

O.C.E.A.N. LIBRARY
of confidential and privileged information

Amazon Locker - miami

TARGETED TV SPOTS:

Highly agreeable viewers were shown an advert that downplayed political conflict and promoted peaceful security



Highly neurotic viewers were shown an advert that highlighted the failures of recent national security policies.



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

RM

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

--

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>



TV Relevant
Slides.pptx

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

US ELECTIONS CASE STUDIES

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

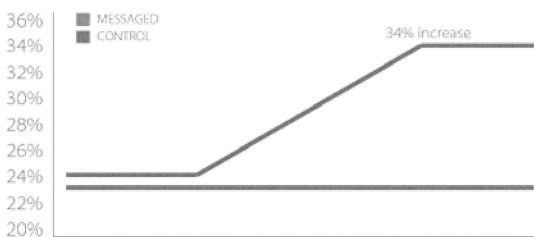
The 2014 midterm elections.

OUR WORK

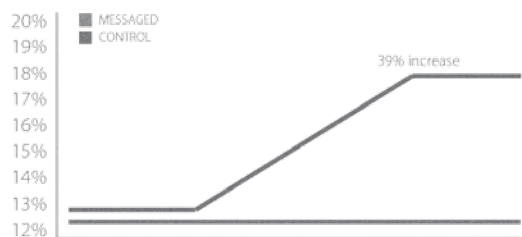
As an example of our work across states, in North Carolina, one of the most strongly contested swing states in the election, CA Political segmented persuadable and low-turnout voter populations to identify several key groups that could be influenced by Bolton Super PAC messaging. Online and Direct TV 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



NATIONAL SECURITY AWARENESS
NORTH CAROLINA GROUP 4



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.

CASE STUDY: BOLTON SUPER PAC

RESULT

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

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

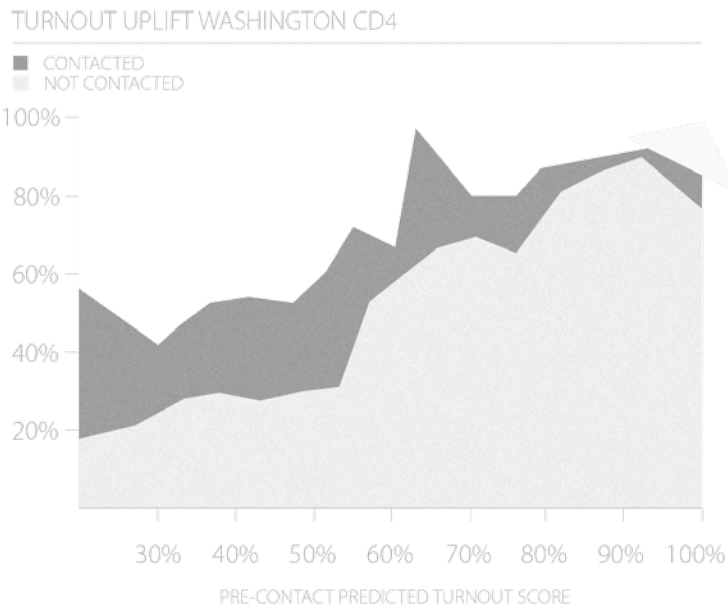
For America, a major US advocacy group, sought CA Political’s assistance to mobilize voters identified as less likely to vote in Nebraska, West Virginia, Minnesota, Washington, Oregon, Colorado, Arkansas and Iowa, where they wished to support conservative candidates. The client wanted to target Republican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

TIMESCALE

The 2014 midterm elections.

OUR WORK

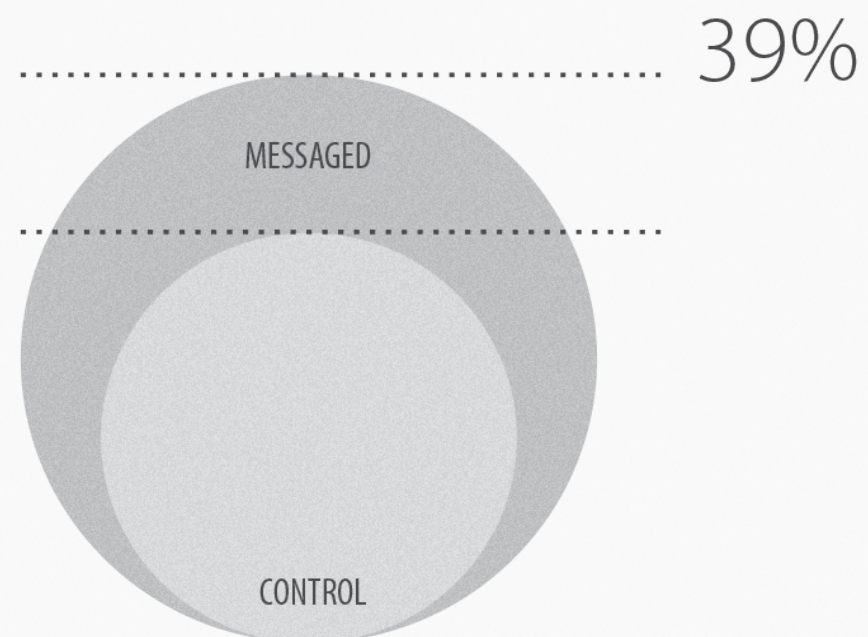
Using detailed audience modeling techniques, CA Political created Internet banner advertisements based on the modeled importance of issues amongst target groups. Some were issues of broad national significance, while others spoke to candidates’ key issues in their respective campaigns. Every advert contained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



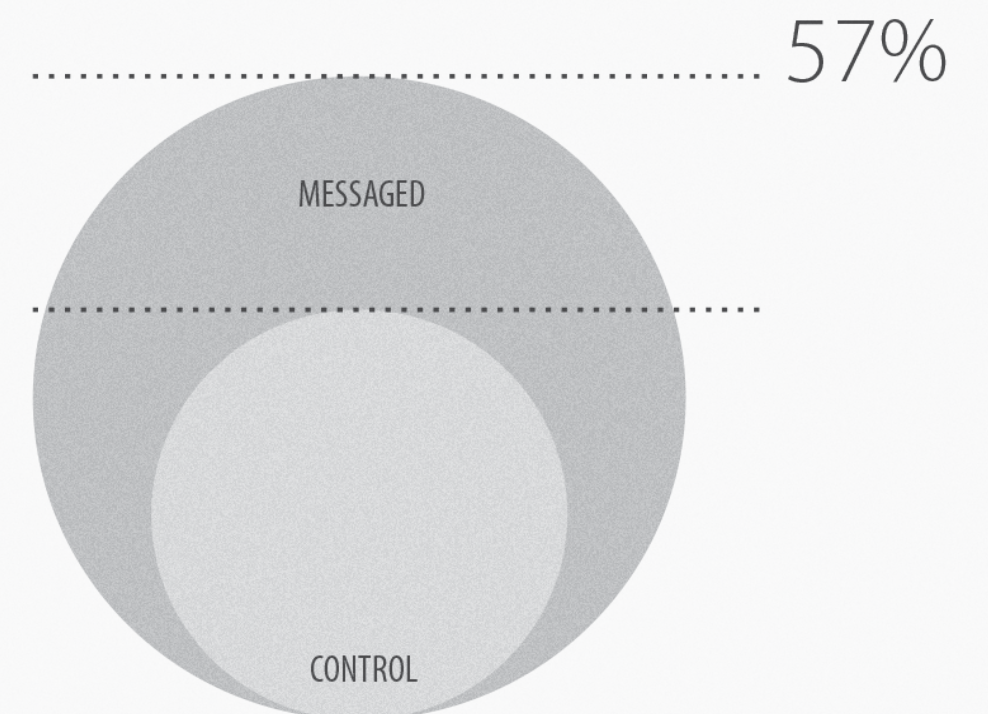
This graph shows the impact of our advertising campaign in Washington’s 4th congressional district, where targeted messaging achieved turnout uplift of up to 23%.

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%.

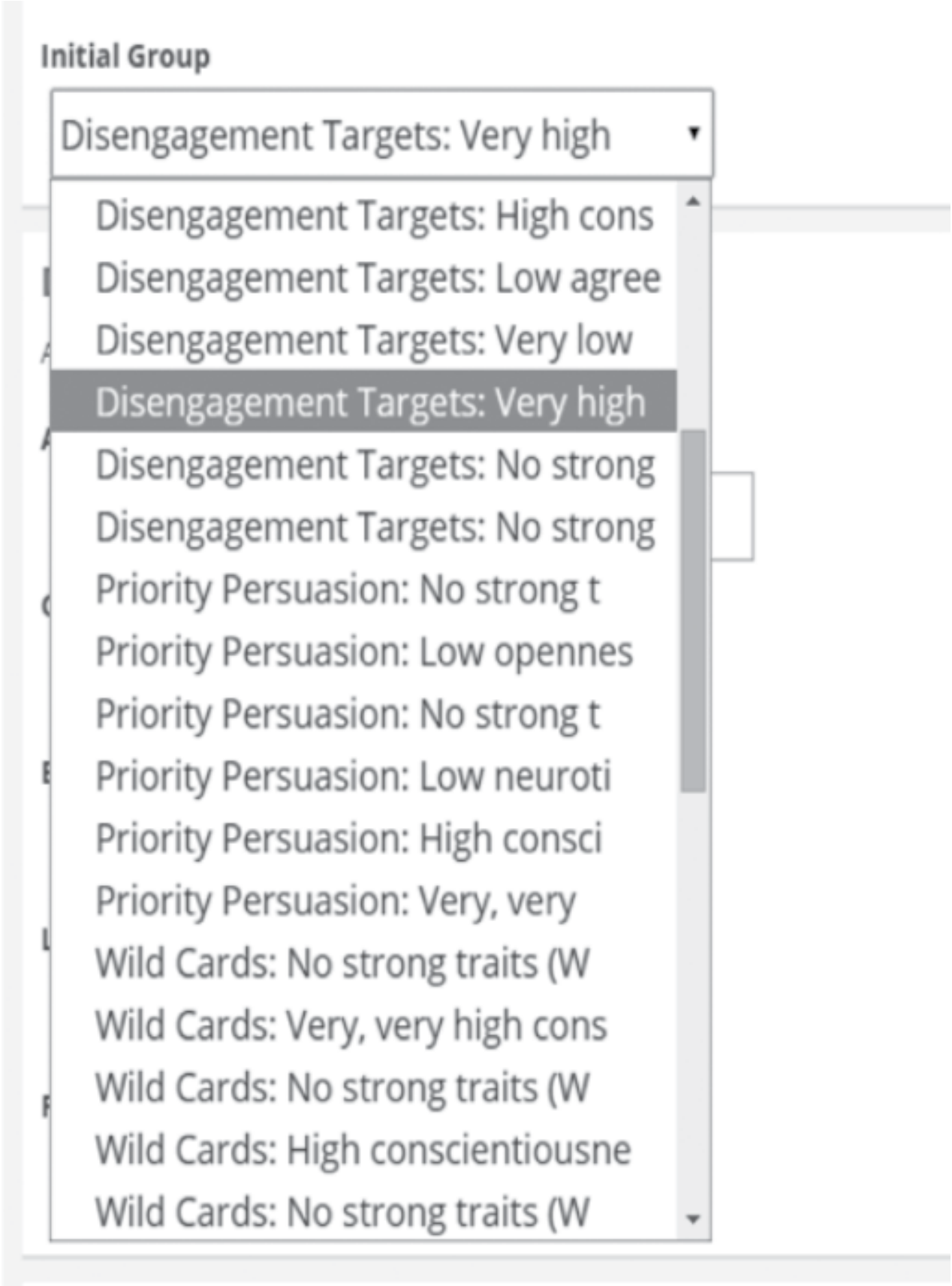
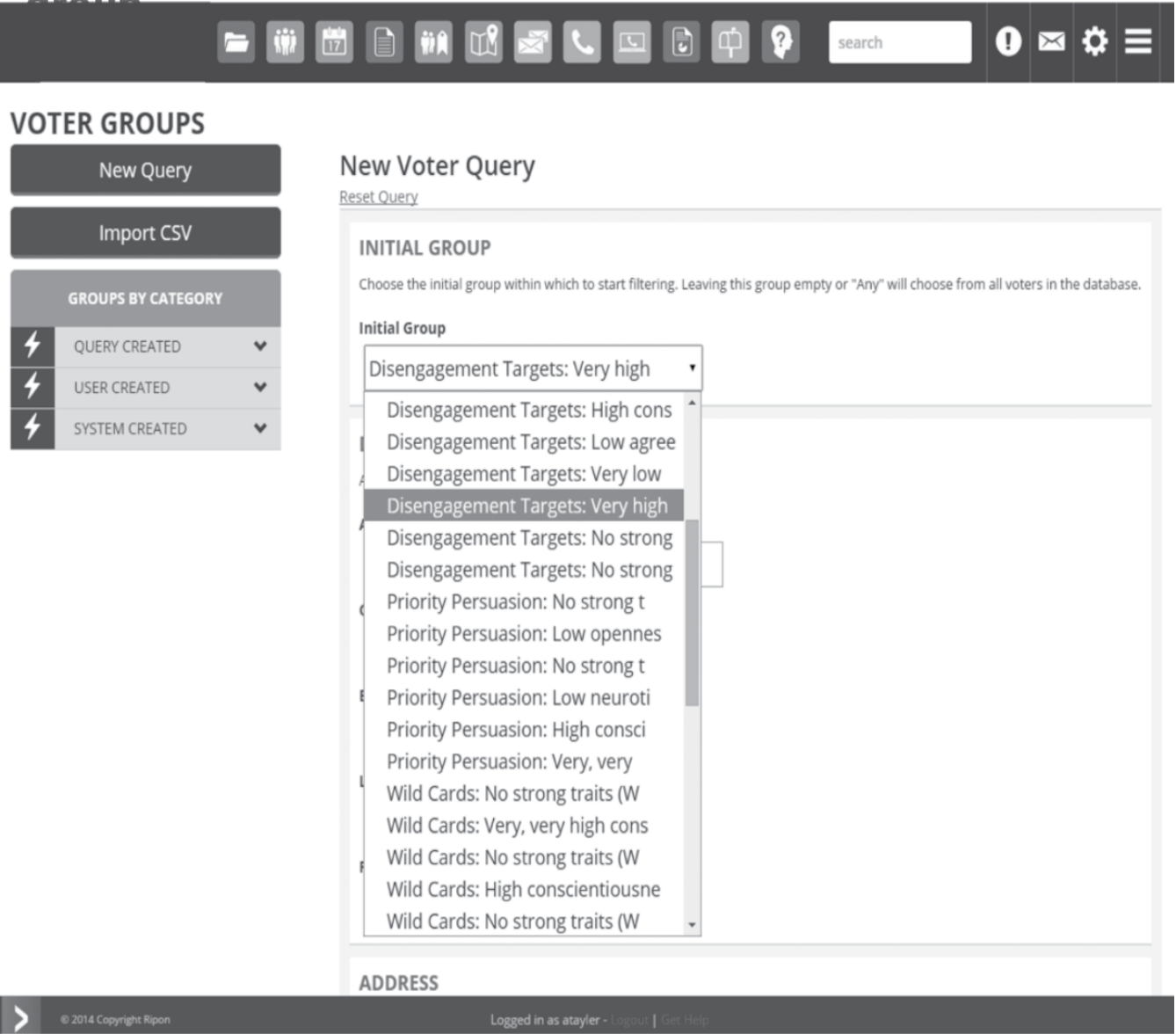


Percentage uplift in reported Republican Party voters in one of our most heavily targeted groups.



Uplift in score at which individuals ranked the importance of national security on a scale of 1-10.

Figure 2. – Selection of Psychographic Target



Connect to Facebook, Twitter, and LinkedIn to post campaign messages through supporters and volunteers.

Figure 1. – Login Page

The Potential Layout of the CRM is Exemplified Figures Below:

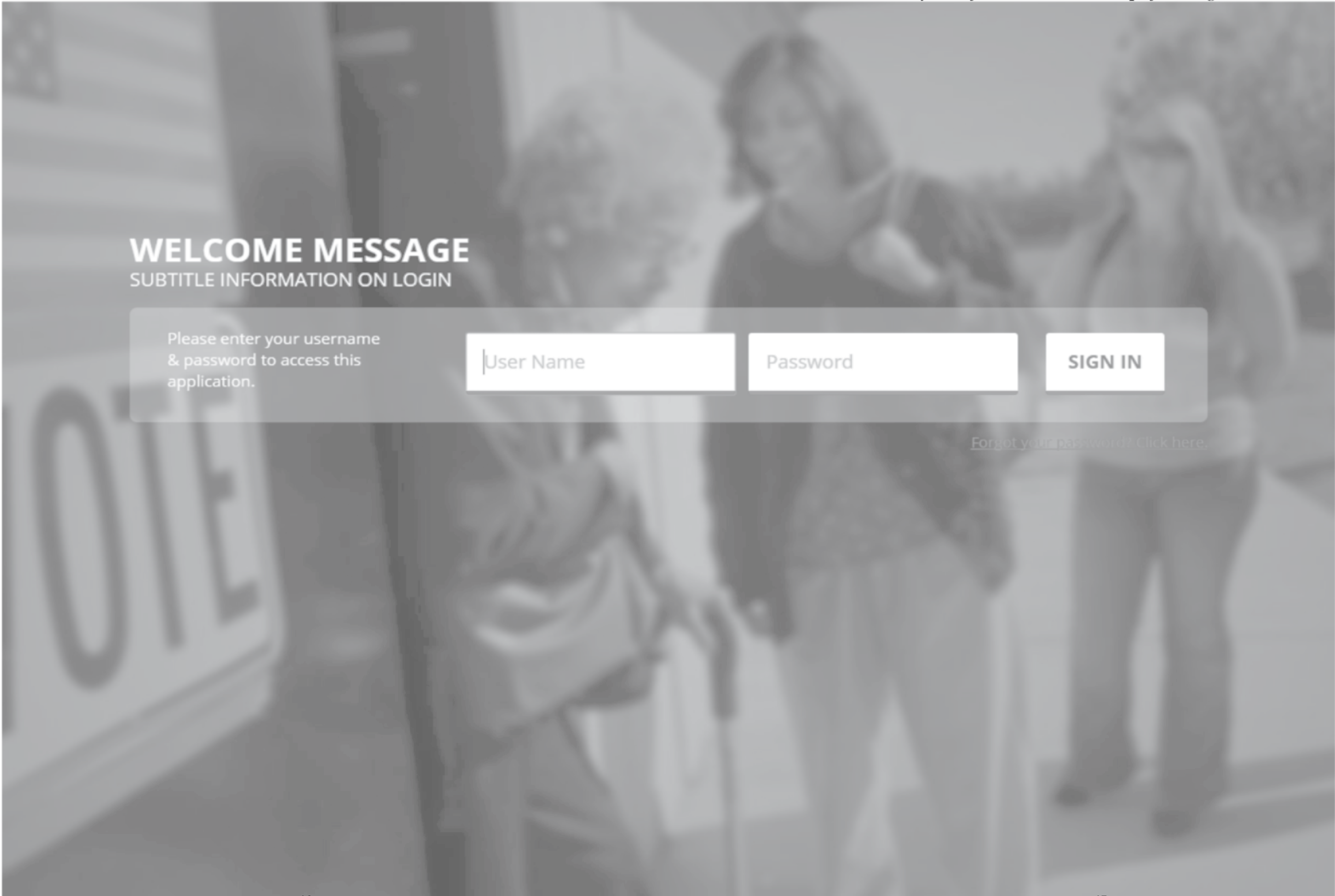


Figure 6. – Displaying Communities by Psychographic Profile on an Interactive Map (Turf Cutting Functionality)





THE FUTURE OF CAMPAIGNING >

the voter engagement and campaign management tool for your team to control all as

Target Audience Analysis

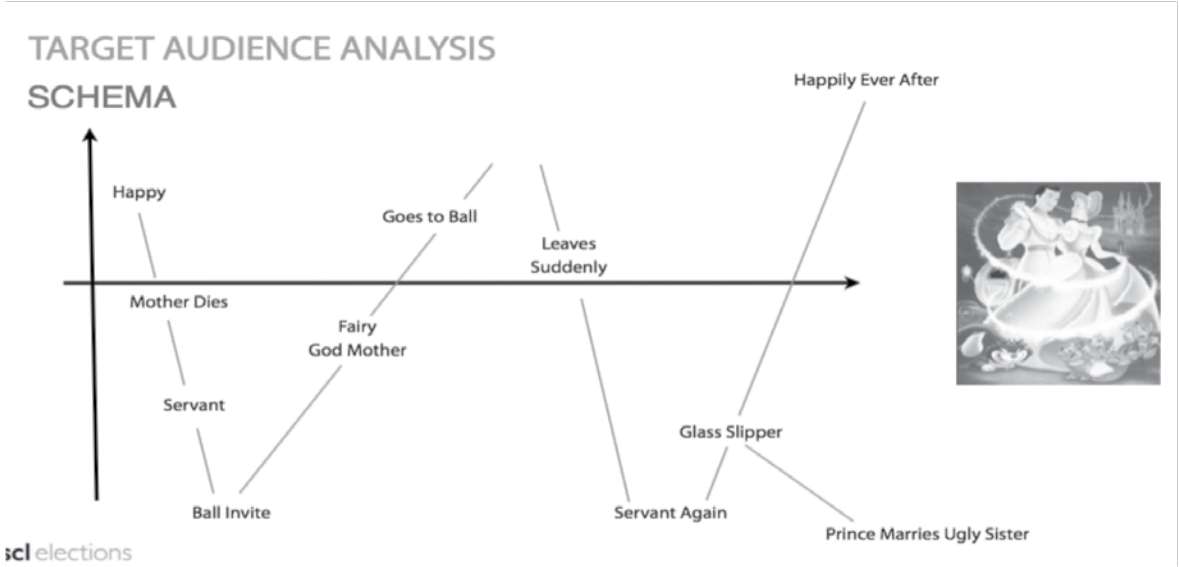
This unique methodology enables a comprehensive understanding of the opinions and motivations of key audience groups. More specifically, it offers a unique insight into the public's perception of political figures and parties, key election issues, and underlying motivations for voting behaviour including sociological and psychological factors.

TARGET AUDIENCE ANALYSIS NORMATIVE AFFILIATION



Different issues: You might be interested in the animal protection or in the climate change, or in taxes. Need to identify what issues are interesting to the audience.

Schema: As a story that we need to tell. Storytelling is a good way to communicate and create engagement. It's important that we are delivering a message from the beginning

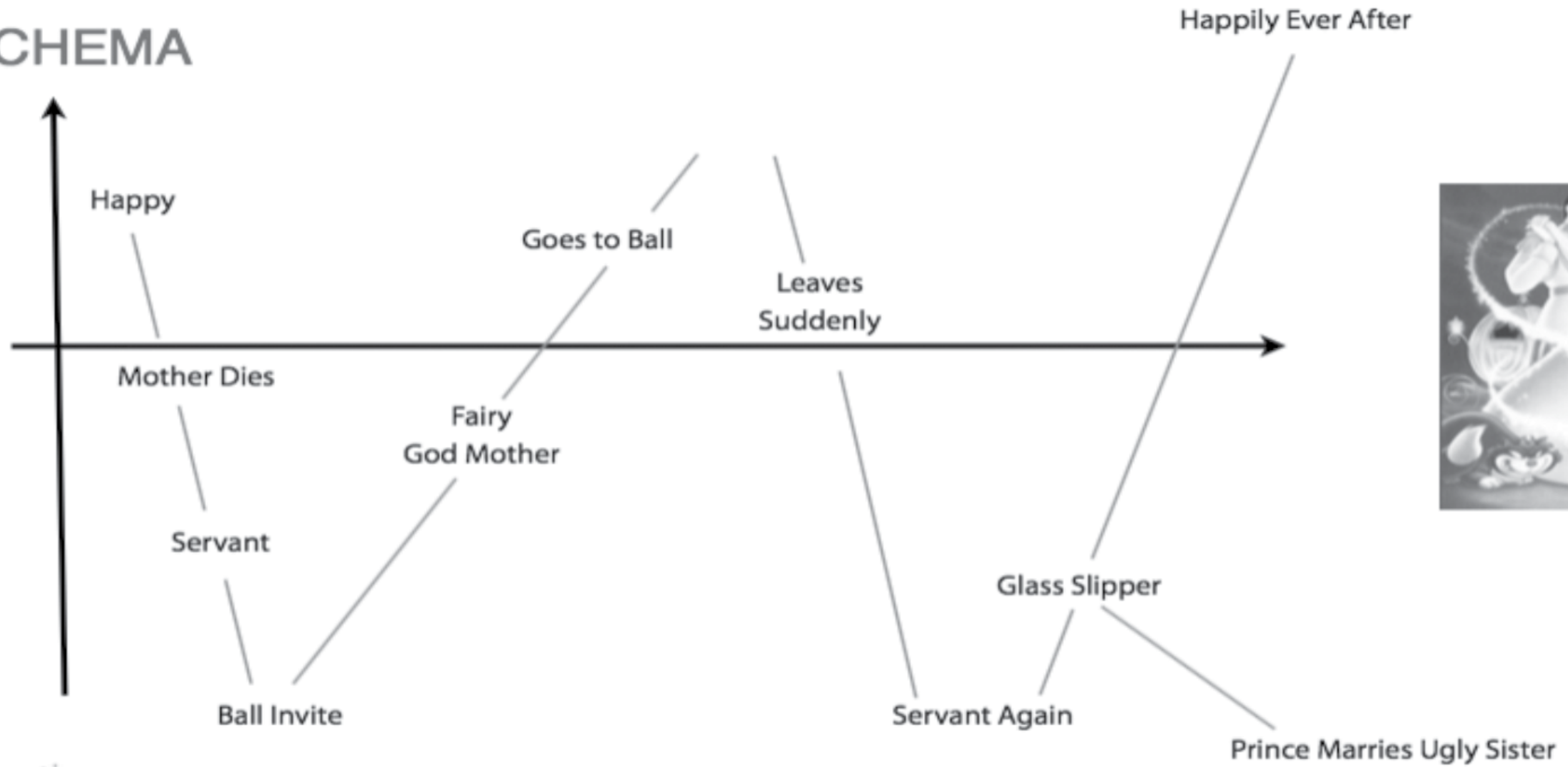


that way we could be more efficient in securing the commitment of a group.

NORMATIVE AFFILIATION



TARGET AUDIENCE ANALYSIS SCHEMA





Different issues: You might be interested in the animal protection or in the climate change, or in taxes. Need to identify what issues are interesting to the audience.

SOURCE CREDIBILITY



"SCL are
brilliant!"



*"SCL provided the strategic framework to
reduce political violence during our elections"*

TARGET AUDIENCE ANALYSIS (TAA) EXPLAINED

how we pass data through a series of filters to provide unique recommendations for voter engagement



scl group

KENYA

Proposal for TNA/Jubilee Alliance

CONFIDENTIAL

RIPON >

www.scl.cc

Campaign Trail →

BOLTON BACKS SENATE CANDIDATES WITH PSYCHOLOGICALLY TARGETED VIDEO ADS

John Bolton's Super PAC Is Working with Ted Cruz's Former Data Firm



By [Kate Kaye](#). Published on June 09, 2016.



Whether New Hampshire voters hear that GOP Senator Kelly Ayotte is a "proven" leader or a "bold" one will depend on what the psychological data profiles say. Today former U.N. ambassador John Bolton's Super PAC launches video ads featuring a variety of messages aimed at select groups of voters in New Hampshire and Nevada, where national security -- a pet issue for the former U.S. Ambassador to the United Nations -- could be front and center in Senate races.

The ads backing Ms. Ayotte and Joe Heck, a physician and congressman from Nevada, employ data models developed by [Cambridge Analytica](#), a U.K. firm that just recently dove into the U.S. political market and [worked with Ted Cruz's](#) primary campaign.

New Hampshire's Democratic Governor Maggie Hassan is battling Ms. Ayotte in one of the most-closely watched Senate races this election season. The Bolton Super PAC will spend \$50,000 on psychologically targeted video and display ads supporting her that will run over the next two weeks. Another \$50,000 worth of ads will back Dr. Heck.

Ms. Ayotte, a junior Senator who sits on the Senate Armed Services Committee in addition to the Senate Homeland Security and Governmental Affairs Committee, asked Ms. Hassan earlier this year to pledge to limit spending by outside groups in their election race.

Three video ads, developed in conjunction with the PAC's digital agency Campaign Solutions, feature slightly nuanced messages that focus on Ms. Ayotte's foreign policy prowess. Depending on which of three target groups voters fall into, they might see ads stating that she will "restore order to Obama's reckless foreign policy," or "protect us from Obama's reckless foreign policy." They might see ads that mention the Senator's "innovative solutions to ensure a free and safe New Hampshire for all," or her mission to "create a free and safe America where you can succeed."

"The reality is the psychological data profiling that the Ambassador utilizes -- we like to think, and the Ambassador likes to think -- is the future of advertising," said Garrett Marquis, spokesman for the PAC and managing partner at public affairs firm Prism Group. The ads will run on Facebook and other sites that allow political advertisers to aim ads at specific voters.

<https://adage.com/article/campaign-trail/bolton-backs-ayotte-heck-targeted-video-ads/304408>

1/4

Cambridge Analytica categorizes voters according to a classic five factor model for gauging personality traits known by acronyms OCEAN and CANOE. The five factors are openness, conscientiousness, extroversion, agreeableness and neuroticism. The company has a dozen or more online questionnaires and quizzes in rotation at any given time. It uses responses to those surveys to build its models and score voters based on partisanship, likelihood to vote, ideology, ethnicity, religiosity and stances on issues. The result is 5,000 or more data points on registered voters in the U.S.

When the PAC and Campaign Solutions [first worked with](#) Cambridge Analytica during the 2014 midterms, the PAC ran 15 different spots each in North Carolina and Arkansas and 17 in New Hampshire. Two of the Republican candidates backed by the Bolton Super PAC, Thom Tillis in North Carolina and Tom Cotton in Arkansas, won their Senate bids, while Scott Brown lost in New Hampshire.

This time around, the PAC and its partners isolated three voter categories to reach: people who are protection-focused, or concerned about damage to America's status on the world stage; people with patriotic and traditional values who want to be assured of America's strength; and more highly educated voters concerned with what candidates can do to improve safety and success for themselves and their families.

Ads supporting Dr. Heck aimed at Nevada voters all center on his experience as a Brigadier General and battlefield doctor who fought in Iraq, in addition to the fact that some U.S. jobs have moved to China and Mexico. But variations of those ads contain nuances, too.

One concludes, "He stands for what's best in America and that's exactly the kind of leadership we can trust to create jobs and restore American greatness for future generations." Another uses more aggressive language: "Joe will rip through Washington red tape to deliver results that you can see. Joe Heck -- he won't back down because America's prosperity is something we're all fighting for."

As the election moves ahead, the Bolton Super PAC expects to support additional candidates with ads targeted similarly, said Mr. Marquis, noting, "This is simply the start of it."

In this article:

Campaign Trail

Data-Driven Marketing

Politics

Research



Kate Kaye

Kate Kaye covers the data industry for Advertising Age and is the main contributor to the Ad Age DataWorks section. Before joining Ad Age in November 2012, Kate worked as a writer and reporter covering the digital marketing industry since 2000, focusing on beats including data-driven targeting, privacy, and government regulation. Kate helped cultivate the online political campaign beat, and in 2009 wrote "Campaign '08 A Turning Point for Digital Media," a book about the digital media efforts of the 2008 presidential campaigns. Before joining Ad Age, Kate was managing editor of ClickZ News, where she worked for nearly 7 years.

Follow

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<https://adage.com/article/campaign-trail/bolton-backs-ayotte-heck-targeted-video-ads/304408>

2/4

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@sclgroup.cc, Robert Murtfeld robert.murtfeld@cambridgeanalytica.org, Brittany Kaiser brittany.kaiser@cambridgeanalytica.org, CA CA@n6a.com



Thanks Robert
A

Alexander Nix
CEO

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alexander.nix@cambridgeanalytica.org

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www.cambridgeanalytica.org

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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 <brittany.kaiser@cambridgeanalytica.org>

Murtfeld <robert.murtfeld@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](#)

[!\[\]\(dcadc17c064c775919616fcc152162e9_img.jpg\) <image002.gif> <image003.gif>](#)





United Nations Children's Fund
UNICEF
P.O. Box 5051
ACCRA
Ghana

Telephone
Facsimile
Email

REQUEST FOR PROPOSAL FOR SERVICES

LRPS-HLA-2015-9117773

17 March 2015

UNITED NATIONS CHILDREN'S FUND (UNICEF)

Wishes to invite you to submit a proposal for

MEDIA MONITORING AND ANALYSIS

MEDIA MONITORING AND ANALYSIS

REQUEST FOR PROPOSAL SUBMISSION BY ~~31st MARCH~~ 2nd April 2015, 2015 10:00 am

SHOULD STRICTLY BE SENT INDICATING RFP No: 9117773

AND PLACED INTO THE TENDER BOX (RECEPTION AREA) AT:

UNICEF OFFICE,
4-8TH RANGOON CLOSE,
CANTONMENTS
ACCRA-NORTH
GHANA

INSTITUTIONS LOCATED OUTSIDE GHANA CAN SUBMIT BY eMAIL ADDRESS:

mkumar@unicef.org

COMPANY NAMES MUST NOT BE SHOWN ON THE ENVELOPES

IMPORTANT # ESSENTIAL INFORMATION

Bidders are required to submit Technical & Financial proposals in TWO (2) separate envelopes, duly sealed.

Both Envelopes must indicate Date and Time of Bid receipt.

The reference 9117773 must be shown on both the envelopes containing the Technical Proposal and the Financial Proposal. The bid form must be used when replying to this request for proposal.

Due to the nature of this RFP, there will be no public opening of proposals. Proposals received after the stipulated date and time will be invalidated.

It is important that you read all of the provisions of the request for proposal, to ensure that you understand UNICEF's requirements and can submit a proposal in compliance with them. Note that failure to provide compliant proposals may result in invalidation of your proposal.



THIS REQUEST FOR PROPOSAL FOR SERVICES HAS BEEN:

Prepared By:

Date:

17/03/15

Horatio Lartey

(To be contacted for additional information, NOT FOR SENDING PROPOSALS)

Email : hlartey@unicef.org

Approved By:

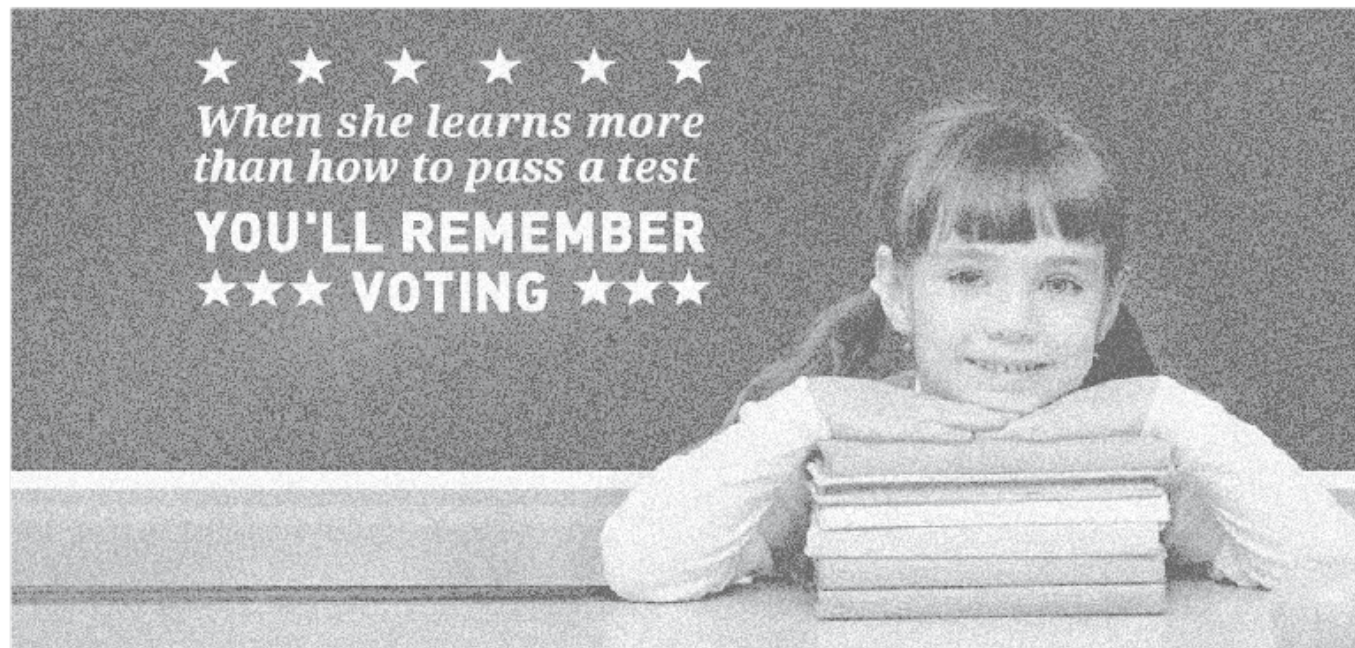
Date:

17/3/15

Mohindra Kumar

CASE STUDY: FOR AMERICA

WEB BANNERS & ANIMATED GIFS



CA Political's digital advertisement campaign messages to engage target groups identified calls to action reminded individuals and motivated them to vote.

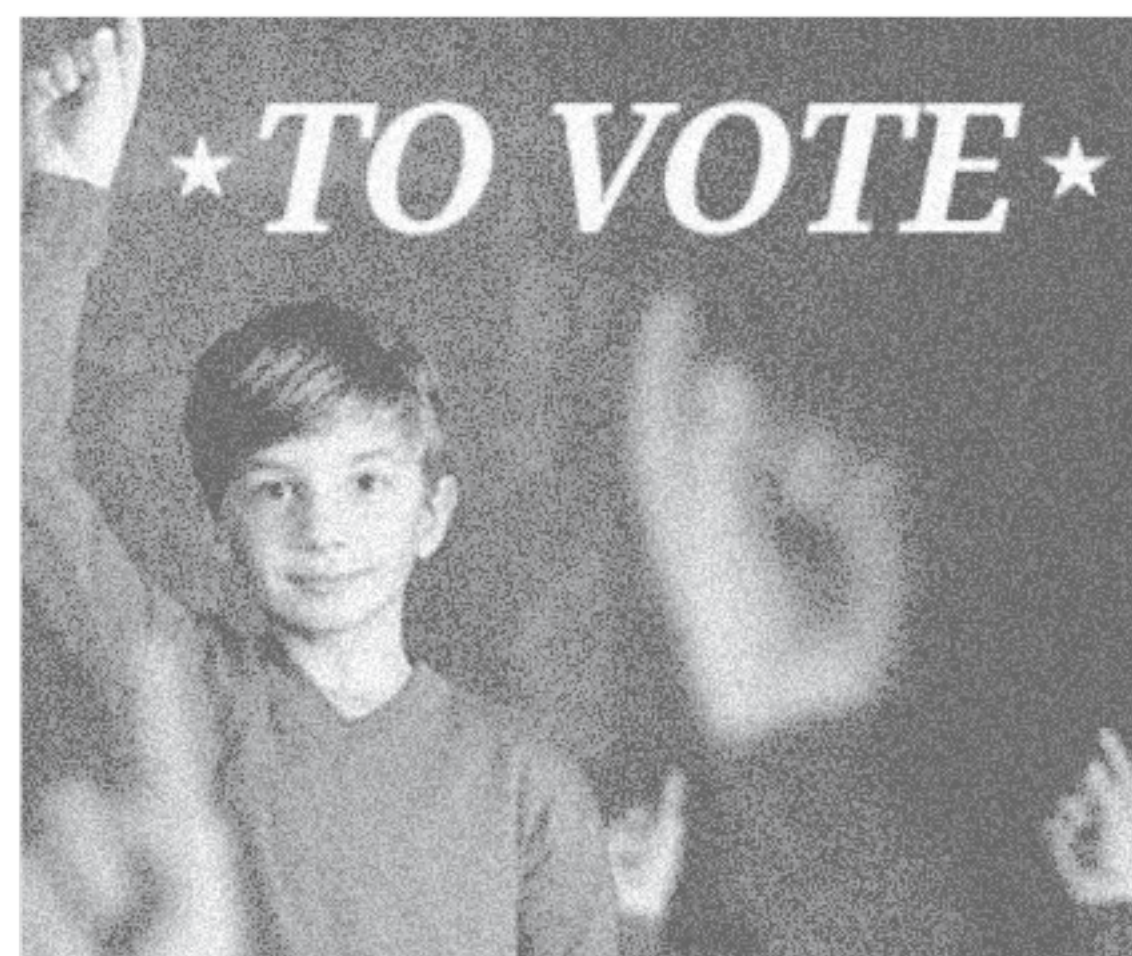


For For America adopted issue-driven messages within our behavioral models. Strong messages previously low-turnout voter audiences



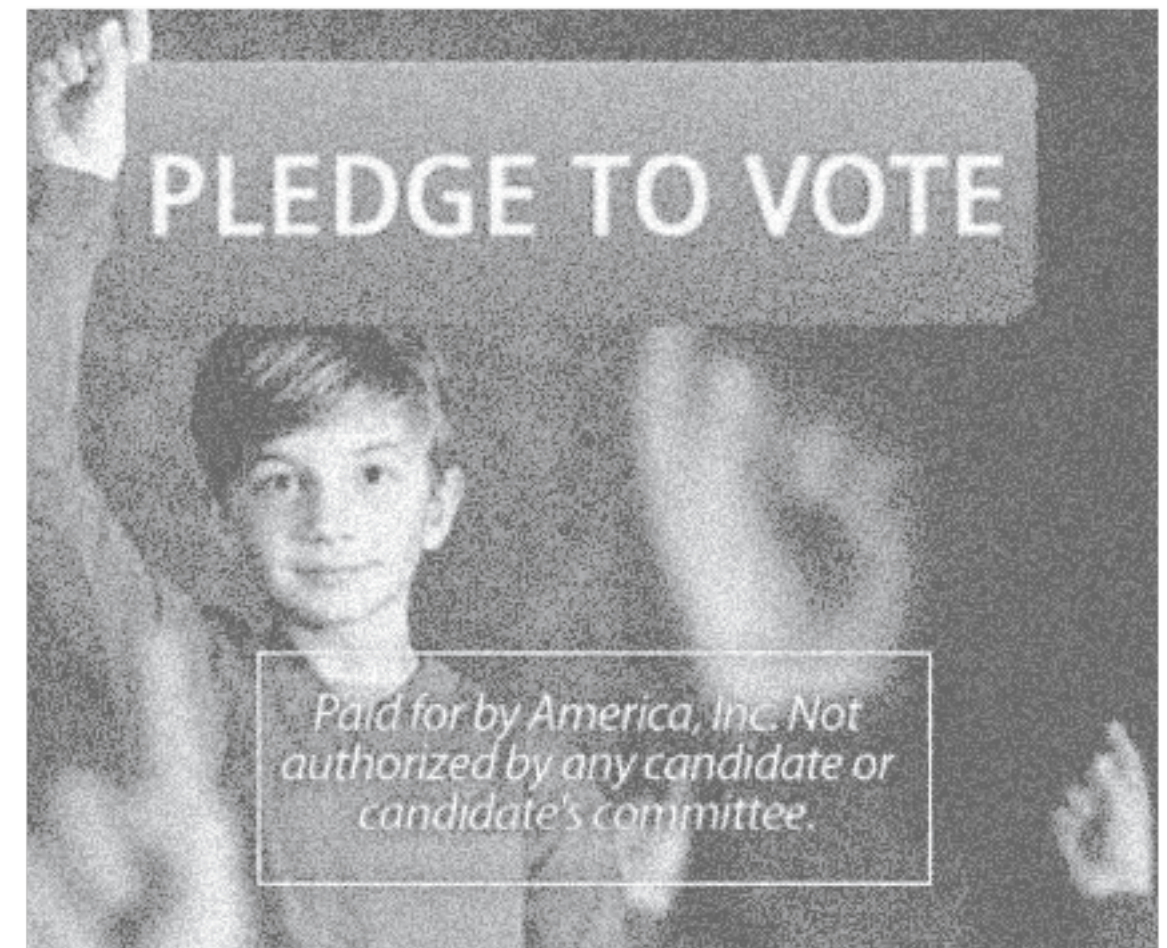






CASE STUDY: FOR AMERICA

WEB BANNERS & ANIMATED GIFS





JoyNews’ investigative journalist, Kwetey Nartey, who has been looking into the files of Cambridge Analytica in the UK, found one of the leaks referencing then Deputy Minister of Health Rojo Mettle Nunoo which indicated:

"The SCL Social team, headed by Ceris Bailes, delivered a high-quality product that was adapted to the specific cultural context of Ghana.

"The research undertaken not only responded to our needs but also highlighted a number of issues that were initially not within the scope of the research."



An employee of Cambridge Analytica says in 2012, Ghana among countries such as Guyana and Kenya, offered the firm election contracts.

Cambridge Analytica was last year involved in data scandal with Facebook.


8 Other Reasons Clairvoyance Choke

\$42

Ad REVOLVE

Shop Now

Head of Investigations at Channel 4 News Job Rabkin who broke the Cambridge Analytica story in London also explained to Joy News, the political role the data mining firm played when it was hired by Ghana’s Health Ministry.

The ...ole project was paid for by the government of Ghana with taxpayers’ money... it gathered health data but it also gathered very important data that could be used

1/1/2020

Kenya's President, Kenyatta Uhuru Hires Data Firm Behind Trump's Victory Ahead Of August Poll!!! | How Africa News

An expose by the Guardian recently claimed that CA, in conjunction with its sister company AggregatIQ in Vancouver, Canada, essentially won the Brexit vote by trawling Facebook and buying up commercial consumer datasets to identify ‘persuadable’ voters whom it then bombarded with more than a billion social media posts and adverts.

The Guardian claimed that the company employed senior ex-army officers experienced in psychological warfare operations.



The CA website says it is a “global leader in data-driven campaigning with over 25 years of experience, supporting more than 100 campaigns across five continents”.

“Within the United States alone, we have played a pivotal role in winning presidential races, as well as congressional and senatorial elections,” CA says.

If CA does the same work in Kenya for this election, it can be expected to pay Facebook and other third-party data companies for information about Kenya’s undecided voters whom it will then bombard with social media posts and adverts. A small CA team arrived in Kenya at the weekend to find out what voters believe the

<https://howafrica.com/kenyas-president-kenyatta-uhuru-hires-data-firm-behind-trumps-victory-ahead-of-august-poll/>

2/5

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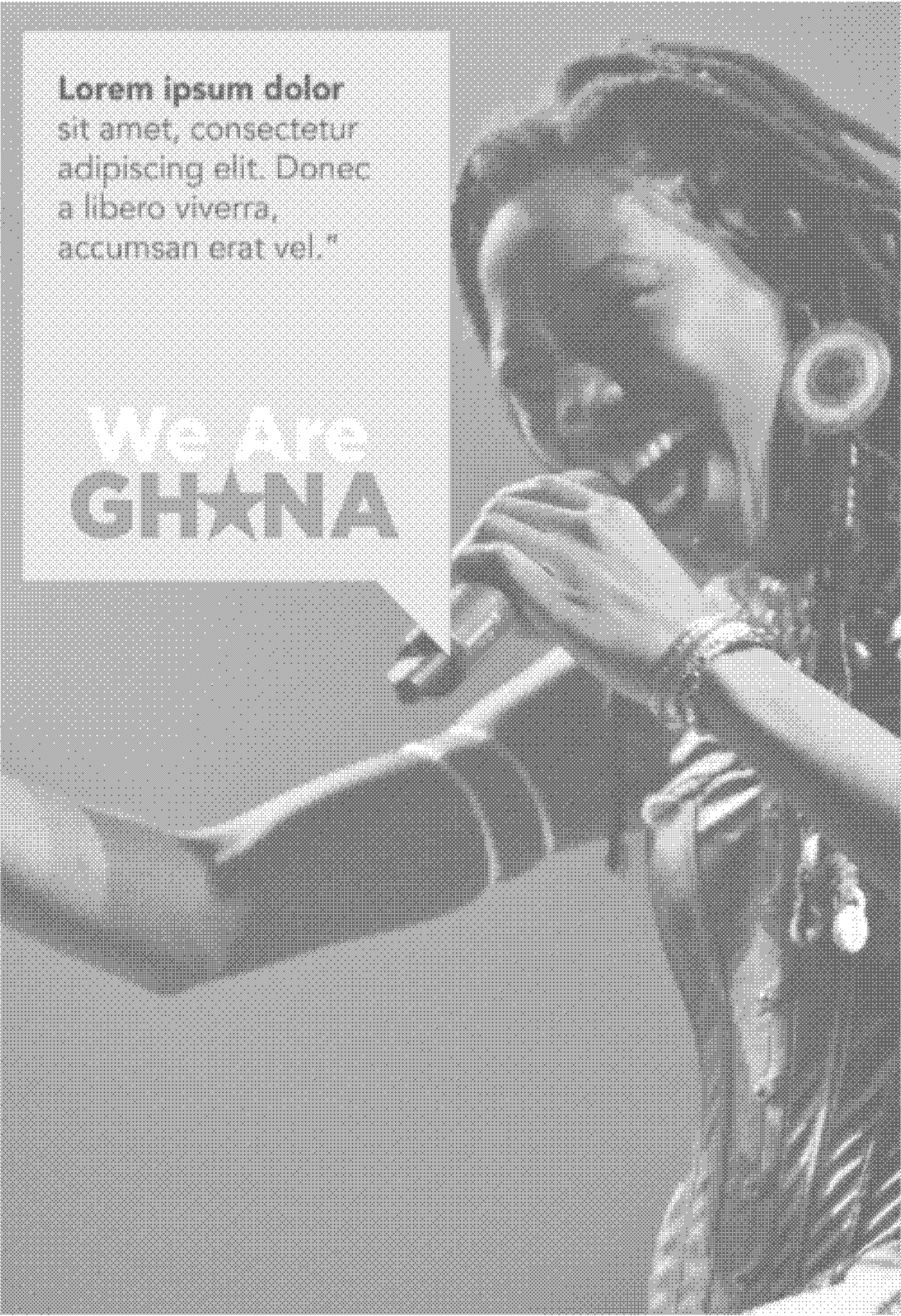
NPP Base Campaign

Estimated Budget Requirements

NPP Base Campaign	
Digital	\$184,425.00
Events	\$14,250.00
Outdoor	\$53,625.00
Print	\$53,500.00
Radio	\$23,625.00
Management & Strategy	\$167,040.00
Sub-Total	\$496,465.00**

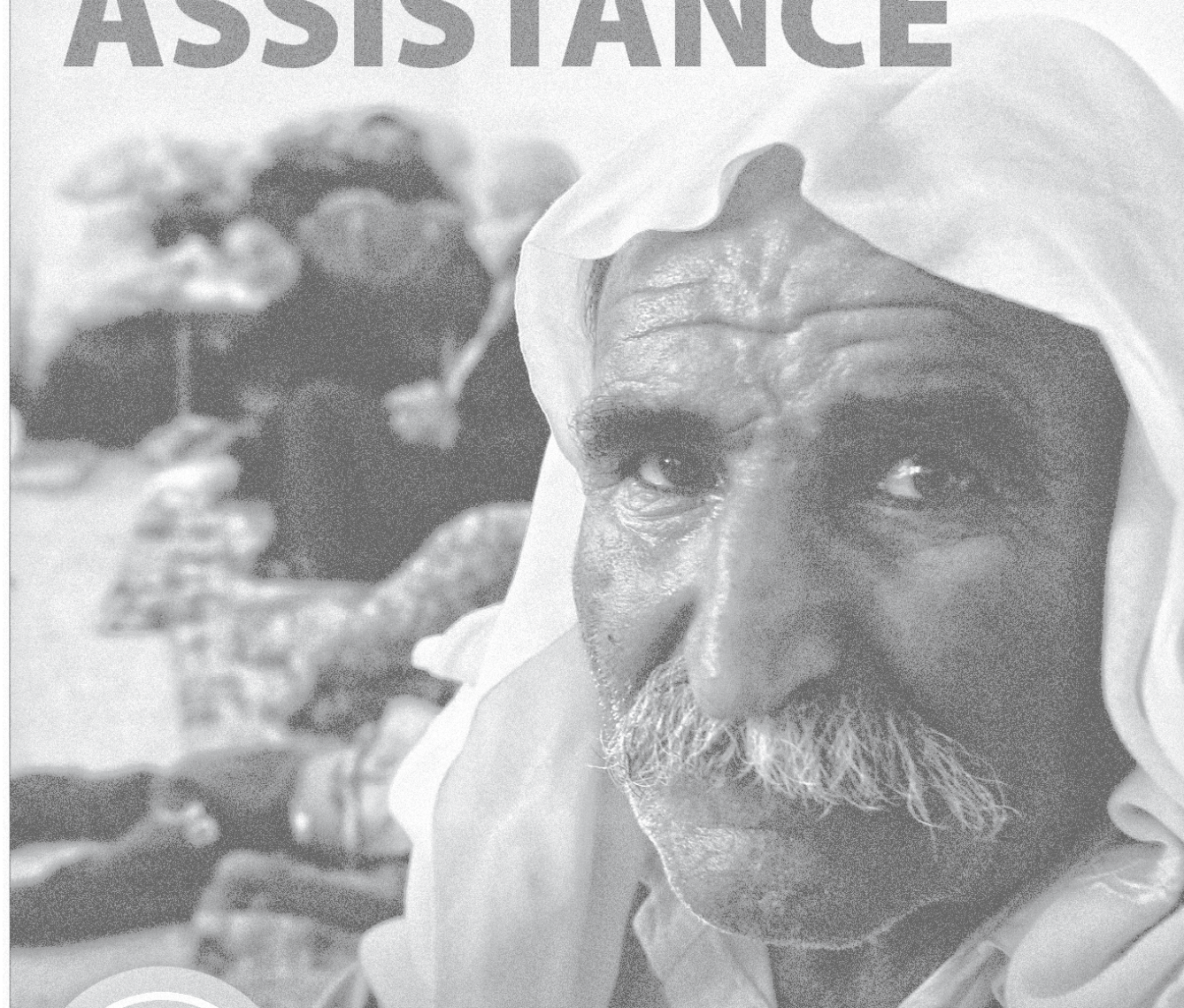
** All amounts estimated in USD. Budget is an estimate and will be finalized after a needs assessment with the client in-country.





MOCKUP CREATIVE IRAQ

NEIGHBOURHOOD ASSISTANCE



Call us for advice and information on regional services and communities.

0766 1234567



Mockups for ad campaign encouraging individuals to telephone the proposed migrant assistance hotline

MOCKUP CREATIVE IRAQ



HERE TO HELP FIND WHAT YOU NEED



Call us for advice and information on regional services and communities.

0766 1234567



tance hotline



*The Directors of Cambridge Analytica
request the pleasure
of
your company to celebrate the opening
of their new NYC office*

60

Tuesday, 20th September 2016

R.S.V.P.

*Tuesday, 30th August 2016
events@cambridgeanalytica.org*

Drinks

*6:00pm – 8:00pm
Charles Scribner's Sons Building
7th Floor, 597 Fifth Avenue
New York, NY 10017*



BREAKFAST MEETING

7:30am - 9:00am Tuesday, 20th September 2016

*Cambridge Analytica invites you to a morning of
coffee, croissants and conversation about the use
of data in the upcoming presidential debates.*

61

GRAND HYATT HOTEL

Boardroom 9, Floor 14, 109 East 42nd Street, New York, NY 10017

R.S.V.P.

robert.murtfeldt@cambridgeanalytica.org



CONCORDIA

THE 2016 SUMMIT

Please consider the environment before printing this e-mail

On 22 Mar 2015, at 08:30, Alexander Nix <[REDACTED]> wrote:

No stress:

- 1) Most of the work should have already been done by Brittany and Co. already
- 2) I have pushed the deadline back to Wednesday night, so Thursday morning should not be
- 3) The team will all be in the office on Monday and Brittany can start to line them up: definitely and Krystina to hand

A

Alexander Nix
[REDACTED]

Mob: [REDACTED]

On 21 Mar 2015, at 20:38, Ceris Bailes <ceris.bailes@sclgroup.cc> wrote:

Crap, Alexander, not back til late Monday. However, can always pull an all nighter to get th
can hold til Thurs morning that might be best. Have we got the back room staff lined up?

Sent from my iPhone

On 21 Mar 2015, at 14:42, "Alexander Nix" <[REDACTED]> wrote:

Dear Ceris and Brittany,

From: melissa [REDACTED] 
Subject: Re: TNS Research in Ethiopia
Date: January 11, 2015 at 02:09
To: Brittany Kaiser brittany.kaiser@sclgroup.cc
Cc: Alexander Nix alexander.nix@sclgroup.cc, eric [REDACTED], rich

Dear Brittany, Thanks for getting in touch. I am very aware of our project for you in Ghana - thanks for working with us on that. That timing is very tight especially since projects in Ethiopia tend to take more time than for example Ghana or Kenys. I will discuss with the EA team regarding this (Eric Reingewertz the CEO and Richard Harrison head of social research are on copy) and come back to you tomorrow. Some questions- what is the subject matter? For some surveys we need to obtain research permission which is a lengthy process. What is the questionnaire length in minutes? What is the target group? How complex is the questionnaire? Is the timing for completion of fieldwork only or up to sending data to you? Best regards.
Melissa

Sent from Samsung Mobile

OP PRIORITY PLEASE

ase confirm with delivery date/time from printers...

Begin forwarded message:

From: Nick Oliver <[REDACTED]>
To: Alexander Nix <alexander.nix@sclgroup.cc>
Cc: Ben Lyons <[REDACTED]>
Subject: Urgent - Ghana
Date: 26 May 2015 19:06:26 BST


Alex,

I need another copy of the Election plan for Mustapha Ahmed – can you find out who is the next to come out to Ghana.

Ben – can we find out who is coming here next ?

Thanks

Nick



In Pursuit of International Security and Co-Operation

Nicholas Oliver
Head Business Development

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From: Brittany Kaiser [REDACTED]
Subject: FW: first draft ideas for SCL Social strategy
Date: December 5, 2014 at 07:03
To: brittany.kaiser@sclgroup.cc

Brittany Kaiser
Director of Operations



*Working with Governments,
Supported by the Private Sector*

Phone: [REDACTED]
Email: [REDACTED]
Website: <http://www.pathfindertradeandinvest>

Pathfinder is proud to announce that we are now
Pathfinder now has a Strategic Partnership with

From: Alexander Nix alexander.nix@sclgroup.cc
Subject: Fwd: Urgent - Ghana
Date: May 26, 2015 at 14:15
To: Ceris Bailes ceris.bailes@sclgroup.cc, Brittany Kaiser brittany.kaiser@sclgroup.cc

Thank you for taking the time to read this proposal.

SCL would be pleased to meet to discuss further how the programs outlined in this document can be implemented.

Yours sincerely,

A handwritten signature in black ink, appearing to be 'Alexander Nix', written over a horizontal line.

Alexander Nix

+44(0)7870 659 132
alexander.nix@sclgroup.cc

The texts and images brought together in these publications are drawn from the project OCEAN Library, an attempt to provide a printed collection of defunct data firm Cambridge Analytica electronic matter. Brittany Kaiser initiated the leak on the twitter account @HindsightFiles on New Year's Day 2020 and the release of folders is ongoing.

The internal documents and emails relate to a crucial period from 2015 to 2018, when the firm misused Facebook data to manipulate voters on the UK Brexit referendum and the 2016 US election. The folders also reveal the data firm's influence on other countries political systems, including Iran, Malaysia, Ghana, Brazil and Kenya.

The edition features text and images related to CA use of psychographic data to create ads targeting people based on their personalities. This psychographic profiling matches political campaigning to 5 personality types: "open" (O), "conscientious" (C), "extroverted" (E), "agreeable" (A), or "neurotic" (N).

The work also explores the tension inherent to Brittany Kaiser's role as CA business development director for three-and-a-half years before leaving in 2018 and her self-proclaimed whistle blower status, which contested as it is nevertheless made these documents available to public scrutiny.

This email is confidential and may be privileged.

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