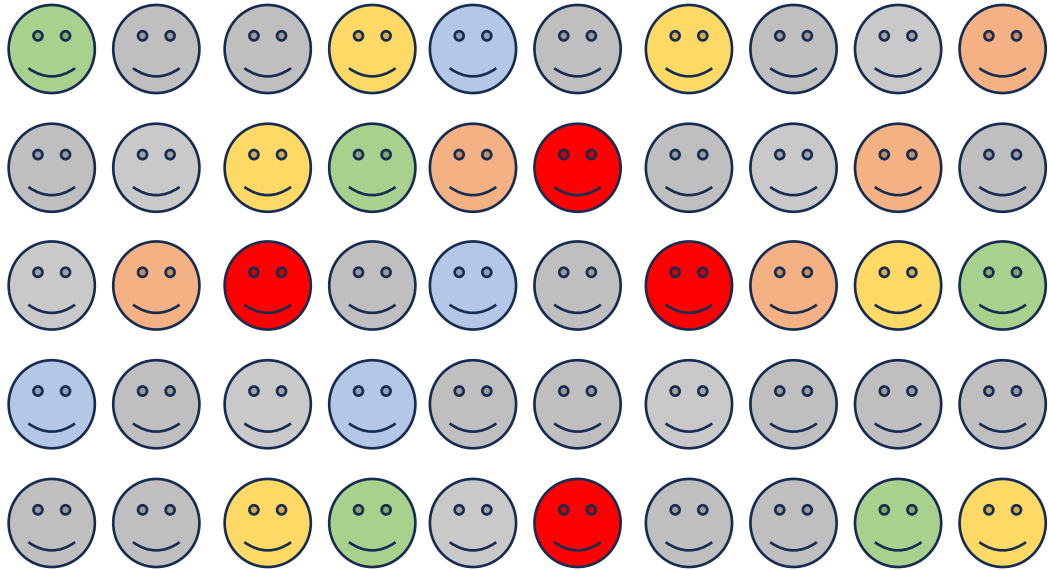


***Not everyone is  
the same...***



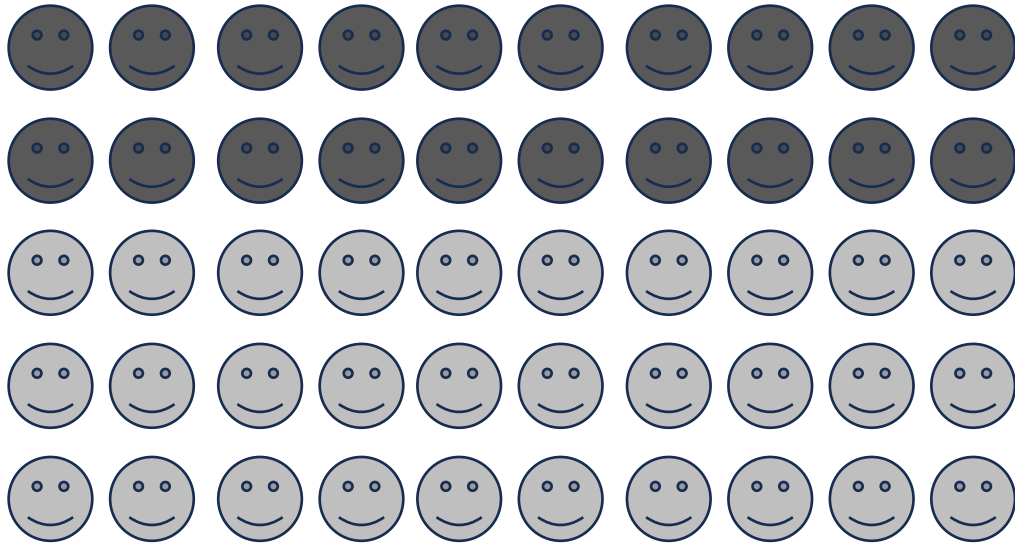
**Retired**  
Has kids  
**Has a degree**  
**Is wealthy**  
**Struggling**  
**Under 30**





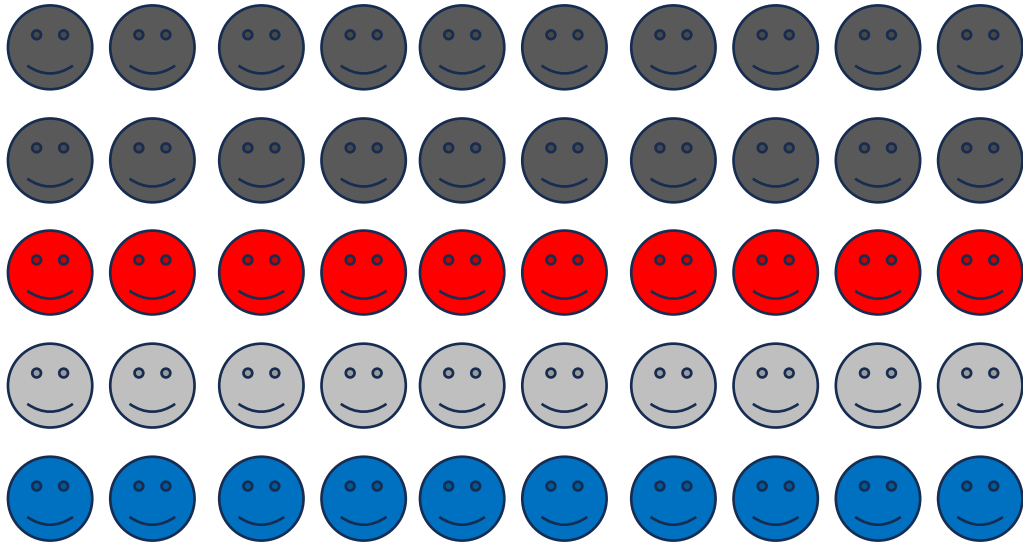
***And some people  
are target voters...***

**Retired**  
**Has kids**  
**Has a degree**  
**Is wealthy**  
**Struggling**  
**Under 30**



*Also, not everyone  
will vote...*

**60%**  
**turnout**

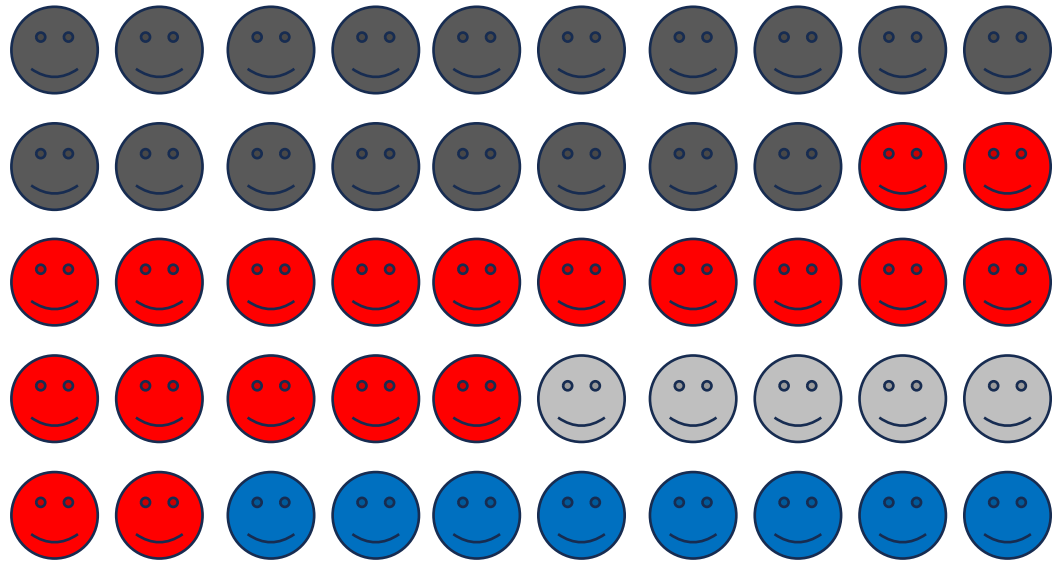


***And not everyone  
is tribal...***

**In this  
example**

**20%**

**of voters could  
have the most  
influence over  
the final result.**



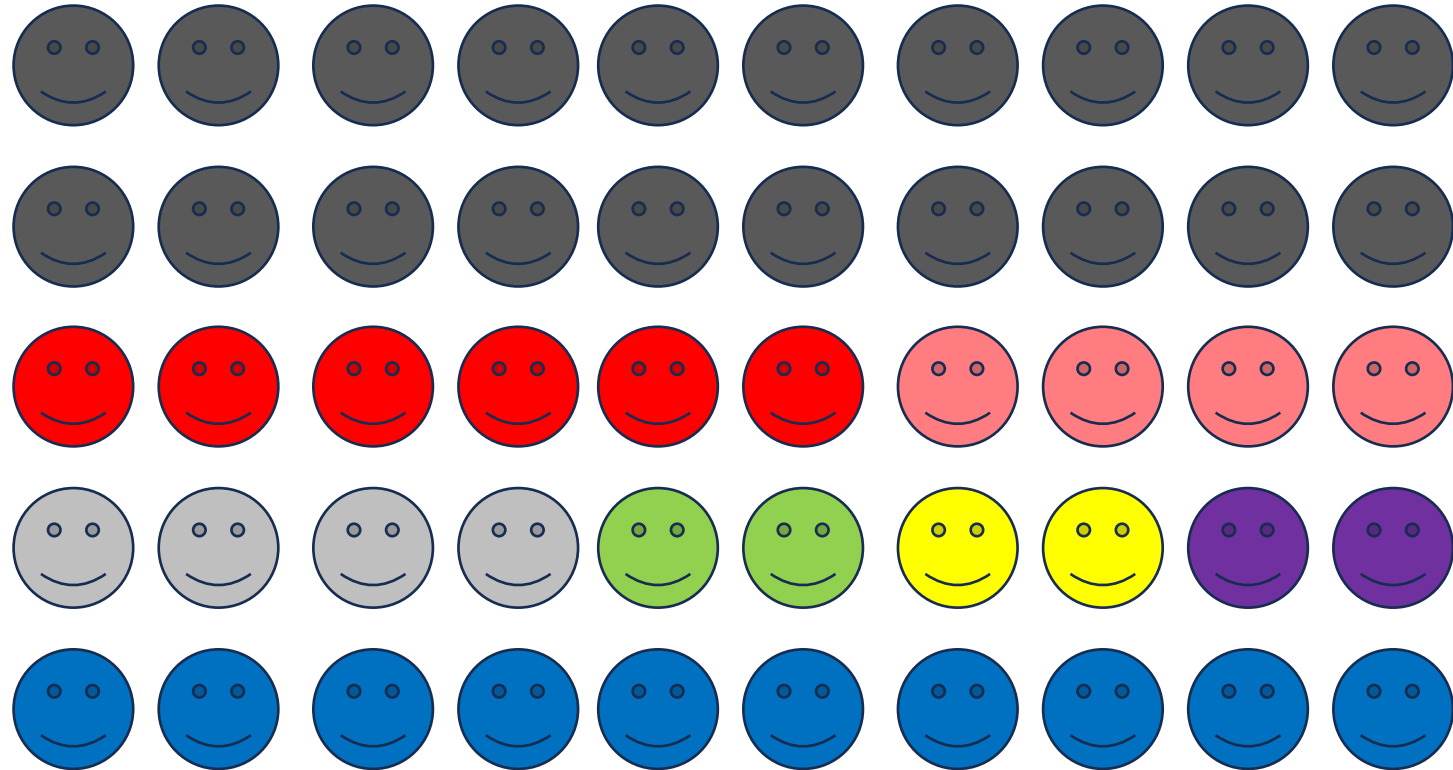
***So to win...***



**...we must  
change voter  
behaviour  
through our  
year-round  
campaigns.**

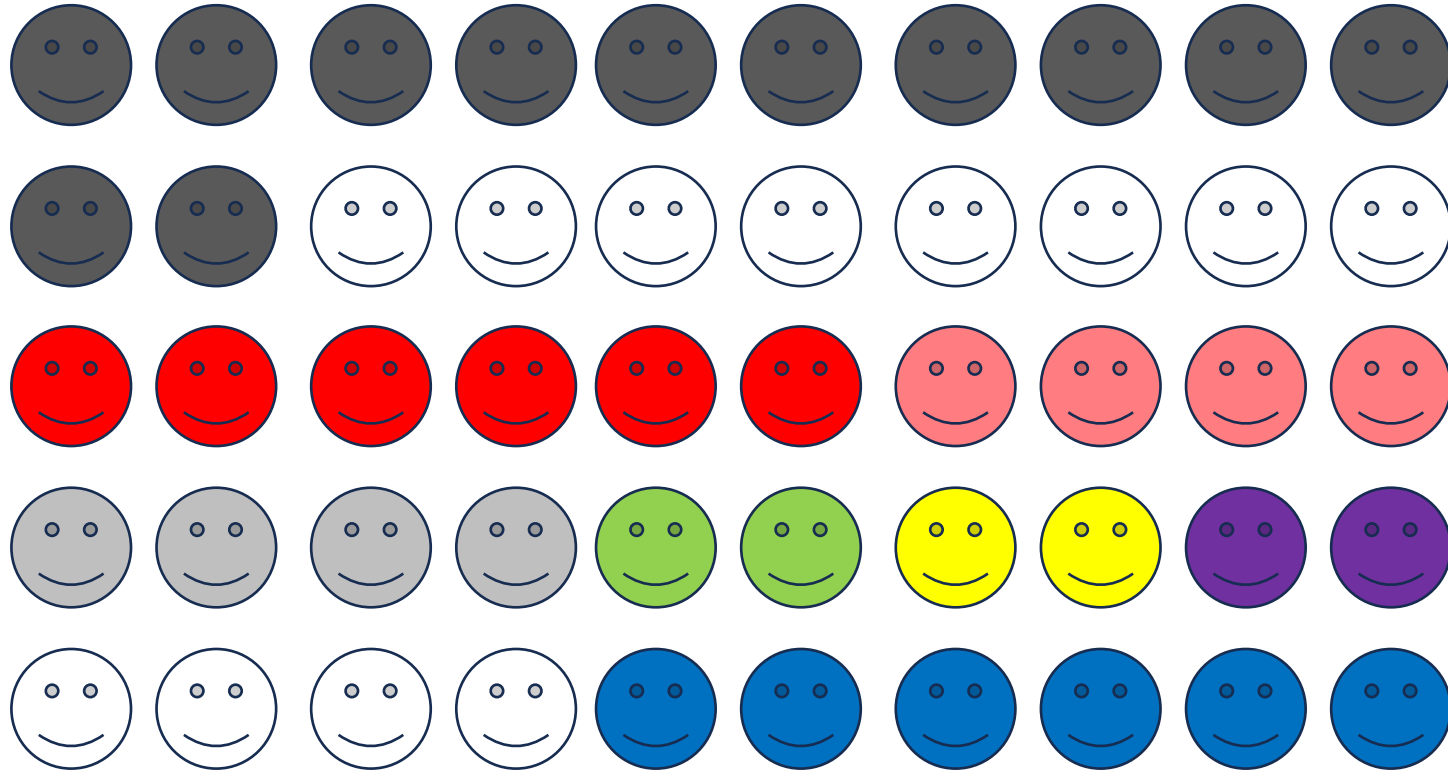


# To do, this, we use Voter ID..



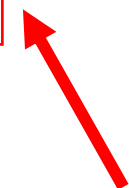
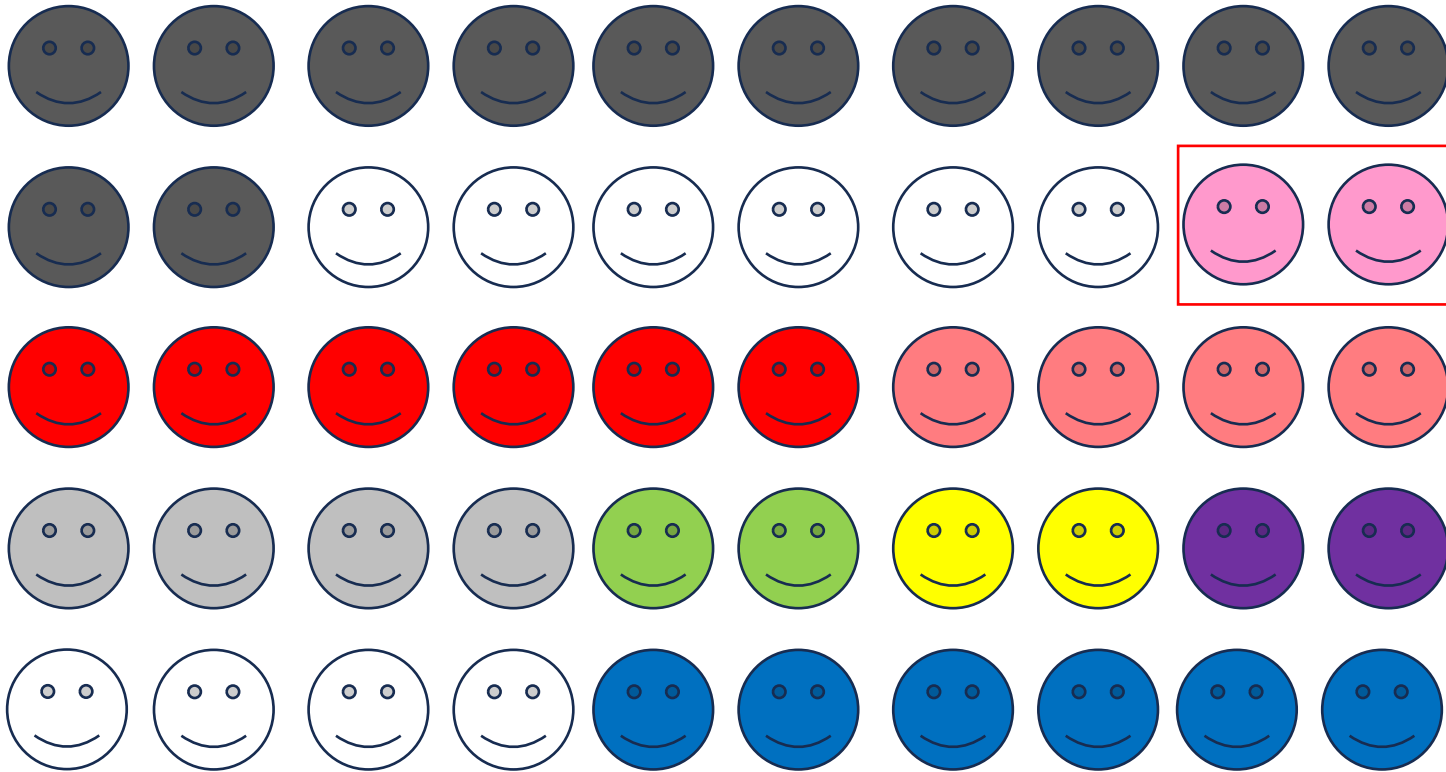


# And targeting...





# To find new voters



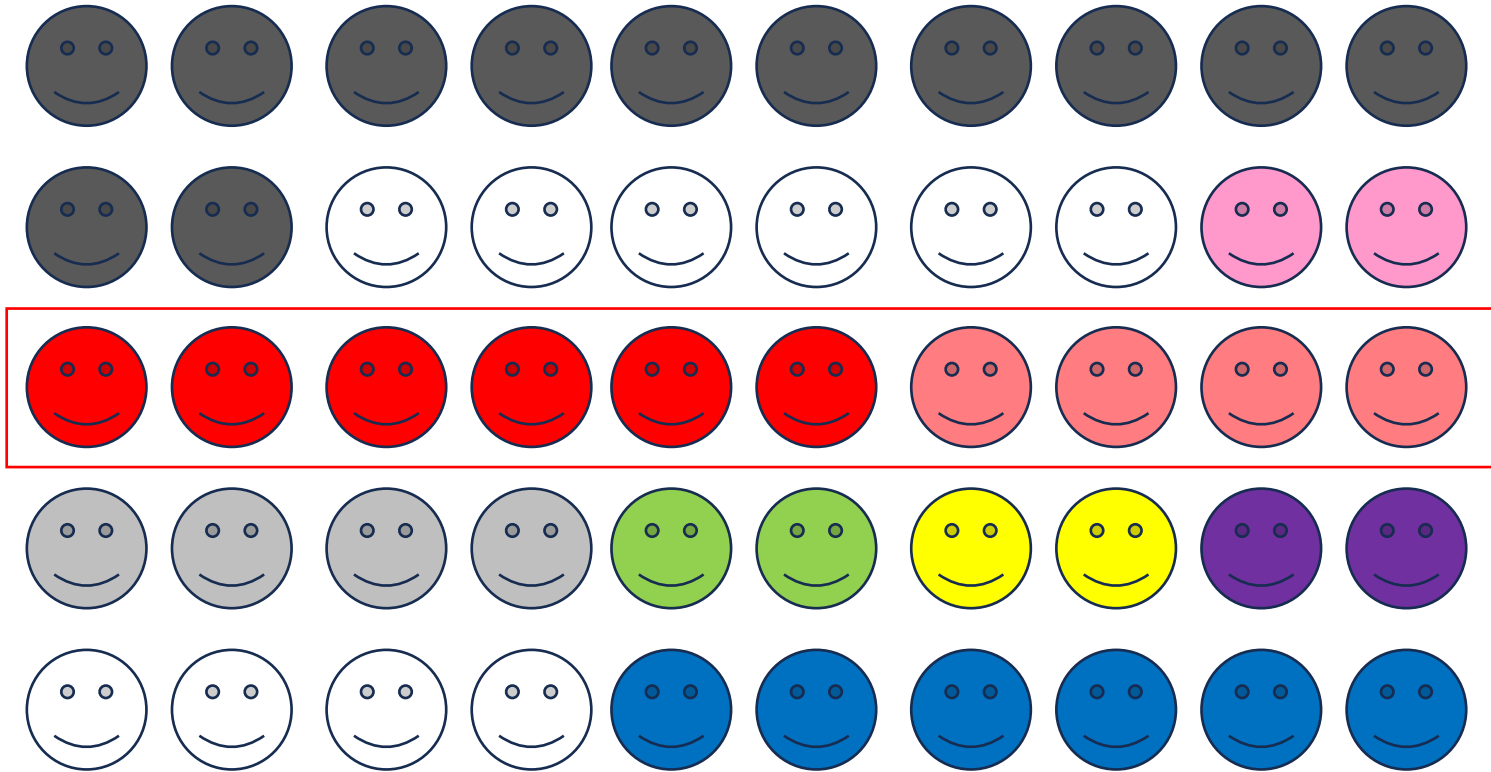
**ACTIONS?**

Turnout





# To retain and reconfirm



**ACTIONS?**

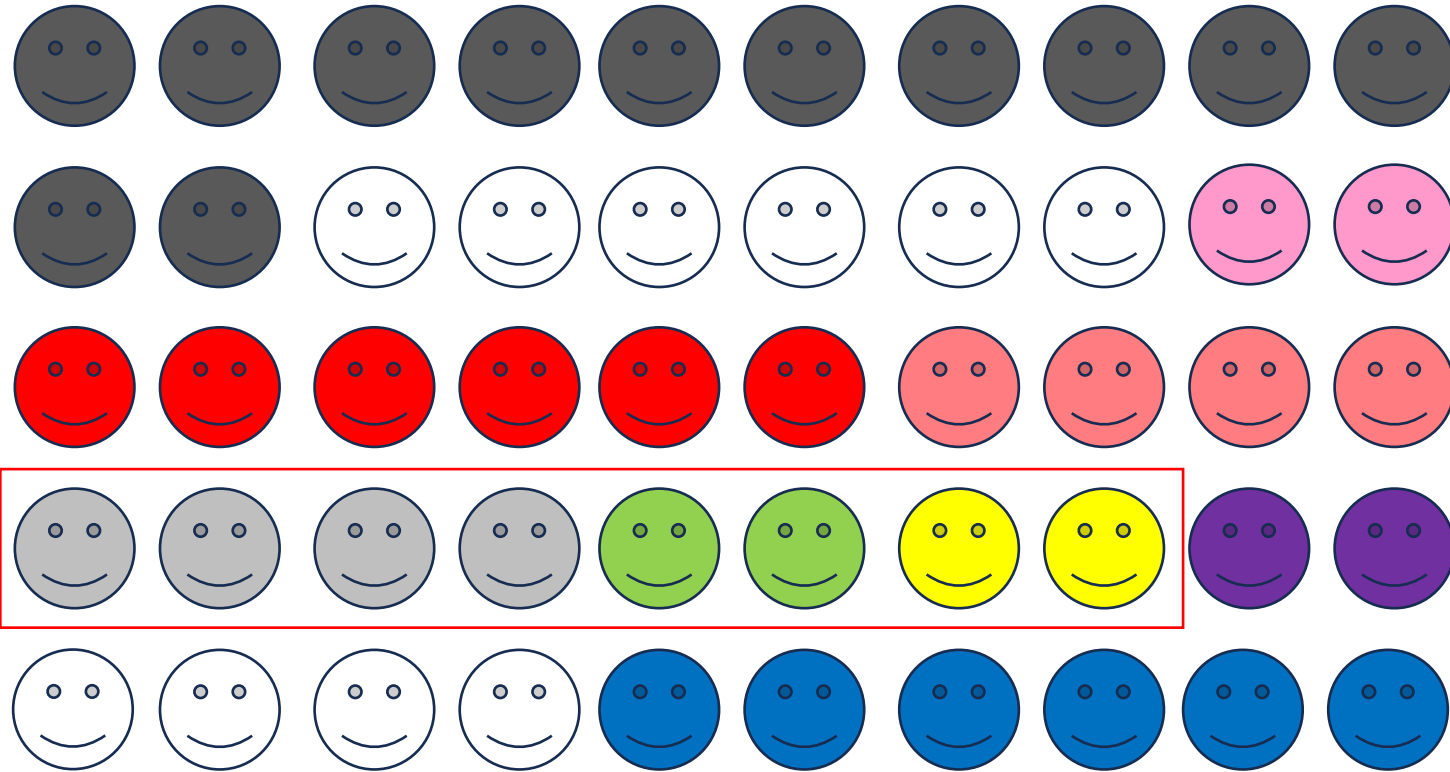
**Retain**

Turnout

**Reconfirm**



# To squeeze and persuade



## ACTIONS?

**Retain**

Turnout

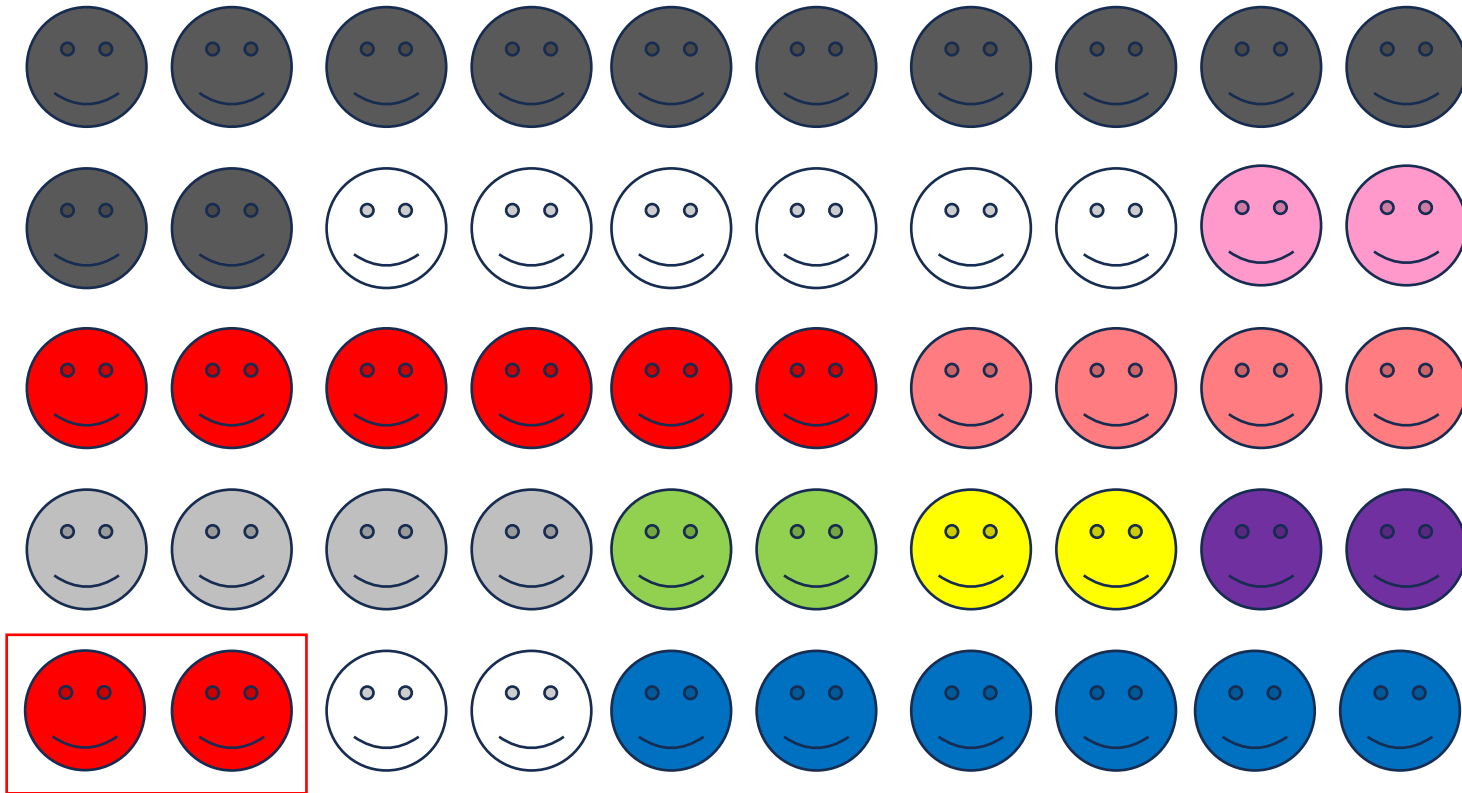
**Reconfirm**

Persuade

**Squeeze**



# To switch target voters



## ACTIONS?

- Retain**
- Turnout**
- Reconfirm**
- Persuade
- Squeeze**
- Hero**



# ..and to focus on winning

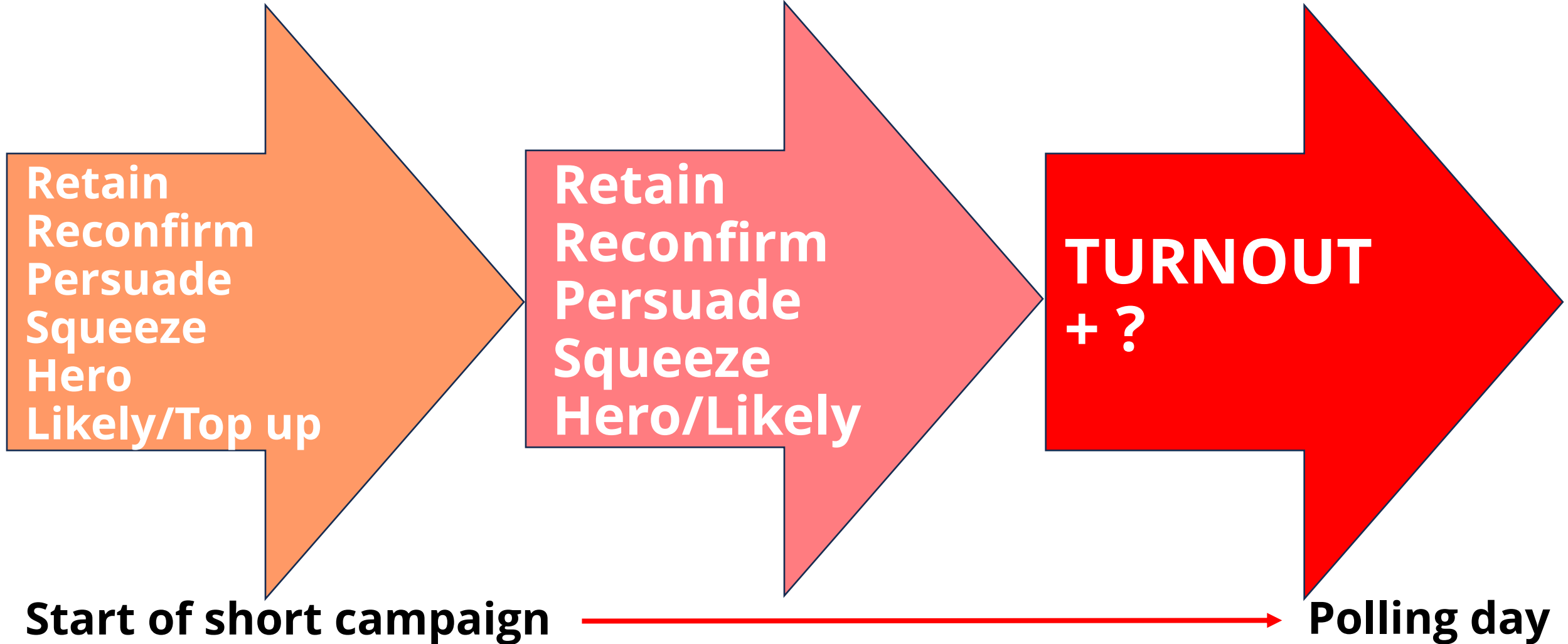


## ACTIONS?

- Retain**
- Turnout**
- Reconfirm**
- Persuade
- Squeeze**
- Hero**
- Suppress*



# ...and deliver a winning campaign





# Campaigning Principles

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1. Changing behaviour
2. Understanding voters
3. Gaining trust
4. Building influence
5. Persuasive storytelling
6. Turning out our voters
7. Working together and working smarter



# Questions





# Tools to identify target pools

Marked register

Turnout scores

If we want to concentrate efforts on electors most likely to vote

Historic voter ID

Labour scores

Switcher scores

If we want to target people depending on reported or estimated support

Mosaic segmentation

Issue scores

If we want to target electors in certain demographics or interested in a certain issue

Insight brings **all** of this together, plus much more





Insight
☰

**Hierarchy:**  
 WPC

**Tier:**  
 Wards  Divisions

**Unit:**  
 SOUTH RIBBLE

- Dashboard <
- Contacts <
- Retention
- Demography
- Results Updated 2021
- Targeting Map <
- » Year-round
- » GOTV
- ☰ Roadgroup table <
- 🗺 Mapping
- 📊 Policy stats
- ? FAQs
- 📄 Terms & Conditions

Use this table to plan your canvassing sessions for all year round activity. For GOTV, you can use the separate GOTV tab.

**Priorities:**  H  M  L  D     
 **Time of day:**  Day  Eve  Weekend     
 **Ward:**      
 Last updated on: 2021-12-17

Select a roadgroup from the map

**BW13 Brookwood Way**

**Rank: 24**

**Optimal time to knock: Day**

**Summary**

Properties	210
Electors	379
Contact rate	64%
Promise rate	32%

**Contacted**

Yesterday	0
Last 7 days	0
Last 30 days	0
Last six months	0
In 2021	14
Since GE19	45
Since GE17	205
Ever	243

**Voter ID**

Labour	77
Don't Know	56
Against	45
Non-voter	17
Won't say	25



# Insight functions

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- Breakdown of contacts made across your area
- Electoral data info including key Stats on marked register, absent voter and polling station entry
- Retention statistics (comparing voter ID responses over time)
- Explore demographics of your area, including Mosaic
- Interactive maps of contacts, demographics and more
- Election results, archives and council composition
- Targeting Map which prioritises where you should go canvassing



# Insight *access*

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- Access available for:
  - ✓ Staff
  - ✓ CLP Campaign co-ordinators
  - ✓ MPs and their staff
  - ✓ PPCs
  - ✓ Contact Creator admins (not automatic – contact us)
  - ✓ **Persons specified by Regional/National offices**
- Access is granted via your Labour Login



# Contact creator

- **Electoral database** with an individual record for every elector in the country
- Stores our **canvassing data**
- Used to **produce sheets for doorknocking, direct mail, create digital audience pools** etc
- Also contains a lot of **individual level demographic data**
- Key part of our data infrastructure

The screenshot displays the Labour Contact Creator interface. The top navigation bar includes the Labour logo, a home icon, a help icon, the text 'WPC: OXFORD WEST & ABINGDON', the user name 'Tom\_Adams', and the 'Contact Creator' logo. The main content area is titled 'Home' and includes a welcome message for 'Tom\_Adams'. Below this, there is a 'Quick Report' section with three report options: 'Voter ID Sheet - Recommended Doorstep Voter ID 2022 (Last 10 Days)', 'Telephone Voter ID Sheet - Recommended GOTPV 2022', and 'Voter ID Sheet - Recommended GOTV WARP 2022 (Broad) inc PVs'. To the right, a 'WPC: OXFORD WEST & ABINGDON performance' section shows three columns of data: 'Total' (Total voters: 79068, Total contact rate: 20470 (26%), Labour promise: 7454), 'Last Month' (Contacts: 1799, Labour promise: 1024), and 'Last Week' (Contacts: 582, Labour promise: 307). An 'Update Now' button is located below the performance data, with a timestamp 'Last Updated 11/04/2022 18:30:44'.



# Engage and research

- Talk to people
- Knock on doors
- On the phone
- Surveys
- Casework
- Public meetings
- Coffee mornings
- Community leaders
- Labour community links
- Meetings with local workers
- Trade Union reps
- Local & social media
- Polling & Focus Groups



# Different people, different approaches

- **Labour Promise** – Give them a good reason to vote for the Labour Party, sign them up to vote early by post and, if possible, make them into activist.
- **Persuade** – Find out more about them and tailor message to suit. More candidate focus
- **Squeeze** – Find out their second choice Party/who they prefer/definitely won't vote for. Provide squeeze messaging to make the election into a binary choice.
- **Main opposition core** – Ignore
- **Non Voters** – Ignore



# Choosing your target wards

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- Local and national context
- Past results **AND** turnout
- Recent VID
- Marked registers
- Other factors
  - Local issues
  - Contestation
  - Personal votes
  - Opposition activity



# The short campaign

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- Narrow your voter pool
- Maximise candidate contact of key electors
- Main roads & thoroughfares
- Frontload activity for early voters
- Monitoring
  - Promise rate
  - Retention
  - D Break





# Early votes...

	Total		In Person		By Post	
Electorate	21.5m		17.9m	<b>83.2%</b>	3.6m	<b>16.7%</b>
Turnout	7.5m	<b>34%</b>	5.1m	<b>28.6%</b>	2.4m	<b>67%</b>

## Why?

- Polling day challenges
- Early – benefit

In Person = 15 Hours  
By Post = 2 Weeks

## Who?

- Patchy Voters
- Mixed households
- Bad streets
- Uncontacted/Squeeze Early Voters
- Relational
- Contact Creator Selections

## How?

- EV sign up w/ends
- DM
- Every doorstep session



# Targeting on polling day

- The number of people you need to vote Labour to win
- The number of doors you'll need to knock on to win
- The number of volunteers you are likely to have on polling day
- Have the right number of volunteers in the right places – DECIDE BEFORE THE DAY
- Brief your candidates that you will have a targeted approach and not a one size fits all approach



# Convincing other members



Not enough volunteers have turned up to your doorknocking session and you need to decide between two doors to knock on.

A. A household of high turnout electors who have told us multiple times that they support the Tories.

B. A couple who've told us they supported Labour at one point but they later on said they're likely to vote Tory.

If you can't knock on both doors, talking to the electors in house B is likely to have a bigger positive impact on our vote than talking to the people in house A.

When we make decisions on who to **select** for our campaigning work, we need to **prioritise** some electors over others.



# Why do we do this?

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**Targeting is essential to  
best utilise your resources.**

- People
  - A job for everyone
  - Personal contact
  - Motivation
- Money
  - Small/Medium/High value fundraising



# Take aways...

**Do** you have insight access?

**Do** you know the target areas within your target wards

**Have** you inputted the marked register?

**Who** are you targeting with your doorstep work?

**Can** you plan a direct mail to potential postal voters in a target area?



# Time for questions



# See you tomorrow...

## Your fundraising plan

