From: **Robert Murtfeld** robert.murtfeld@cambridgeanalytica.org 📎 🚩
Subject: Slides & Youtube Videos
Date: December 15, 2015 at 13:38
To: Fariba Zamaniyan fariba@tivoresearch.com
Cc: Brittany Kaiser brittany.kaiser@cambridgeanalytica.org

Dear Fariba,

It was a great pleasure to meet you today again together with colleagues at TiVo.

I hope everybody enjoyed Brittany's presentation. I am attaching the TV relevant slides from the presentation for feedback.

The full presentation is a keynote file that is some 250mb large and which can be shared by webtransfer.

Below are the video examples of work we did for John Bolton Super PAC (a major GOP Super PAC focused on national security) for the 2014 mid- term elections. We collaborated with Bolton on a digital and TV advertising campaign centred on three states (New Hampshire, North Carolina and Arkansas) and used our psychographic data to create ads targeting people based on their personalities. Let us know once this message was safely received.

I will chase internally as the next step where we are with the match. Looking forward to see you again soon.

Warm regards,
Robert

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TV Relevant
Slides.pptx

Ad 1: Conscientious

Conscientious people are collected, orderly and traditional, and they admire the same qualities in the leaders. The ad tells the viewer that Thom Tillis has a plan to keep America safe.

https://www.youtube.com/watch?v=fmLFJi2vaWw

Ad 2: Agreeableness

This ad targets people who are high in agreeableness, who are caring and want the best everyone. It makes the case to the viewer that supporting candidates who prioritise national security is the responsible thing if we're to leave a safer and stronger America for our children.

https://www.youtube.com/watch?v=s7XslMzYqiA

Image 3: Neurotic

This ad targets people high in neuroticism, who tend to be anxious and to see the world as a dangerous place. It highlights the threats facing America - in this case Islamic terrorism - and makes the case to the viewer that they should support a strong national security policy in order to keep America safe.

https://www.youtube.com/watch?v=ReAQcReXXaQ

Image 4: Openness

People high in openness tend to gravitate towards new ideas and change and have an interest in the wider world. This ad links national security and investment in the military with instability abroad, and tells the viewer that by voting for a national security candidate they can help bring positive change to the world.

https://www.youtube.com/watch?v=QRwkroK3opc

Image 5: Extraversion

This ad is built around the concept of 'leadership' in different spheres of American society, and is targeted towards people high in extroversion. People high in this trait tend to admire energetic, decisive actions.

https://www.youtube.com/watch?v=3d6azebNI7Q

From: **Robert Murtfeld** robert.murtfeld@cambridgeanalytica.org
Subject: Fwd: Bolton Video Ads
Date: April 25, 2017 at 08:31
To: CA Commercial NA ca.commercial.na@cambridgeanalytica.org
Cc: Ed DeNicola ed.denicola@cambridgeanalytica.org

RM

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https://www.youtube.com/watch?v=h-NTrb2E2GE (special white flag version)

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https://www.youtube.com/watch?v=3d6azebNI7Q

From: **Alexander Nix** alexander.nix@cambridgeanalytica.org
Subject: Re: Briefing Document: Kate Kaye, Advertising Age
Date: January 11, 2016 at 20:39
To: Robert Vanisko rvanisko@n6a.com
Cc: Livia Krisandova livia.krisandova@sclgroup.cc, Harris Macleod harris.macleod
robert.murtfeld@cambridgeanalytica.org, Brittany Kaiser brittany.kaiser@camb

Thanks Robert
A

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CEO

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Phone : +44(0)207 930 3500
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Murfield <robert.murfield@cambridgeanalytica.org>, Brittany Kaiser
<brittany.kaiser@cambridgeanalytica.org>
Cc: CA <CA@n6a.com>
Subject: Briefing Document: Kate Kaye, Advertising Age

Hi Alexander,

Please find attached the briefing document for your interview with Kate Kaye from Advertising Age. The interview will take place on Monday, Jan. 11 at 3:30pm ET. In addition to getting a general overview of Cambridge Analytica, Kate is looking to learn more about CA's work with the John Bolton Super PAC.

She also mentioned that she would like to inquire about what type of work Cambridge Analytica does with the Ben Carson campaign, but we explained that you will be unable to comment on the specific work done for active campaigns.

Kate would like to publish a feature story about Cambridge Analytica later next week, focusing primarily on how the psychographic data is used to drive advertising creative. She feels the work with John Bolton's PAC will be perfect to illustrate that point.

If you have any questions prior to the interview, please let us know.

Best,
Robert

Robert Vanisko | Senior Account Executive
North 6th Agency, Inc.
2015 Top 10 Fastest Growing Agency
rvanisko@n6a.com
O 212.334.9753 ext 112 | M 609.915.0194|
Check Out "N6-Accolades" from This Month
<image001.gif><image002.gif><image003.gif>

On 11 Jan 2016, at 18:44, Robert Vanisko <rvanisko@n6a.com> wrote:

Hi Alexander. Thank you for speaking with Kate today. It seems that she enjoyed the conversation very much and would like to have ongoing dialogue throughout election season to hear your perspective.

Once Kate speaks with Harris and the representatives from the Bolton campaign, we will schedule another call with you to fill in any gaps. We'll also look to have an additional interview set up with Dr. Alex Tayler.

Let us know if you have any questions. We'll keep you posted throughout the process.

Best,
Robert

From: Robert Vanisko
Sent: Friday, January 08, 2016 3:58 PM
To: Alexander Nix <alexander.nix@cambridgeanalytica.org>; Livia Krisandova <livia.krisandova@sclgroup.cc>; Harris Macleod <harris.macleod@sclgroup.cc>; Robert
Murtfeld <robert.murtfeld@cambridgeanalytica.org>; Brittany Kaiser

KEY CASE STUDIES
_____

The following sections will lead you through our case studies in US elections, defence, and health messaging. Each one outlines the data modeling and behavior targeted messaging services provided, and if relevant, examples of the related creative materials.

US ELECTIONS
Bolton Super Pac
For America

DEFENCE
Counter propaganda
Counter insurgency
Counter terrorism
Counter narcotics

HEALTH MESSAGING
Tsunami warning
Health research and campaigns
HIV prevention

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Note: All work in the US is carried out through our sister company Cambridge Analytica (CA) Political.

CASE STUDY: BOLTON SUPER PAC

THE BRIEF

CA Political was contracted to carry out a personality-based digital advertising campaign with three interlocking goals: to persuade voters to elect Republican Senate candidates in Arkansas, North Carolina and New Hampshire; to elevate voter perceptions of national security as an issue of importance; and to increase public awareness of the goals of the Bolton Super PAC.
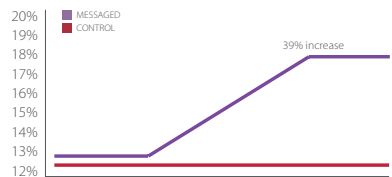
TIMESCALE

The 2014 midterm elections.

OUR WORK

As an example of our work across states, in North Carolina, one of the most strongly contested swing states in the election, CA Political segmented persuadable and low-turnout voter populations to identify several key groups that could be influenced by Bolton Super PAC messaging. Online and Direct TV ads were designed to appeal directly to specific groups' personality traits, priority issues and demographics.

Voter groups were segmented by their personality, psychographic profiles and ranking of issue importance. Post- campaign independent testing revealed statistically significant increases in the number of people who identified national security as their primary issue across groups.
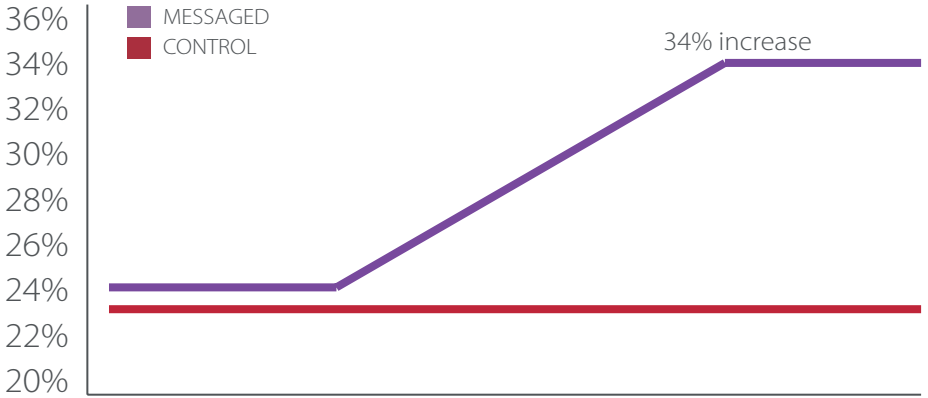
NATIONAL SECURITY AWARENESS
NORTH CAROLINA GROUP 3

MESSAGED
CONTROL

34% increase

36%
34%
32%
30%
28%
26%
24%
22%
20%

NATIONAL SECURITY AWARENESS
NORTH CAROLINA GROUP 4

MESSAGED
CONTROL

39% increase

20%
19%
18%
17%
16%
15%
14%
13%
12%

North Carolina Group 3, who displayed high neuroticism and were already concerned about national security were further engaged, with a 34% uplift in group members ranking national security as their most important issue.

North Carolina Group 4, who displayed high conscientiousness and agreeableness but were not concerned about national security were persuaded to shift their attention, with a 39% uplift in group members ranking national security as their most important issue.

NATIONAL SECURITY AWARENESS
NORTH CAROLINA GROUP 3

34% increase

■ MESSAGED	
■ CONTROL	

36%
34%
32%
30%
28%
26%
24%
22%
20%

NATIONAL SECURITY AWARENESS
NORTH CAROLINA GROUP 4
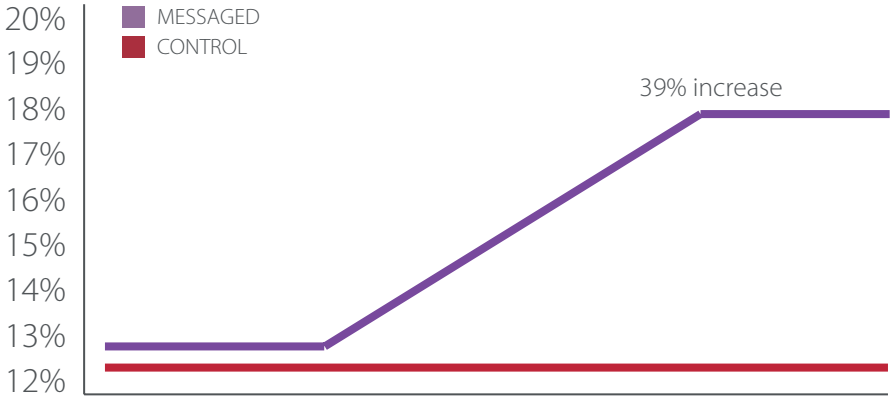
CASE STUDY: BOLTON SUPER PAC

RESULT

GOP candidates were victorious in Arkansas and North Carolina and the Republ
candidate did better than expected in New Hampshire. The strongest results ca
of North Carolina, which was arguably the most competitive race of the mid-ter
elections. By adopting an entirely different approach from other campaign grou
Bolton Super PAC campaign was able to cut through the noise and deliver mess
that had a real impact in sending Thom Tillis to the US Senate.

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TELEVISION ADVERTISING

North Carolina Group 3 consisted of young, female voters who displayed high neuroticism and cared most about the economy, national security and immigration. These voters were shown advertisements that highlighted the failures of the current administration's national security policy.

North Carolina Group 4 consisted of an even split of male and female voters who displayed high conscientiousness and agreeableness. These voters cared most about the economy and education, so were shown advertisements that positioned national security as a family and social issue.

FOR AMERICA

THE BRIEF

For America, a major US advocacy group, sought CA Political's assistance to mobilize voters identified as less likely to vote in Nebraska, West Virginia, Minnesota, Washington, Oregon, Colorado, Arkansas and Iowa, where they wished to support conservative candidates. The client wanted to target Republican voters who had voted in either the 2010 or 2012 elections, but not both.

TIMESCALE

The 2014 midterm elections.

OUR WORK

Using detailed audience modeling techniques, CA Political created Internet banner advertisements based on the modeled importance of issues amongst target groups. Some were issues of broad national significance, while others spoke to candidates' key issues in their respective campaigns. Every advert contained creative collateral that was tailored to voter personality profiles, and had clear calls to action which reminded target audience members to vote.

TURNOUT UPLIFT WASHINGTON CD4

■ CONTACTED
■ NOT CONTACTED

PRE-CONTACT PREDICTED TURNOUT SCORE
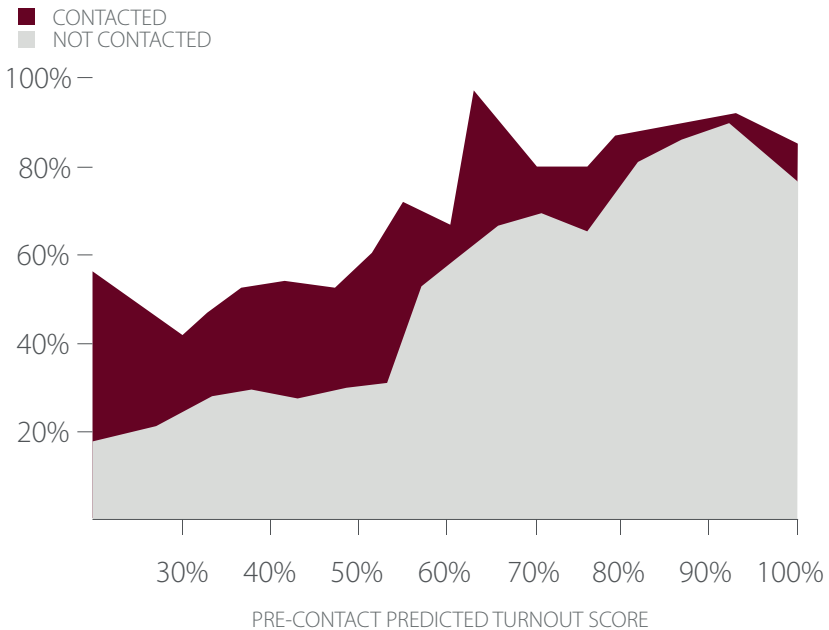
This graph shows the impact of our advertising campaign in Washington's 4th congressional district, where targeted messaging achieved turnout uplift of up to 23%.

RESULT

The online advertisements performed extremely well. Average click-through rates (CTRs) in North America are generally between .08% and .1%, and CA Political's most successful banner advertisements for For America averaged .33% across all eight states. This is especially impressive at a time of heavy online political advertising. Overall, CA Political was successful in increasing turnout amongst previously low-turnout voter audiences: post- election analysis of voter turnout revealed an average increase of 8%.

CASE STUDY: FOR AMERICA

WEB BANNERS & ANIMATED GIFS

CA Political's digital advertisement campaign for For America adopted issue-driven messages to engage target groups identified within our behavioral models. Strong calls to action reminded individuals amongst previously low-turnout voter audience to vote.
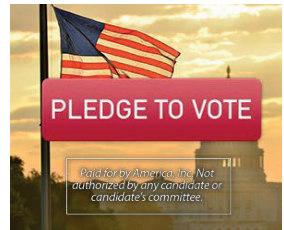
Sample selection of more than 2,000 animated GIFs created by CA Political over the course of the campaign.

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COUNTER PROPAGANDA CASE STUDIES

ISLAMIC STATE
2014 — present

SCL Defence has been heavily involved in analysing the propaganda recruitment techniques of Islamic State (IS) with the aim of developing a series of influence recommendations that will invalidate the IS campaign.

This programme is on-going.

RUSSIA
2014 — present

SCL has conducted extensive TAA on a variety of Eastern European audiences to ascertain how far Russian propaganda has 'turned' susceptible groups. To date, SCL's propaganda analysis has resulted in a number of Eastern European countries making significant changes to their policy to counteract the aggressive Russian attacks.

This programme is on-going.

AL QAEDA
2008

SCL undertook in-depth research into the Al Qaeda network in Pakistan and Afghanistan to develop counter-propaganda protocols that would damage the Al Qaeda narrative appearing on the Internet. SCL provided a number of recommendations to SOCOM that were employed cross governments.

RESULT
An initial MOE calculated a 58% reduction in visits to Al Qaeda websites. Following the intervention many of the Al Qaeda websites closed down.

COUNTER TERRORISM CASE STUDIES

PAN SOUTH EAST ASIA
2008

SCL Defence was commissioned to investigate the cultural context of escalating terrorist activity in South East Asia. TAA revealed that the young people recruited by terrorist groups were most likely to respond to a campaign led by fathers and local Imans, their primary sources of authority. SCL Defence then engaged with fathers and Imans to create an intervention campaign that explained the importance of fathers speaking with their children.

RESULT

Following the campaign, there was a 68% reduction in terrorist recruitment, which in turn resulted in a significant drop in violence across the South East Asian region.

AFGHANISTAN
2011

SCL Defence conducted an in-depth behavioural analysis of Afghan nationals to ascertain how to reduce allegiance to the Taliban. The project analysed the deep-seated culture that guided many of the villagers' ways of life and recommended intervention programmes that were more attuned to the local culture.

RESULT

The intervention campaigns demonstrated that the Afghan villagers could be persuaded to be loyal to NATO's International Security Assistance Force (ISAF). The number of villages rejecting the Taliban and supporting ISAF increased by 37%.

COUNTER INSURGENCY CASE STUDIES

AFGHANISTAN
2013

In 2013, SCL Defence undertook a 'whole country' analysis of Libya for the U[...]
of Defence in order to try to assist in rebuilding the country. TAA resulting i[...]
detailed profile of the violent groups operating in each province, revealing a[...]
picture of the underlying factors that were driving the violence. SCL Defence[...]
a detailed set of recommendations that created a blueprint for reducing the[...]
and rebuilding the country.

RESULT

As a direct result of SCL's recommendations, many countries have changed [...]
towards Libya such as the United Kingdom which overhauled a 50% of its po[...]

TUNISIA
2008

Following the Arab Spring, SCL was commissioned by Defense Advanced Re[...]
Projects Agency (DARPA) and the UK Department of Defence to identify the[...]
underlying drivers that caused the insurgency. Following an in-depth analy[...]
behavioural field data and extensive cyber data, it became clear that much o[...]
social media involvement was reactive rather than contributory.

RESULT
This counter-intuitive insight was pivotal in developing policy toward s[...]
insurgencies in the region.

NEPAL
2004 — 2006

SCL was asked to analyse the Maoist groups operating in Nepal who were en[...]

COUNTER NARCOTICS CASE STUDIE

MEXICO
2010 — present

In 2010 SCL embarked on the largest study into the
inter-cartel relationships and their recruitment strat
intervention recommendations. Fourteen in-countr
5-month period and a detailed analysis of the opera
produced. Key systemic 'weak links' were identified
campaign recommendations to be produced.

RESULT

The US Department of Defense and the Mexican gov
programmes using SCL Defence's recommendation:

AFGHANISTAN
2009

In order to disrupt the Afghan drug trade, SCL Defer
local operational networks and international routes.
conducted on each of the target audiences who for
recommendations were produced that either deter
these groups or sought to disrupt the networks.

RESULT

In target provinces where SCL Defence's campaigns
production was reduced by over 30%.

LOS ANGELES SHERIFFS DEPARTMENT
2011

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HEALTH MESSAGING
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CARIBBEAN – TSUNAMI WARNING SYSTEMS
2011

SCL was asked to advise on how to implement a national warning to beach-g
waterfront home owners in the event of a tsunami. It was crucial that the nec
information reached the widest possible audience without losing credibility.

Simply sending a text to every mobile phone in the region suggesting recipie
on their radios and move to higher ground immediately was not enough. The
needed to be substantiated by including a real-time reference. This was achie
explaining in the message that verification would be provided by the presenc
fighter jets flying up and down the coastline – an action that was readily dem
in a short space of time.

GHANA – HEALTH SYSTEMS

2013-2014

SCL was contracted to conduct one of the largest health research projects eve
done in the West African region. Working in partnership with the Ghanaian M
Health and a major British infrastructure company constructing hospitals thro
Ghana, SCL investigated the relationship between the Ghanaian population a
health system. Specifically, SCL researched the public perceptions of access to
infrastructure and of service delivery, the cost of and the ways in which peopl
healthcare and the obstacles faced when seeking treatment.

SCL's health research survey interviewed 30,000 households throughout Gha
compliment this survey, SCL engaged with in-country subject matter experts
conducted focus group discussions. The resulting data allowed SCL to provid
strategic recommendations that support the Ghanaian Ministry of Health in o
healthcare policy, service delivery and for increasing participation in its Natio
Health Insurance Scheme. Moreover, SCL's Target Audience Analysis (TAA)
methodology will ensure that future health communication campaigns are fo
the most appropriate groups within the population.

RECOMMENDATIONS
_____

NATO
"SCL provides 'world class' Target Audience Analysis ar
able to adopt SCL's TAA training which will provide trer
enhanced understanding of audiences for military plar

SANDIA NATIONAL LABORATORIES
"SCL's team were well trained and operated with the ut
complexity of conducting research in different countrie
analysis and recommendations were of the highest qua
and communicate with, even when the teams were in t
them was key and it was well managed from the start. I
and work with them again."

FOREIGN & COMMONWEALTH OFFICE
"SCL were a joy to work with. In a difficult operating en
contractor to deliver actionable recommendations, wh
near term and the FCO's strategic direction in country.
them, I'd work with them again in an instant."

CASE STUDY: FOR AMERICA

WEB BANNERS & ANIMATED GIFS

Sample selection of more than 2,000 animated GIFs
course of the campaign.

s created by CA Political over the