

Liegey Muller Pons

Campaign technology for politics and business

Science, Data, Technology and Campaigning

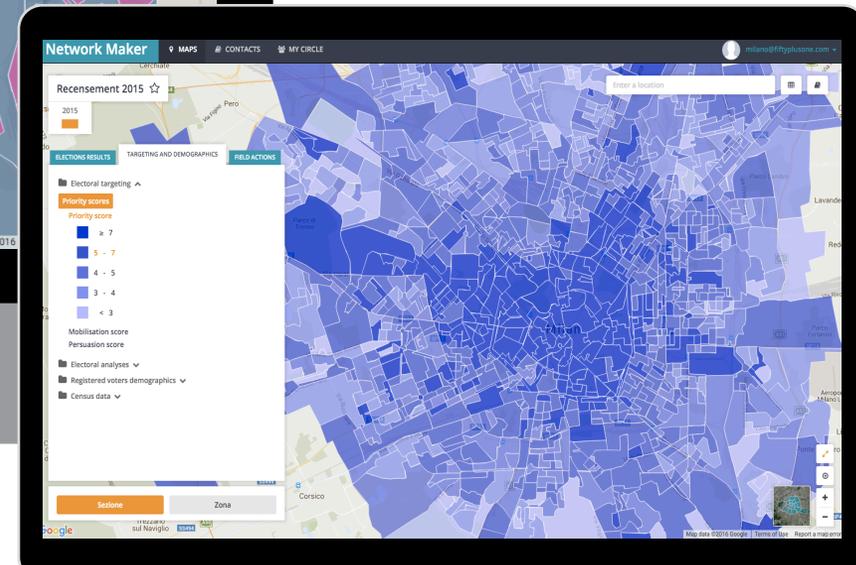
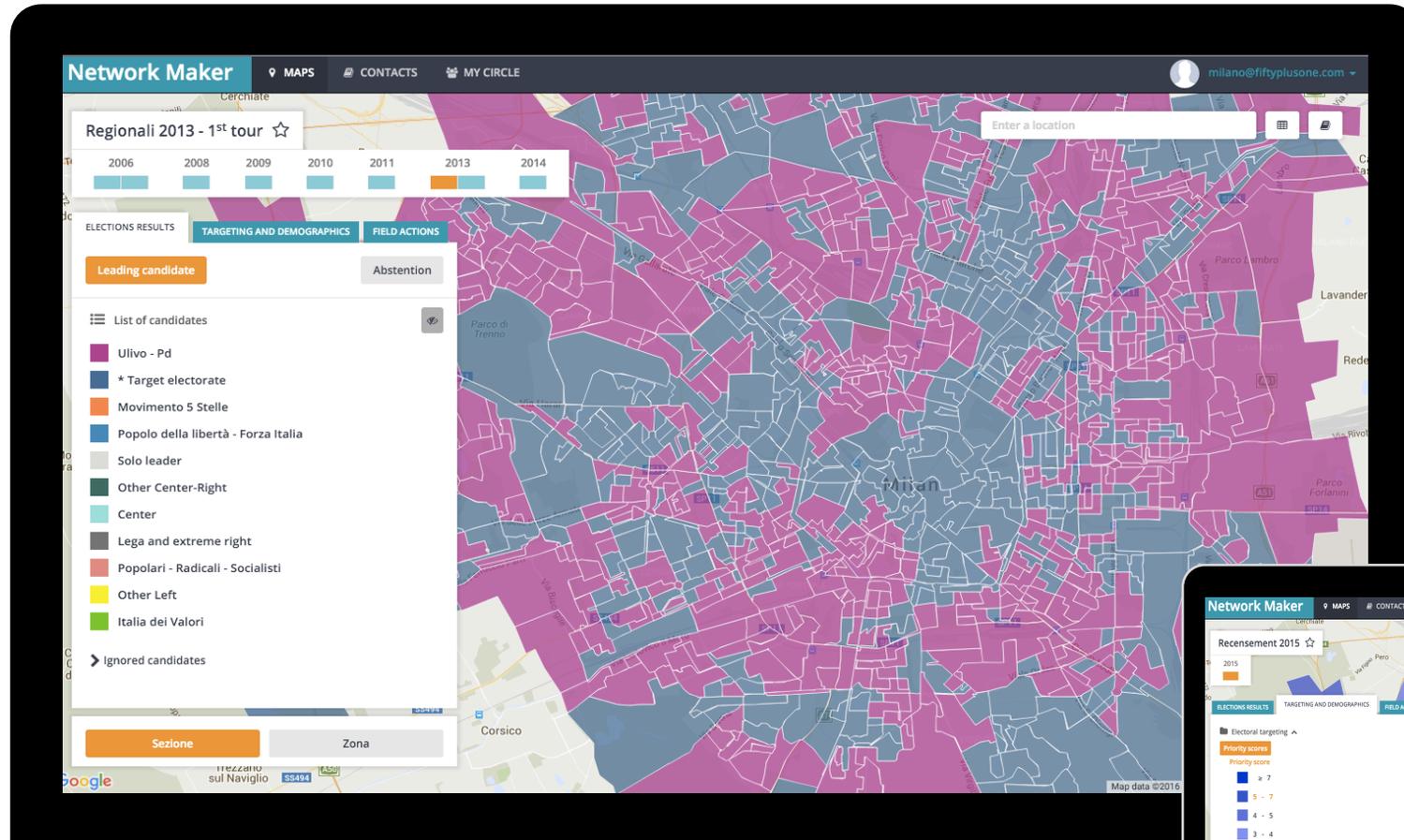
From Obama to Macron

rc18

Strategien für den
digitalen Wandel

Berlin, March 12th 2018

LMP is a leading European campaign tech company



Over 1,000 campaigns in Europe have used LMP's technology

HARVARD UNIVERSITY



MIT Massachusetts Institute of Technology



OBAMA'08

FRANCOIS HOLLANDE 2012

Creation of Liegey Muller Pons

En Marche!



2008

2012

2013

2016

2017

2018...

« Arthur Muller, Vincent Pons and Guillaume Liegey, young Frenchmen who met in Cambridge, Mass., at Harvard's Kennedy School of Government and M.I.T., are working hard to get out the vote, American-style. »

« Le trio à la tête de LMP lance son logiciel pour les élections municipales, en s'inspirant des technologies de la campagne Obama »

LE FIGARO

« Macron's team wanted to know what French voters were thinking, which issues interested them most, and what they liked and didn't like about the country's politics. They used Liegey, Muller, and Pons's algorithms to identify precincts and neighborhoods that were representative of France as a whole »

« The porte-a-porte [...] is being run by three young Frenchmen who were students at Harvard and the Massachusetts Institute of Technology when Mr Obama was elected. »

FT

The Atlantic

« 3 hommes + 1 logiciel = l'Elysée »

Le Monde

The New York Times

Liegey Muller Pons

What we will talk about today

- How has campaigning changed over the past 10 years?
- Can innovations from the US work in Europe?
- What did it concretely mean for Macron's political endeavour?

2008: volunteers in Cambridge, MA



Lessons from Obama: modern campaigning = Data + Technology + Human

1 Big Data and forecasting models allow for advanced voter targeting and profiling



Target potential voters
Who are potential voters, where do they live, what do they look like?

2 Smart Data can help determine the most effective messages and campaign techniques (RCTs, A/B testing)



Communicate effectively
Which messages are most likely to attract new voters? How should they be communicated?

3 New digital technology connects campaign teams, party members, supporters and voters



Engage with target voters on a large scale
What is the best way to campaign and mobilise on a large scale?

Campaigning has been a science in the United states for over 15 years

Where everything started...



Alan Gerber

Donald Green

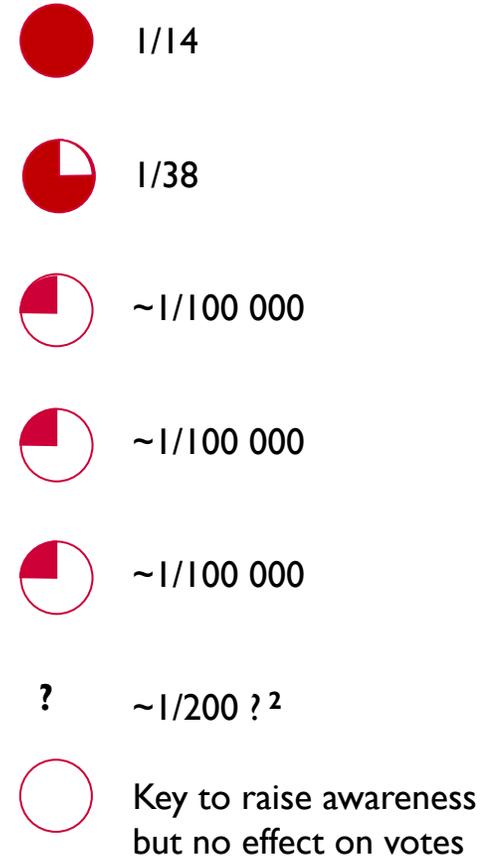
Why knocking at doors?

Research has consistently showed higher impact of direct contact

Mobilization techniques

- Door-to-door canvassing
- Phone calls
- Leafleting
- Mail
- Emails
- Facebook
- Posters

Effectiveness: transformation rate¹

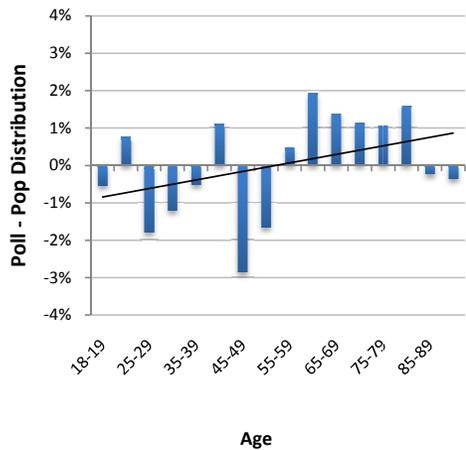


¹ Estimation from a meta-analysis conducted by Alan Gerber and Donald Green

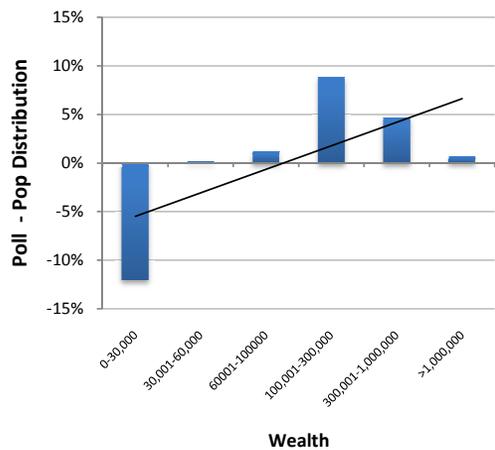
² "A 61-million-person experiment in social influence and political mobilization", Robert M. Bond, Christopher J. Fariss, Jason J. Jones, Adam D. I. Kramer, Cameron Marlow, Jaime E. Settle & James H. Fowler, Nature (2014).

Data have become widely available in the US

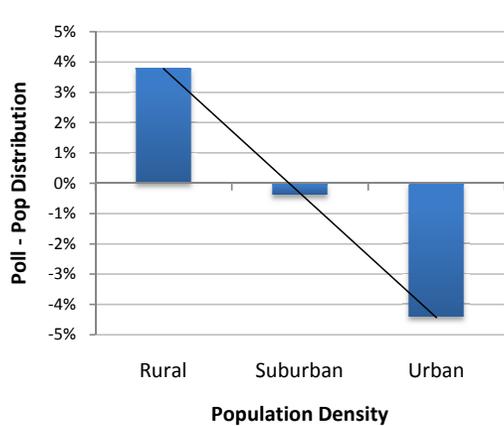
Age Distribution



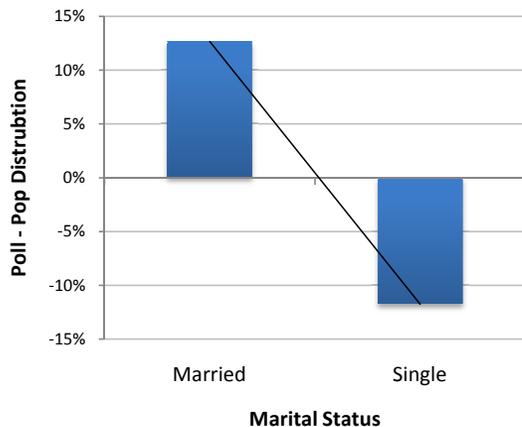
Wealth Distribution



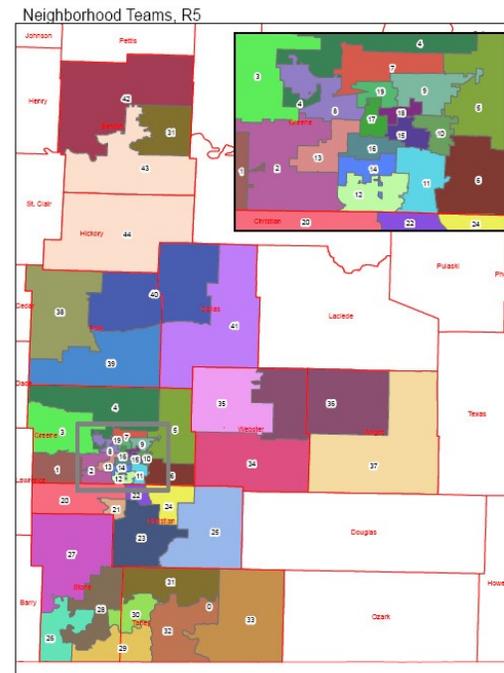
Geographical Distribution



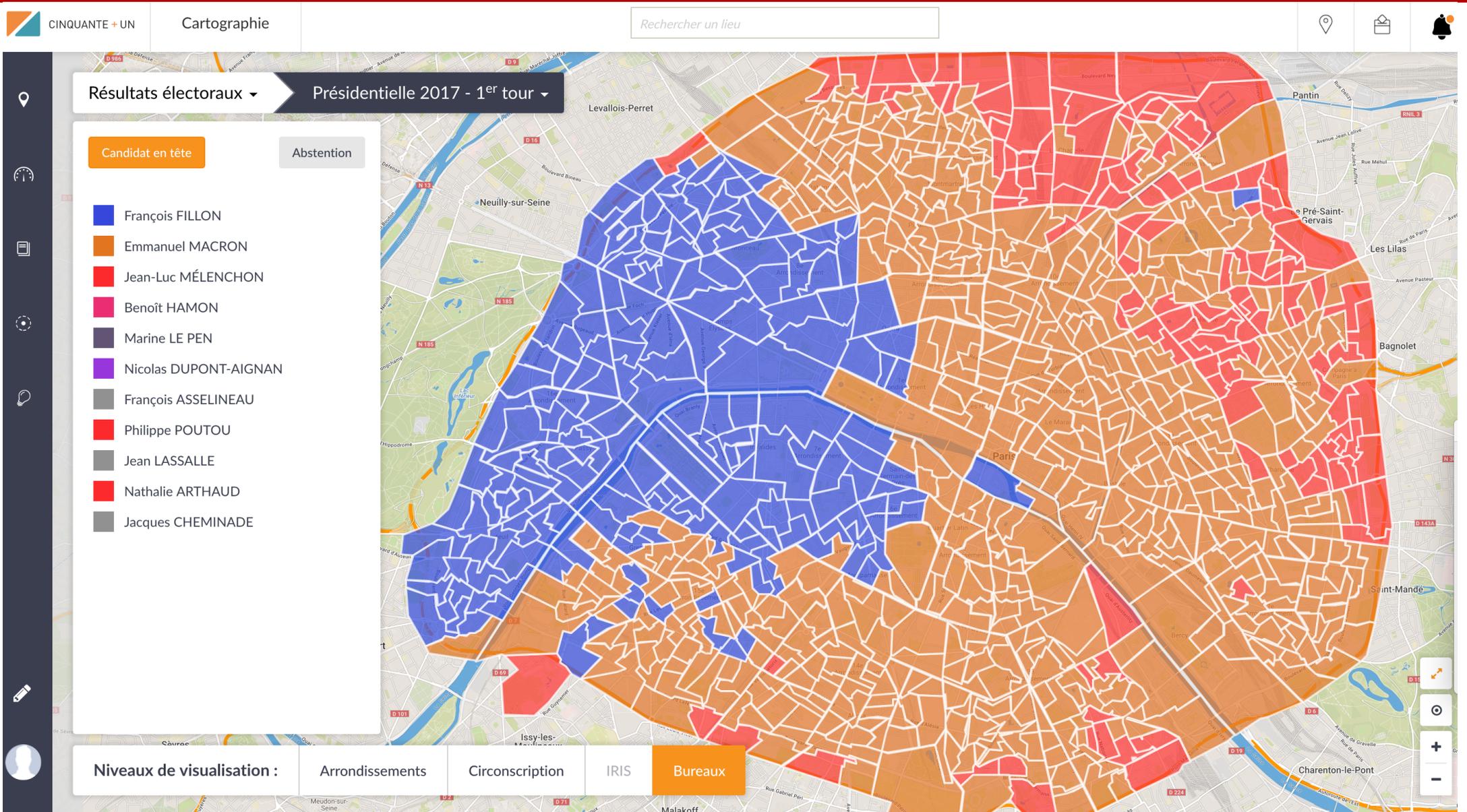
Marital Status Distribution



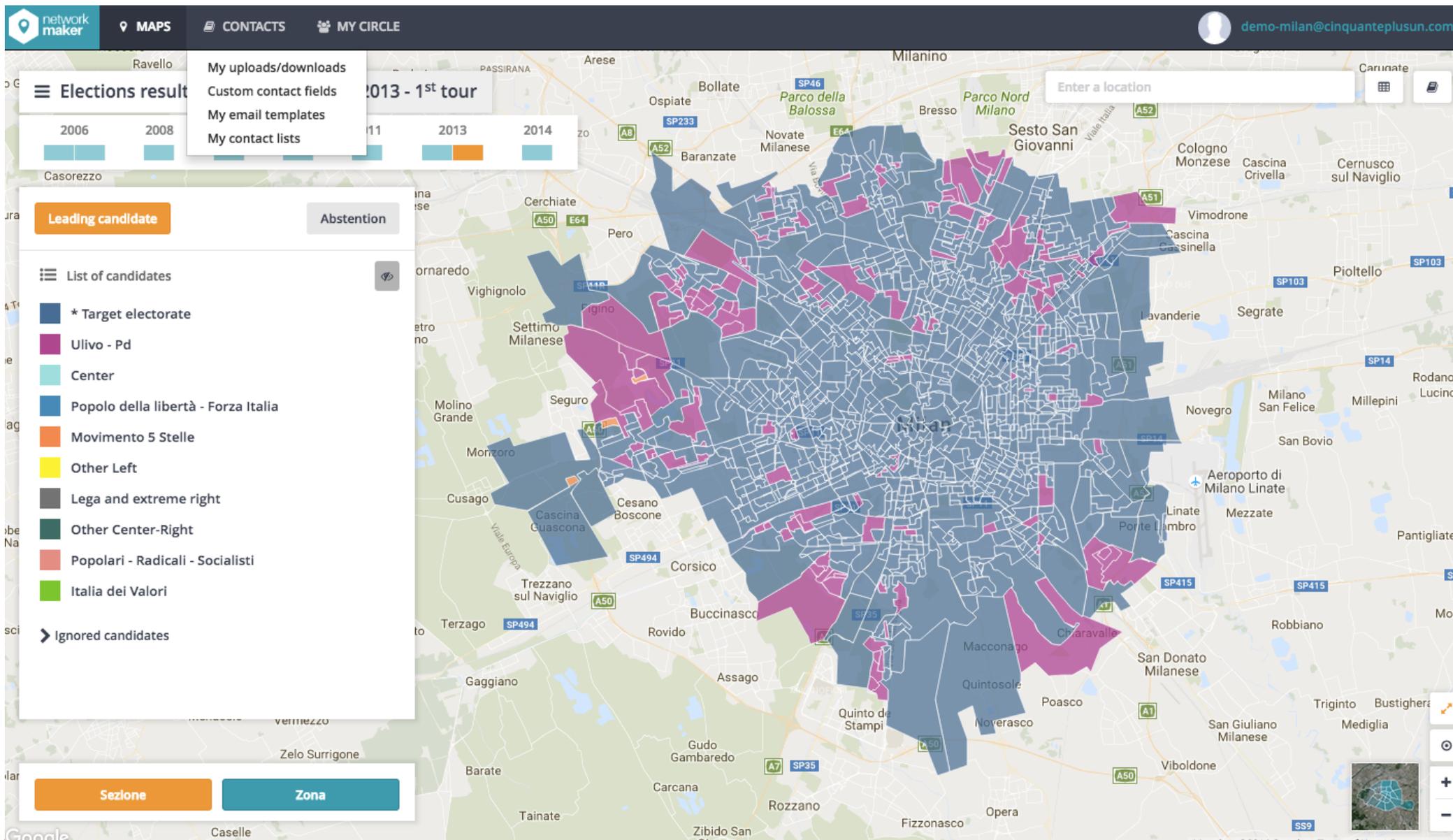
2008-09-23 Ward 1



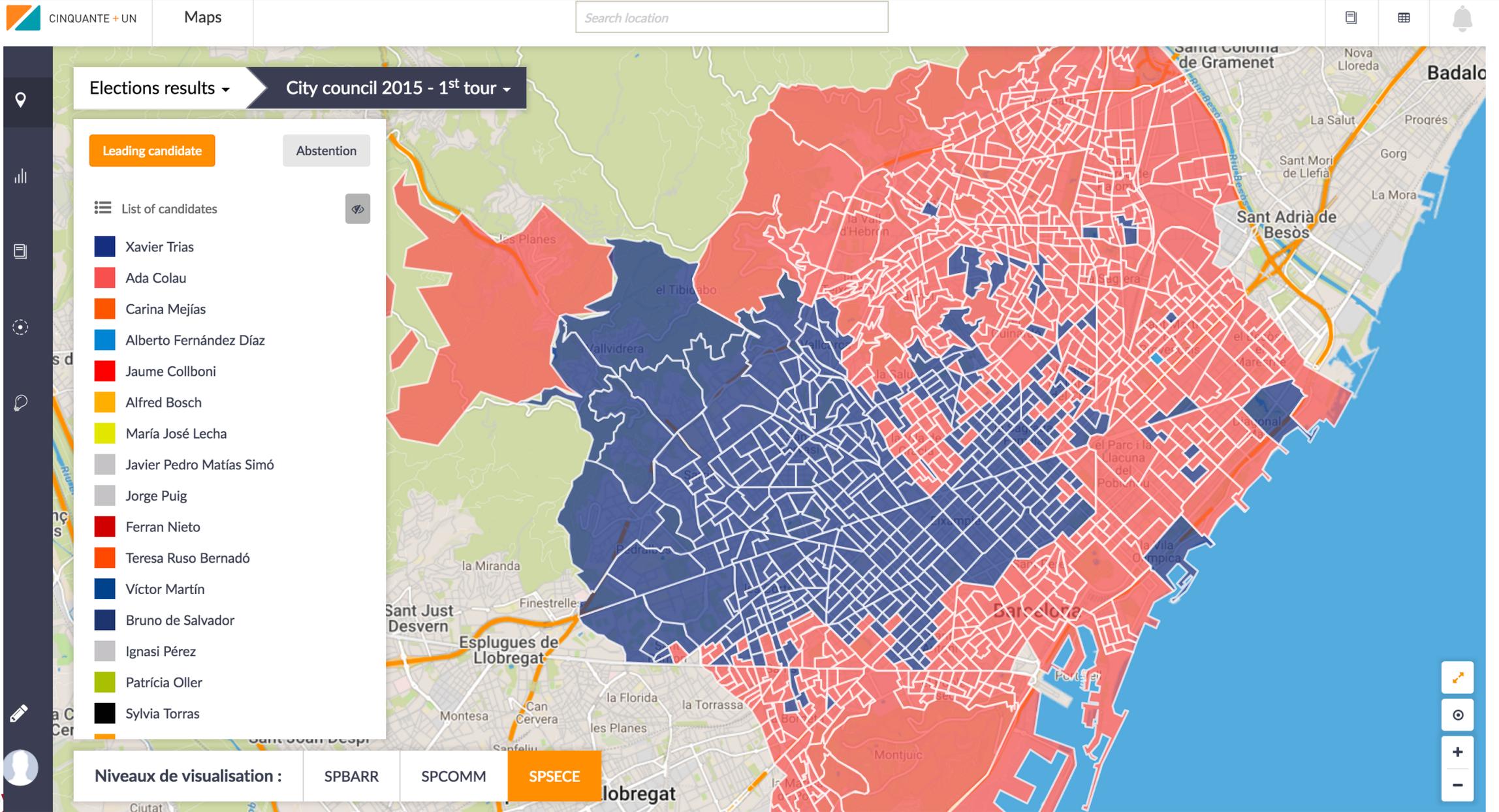
More and more data available... in Paris...



... Milan ...



... Barcelona ...



... Berlin...

Elections results ▾

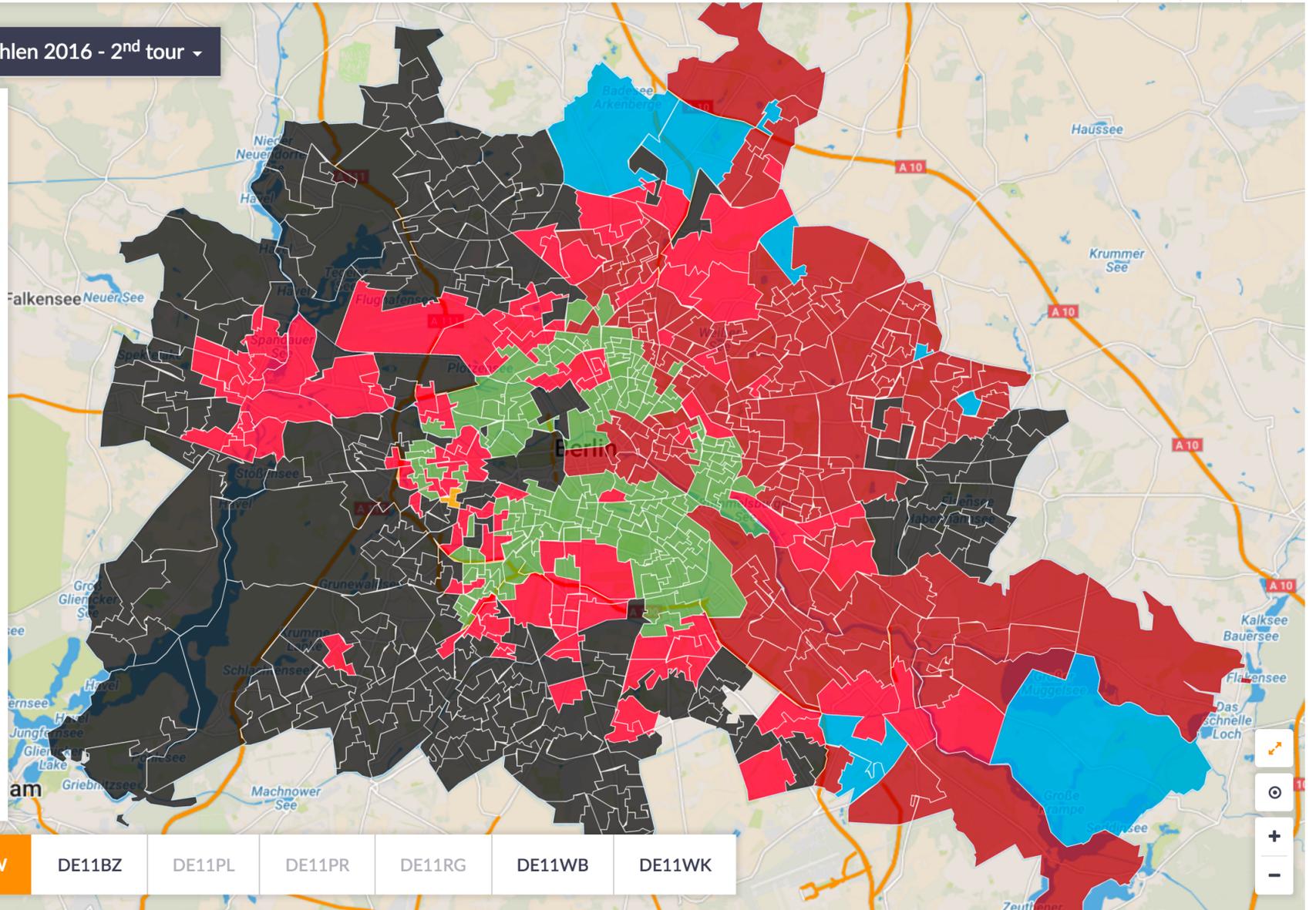
Landtagswahlen 2016 - 2nd tour ▾

Leading candidate

Abstention

List of candidates

- Christlich Demokratische Union...
- DIE LINKE
- Bündnis 90/Die GRÜNEN
- Sozialdemokratische Partei Deu...
- Freie Demokratische Partei
- Alternative für Deutschland
- Partei für Arbeit, Rechtsstaat, Ti...
- Piratenpartei Deutschland
- Graue Panther
- PARTEI MENSCH UMWELT TIE...
- Nationaldemokratische Partei D...
- Bürgerbewegung pro Deutschla...
- Partei für Gesundheitsforschung
- Allianz für Fortschritt und Aufbr...
- Deutsche Kommunistische Partei
- Die Violetten für spirituelle Pol...



Niveaux de visualisation :

DE11BW

DE11BZ

DE11PL

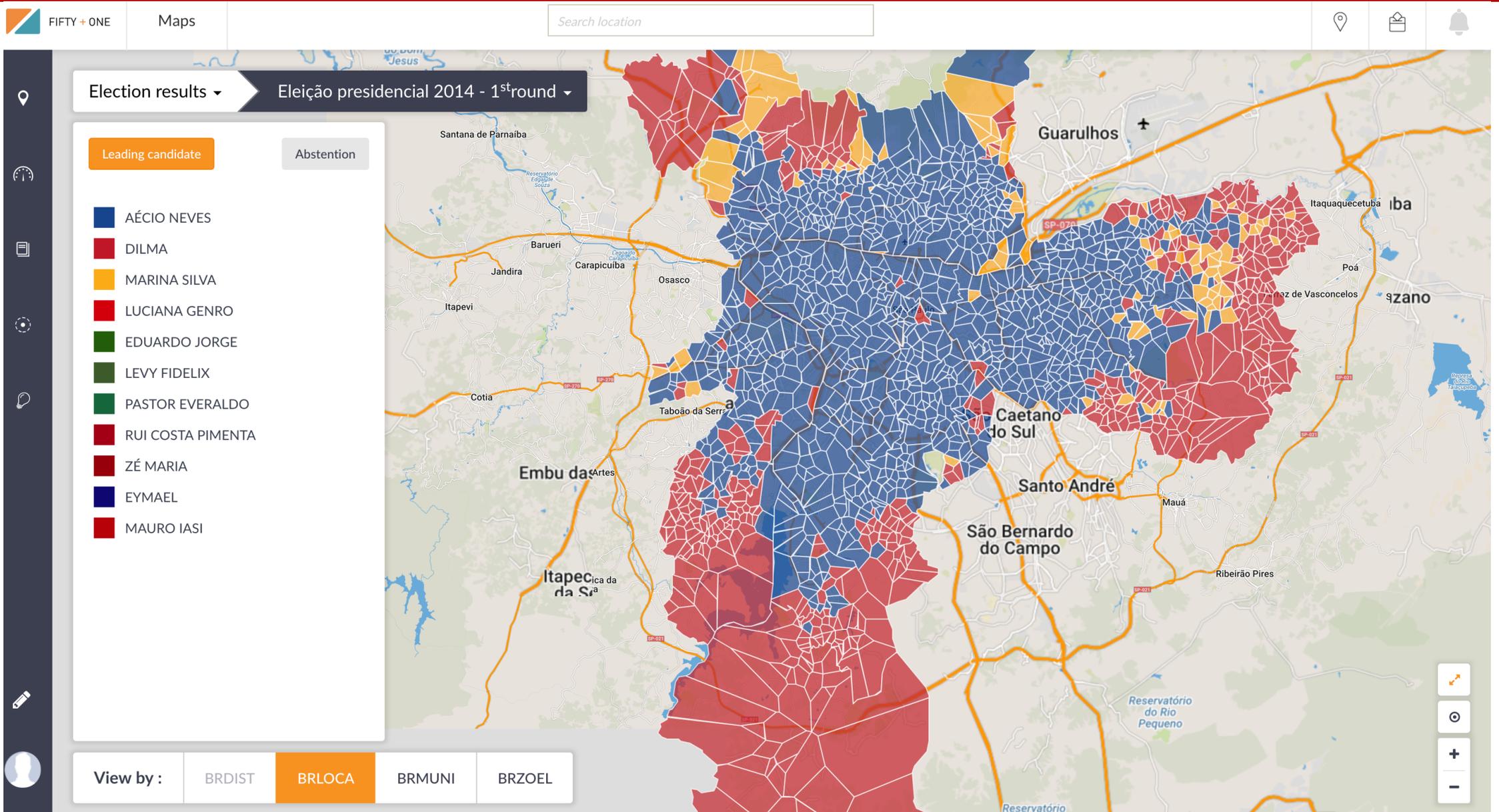
DE11PR

DE11RG

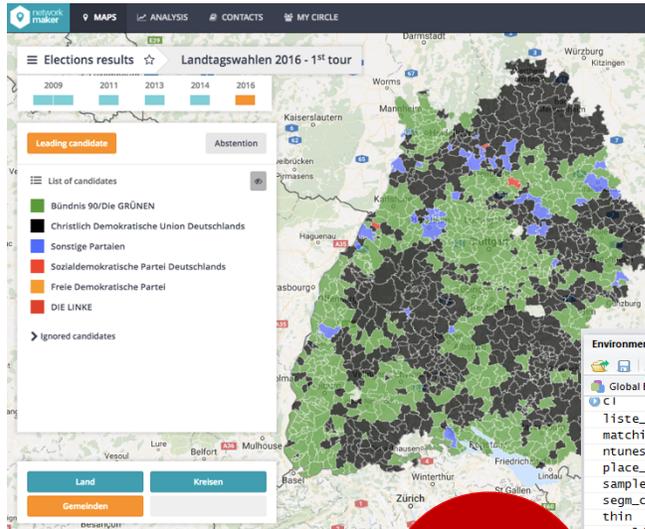
DE11WB

DE11WK

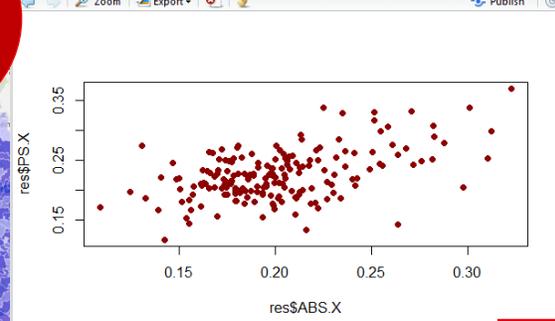
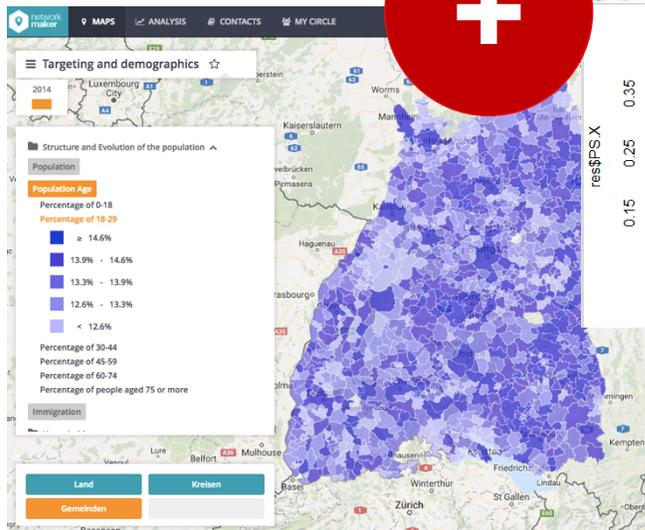
... or Sao Paulo



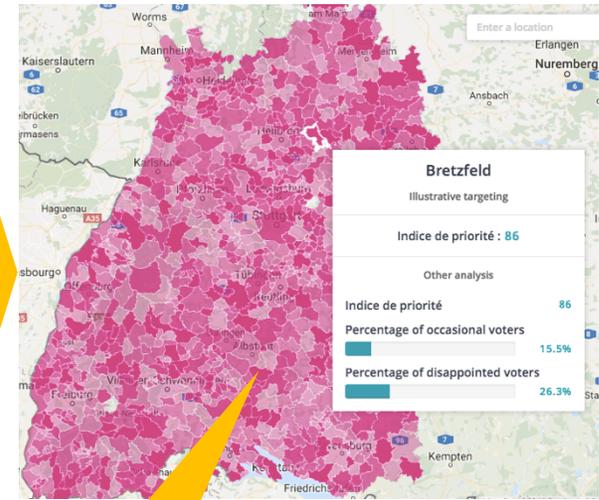
From raw data to predictive models...



```
Environment History Git
Global Environment
List
c1
liste_bdv NA
matching FALSE
ntunes 2
place_uid_circ chr [1:74] "FRBURE_910970001" "FRBURE_910970002" "...
sample 10000
seg_circo chr [1:2] "urbain_chom_bas" "urbain_chom_haut"
thin 1
totaldraws 2000
```

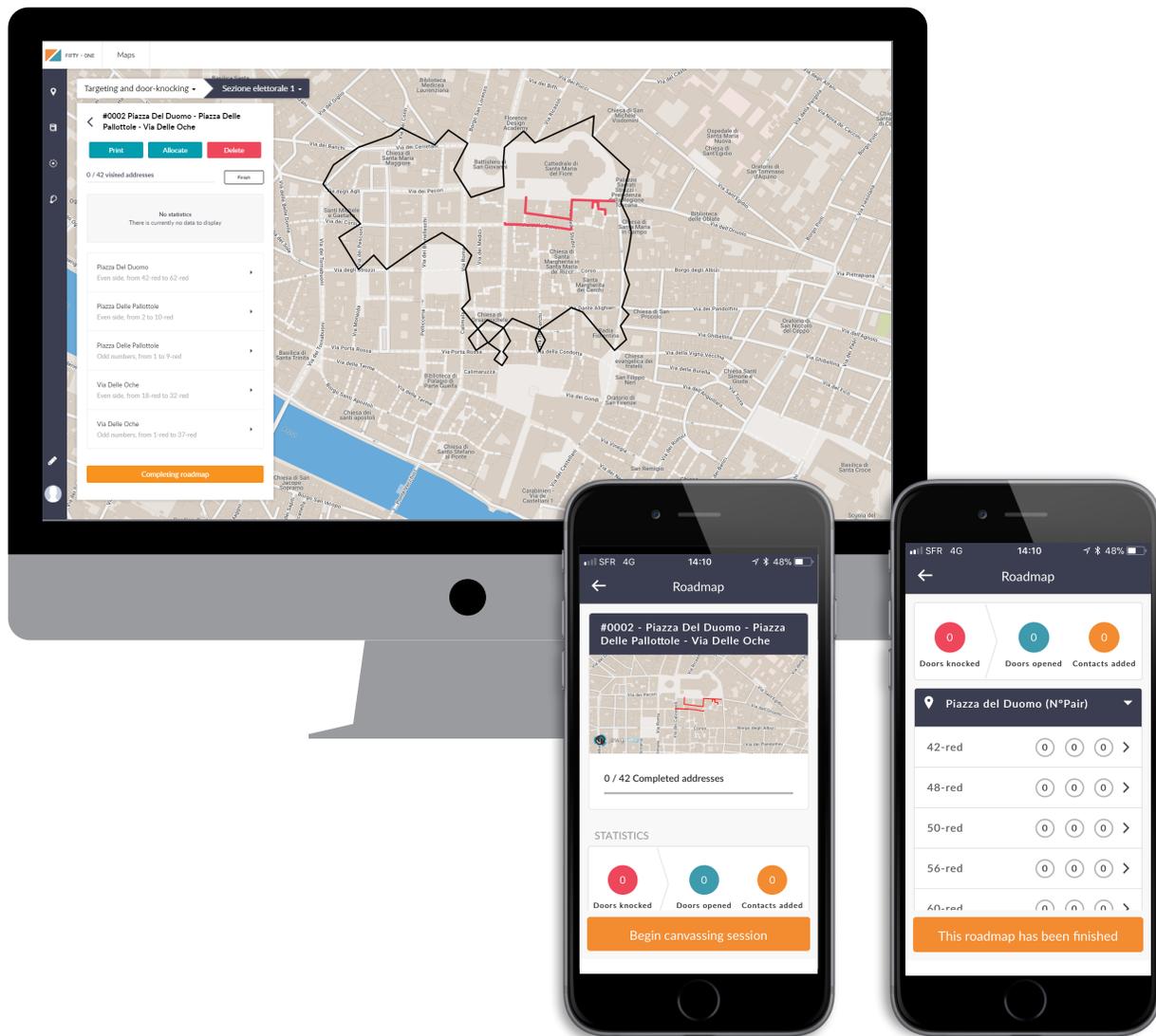


Map of priority areas for the campaign



Priority areas = where the probability to meet a potential new voter is the highest

2017: the first campaign of the future in France



Liegey Muller Pons

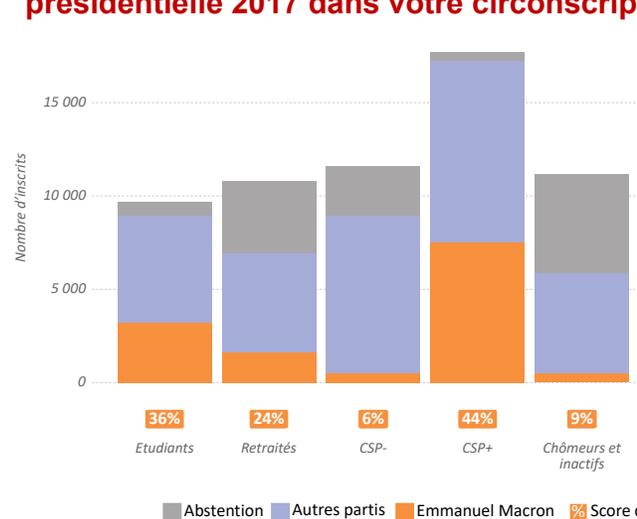
Voting pattern analysis

Zoom sur les électeurs d'E. Macron dans votre circonscription : comparaison avec la moyenne nationale

Provenance des électeurs d'E. Macron au premier tour de la présidentielle de 2017 en fonction du vote du premier tour de la présidentielle de 2012



Score d'E. Macron par CSP lors du premier tour de la présidentielle 2017 dans votre circonscription



Demo-graphic profiling

Lecture : environ 1 600 retraités ont voté pour E. Macron au premier tour de la présidentielle en 2017. Cela équivaut à un score de 24% dans cette catégorie de population, à comparer aux 28% obtenus sur l'ensemble du corps électoral.

Liegey Muller Pons

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France in 2017: politics in crisis

Rising distrust in politicians

- Voters agreeing with the statement “Politicians can put themselves in my shoes” went from 83% in 1980 to 17% today
- Continuous decline in turnout across all elections
- Rise of populist parties

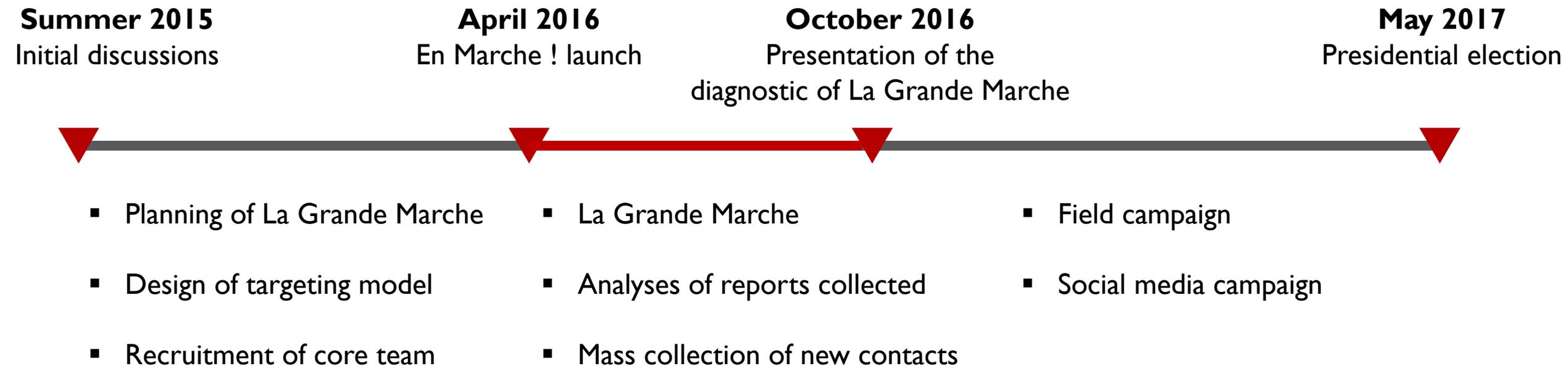
Established parties unlikely to change

- Very limited contact between politicians, party members and voters outside of campaigns
- Established parties still powerful, yet unwilling to try new approaches

En Marche in April 2016

- **NO** money
- **NO** member
- **NO** elected officials
- **NO** campaign experience
- **NO** party infrastructure

Emmanuel Macron's campaign was planned under the radar months before his announcement



What is La Grande Marche?

La Grande Marche!

Run a national listening field campaign...

- Offer volunteers a meaningful activity
- Develop the party structure
- Prepare for the upcoming campaign

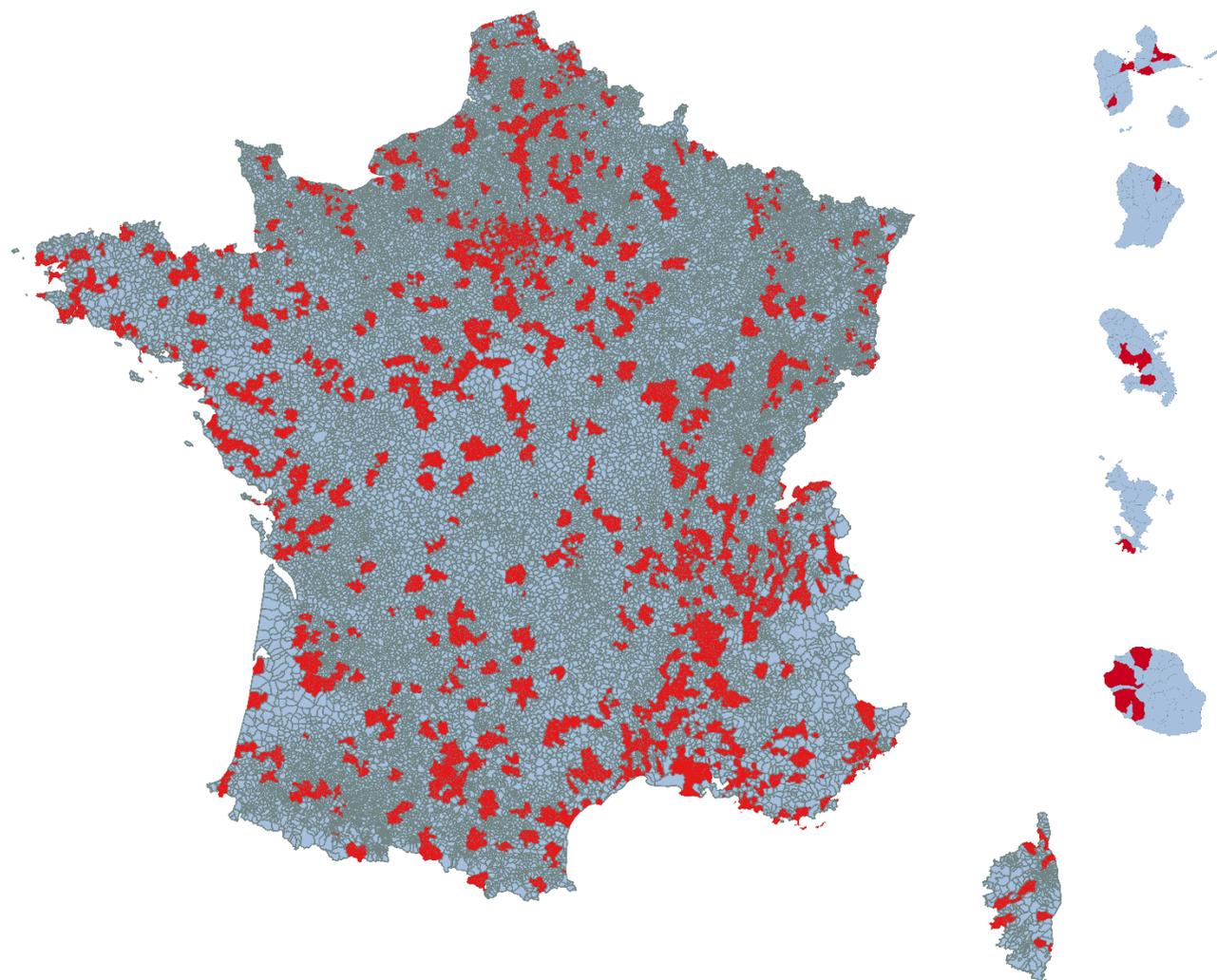
...to conduct a thorough diagnostic of the state of the country

- Collect conversations from voters who do not otherwise engage with politics
- Position the party as an innovative political player

What volunteers asked during La Grande Marche

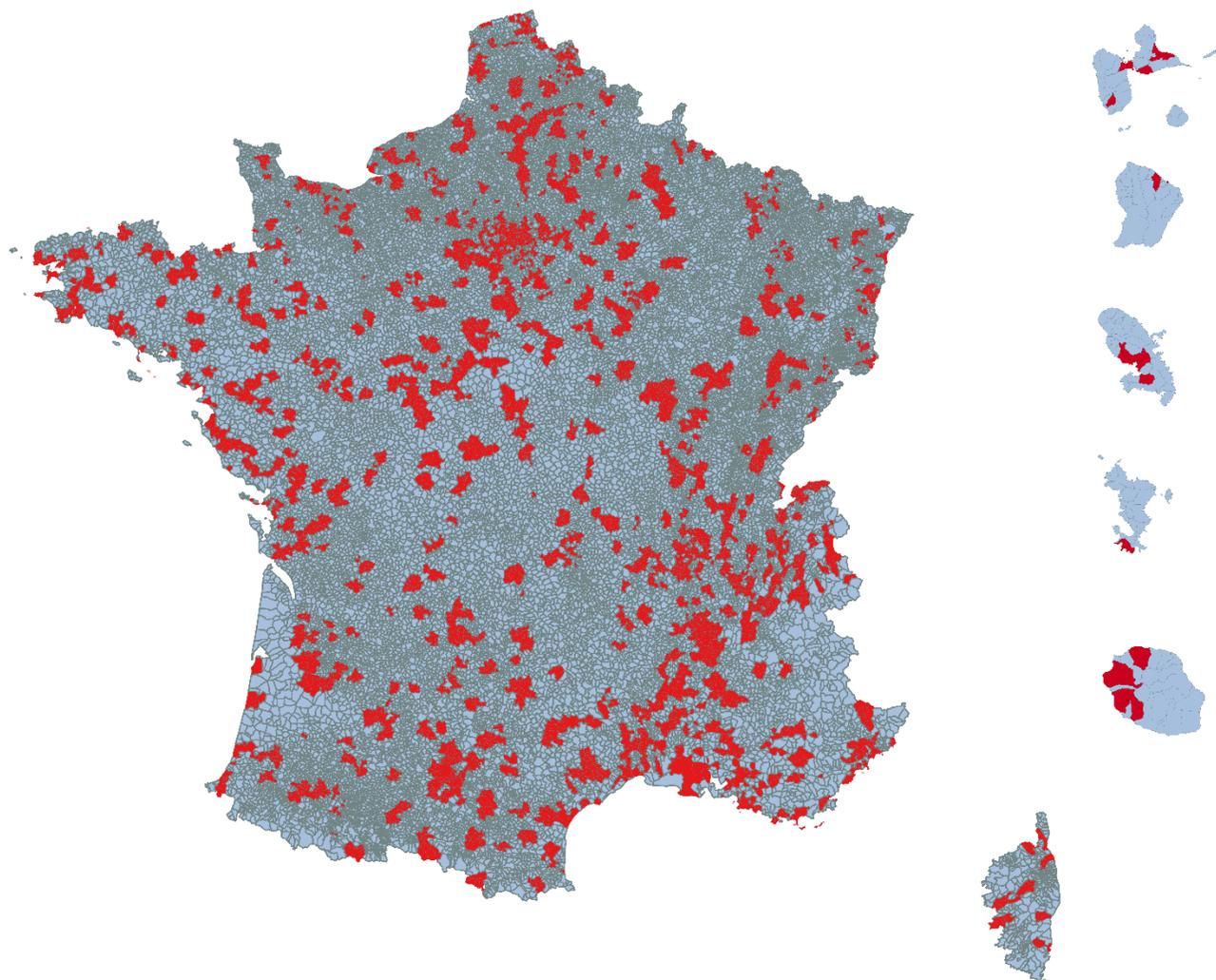
- 1 If you could ask something to politics, what would it be?
- 2 Could you describe a concrete initiative around you that deserve to be promoted?
- 3 What works in France?
- 4 What doesn't work in France?
- 5 What has been your best memory since the beginning of 2015?
- 6 What has been your worst memory since the beginning of 2015?
- 7 Regarding your future, what worries you the most?
- 8 What gives you hope?

The first listening campaign organised by a political party in France



- 300 000 doors knocked by 6 000 volunteers
- 25 000 14-minute conversations to better understand voters' view of politics and hopes and fears

The first listening campaign organised by a political party in France



- 300 000 doors knocked by 6 000 volunteers
- 25 000 14-minute conversations to better understand voters' view of politics and hopes and fears
- Powerful message to those who said that Macron had no campaign experience and that he was disconnected
- Large-scale rehearsal of the campaign, when other parties were doing nothing
- Accelerator to structure the movement and identify key people for the rest of the campaign

Electoral campaigns are changing

- **Campaigns have historically been driven more by intuition than a rational use of data to allocate resources**, leading to ineffective campaign actions
- **This era is over.** The 2008 Obama campaign led the change in campaign practices, putting **data + technology + human at the core of modern campaigning.**
- Europe has been catching up, the latest example being the successful 2017 Emmanuel Macron's campaign. No doubt he won't be the last!

THANK YOU!

Liegey Muller Pons

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