

A close-up, high-contrast photograph of a person's face, focusing on the right eye which is a striking green color. The person's skin is pale, and their hair is dark. The background is a dark, out-of-focus blue-grey.

Insurgent strategy:

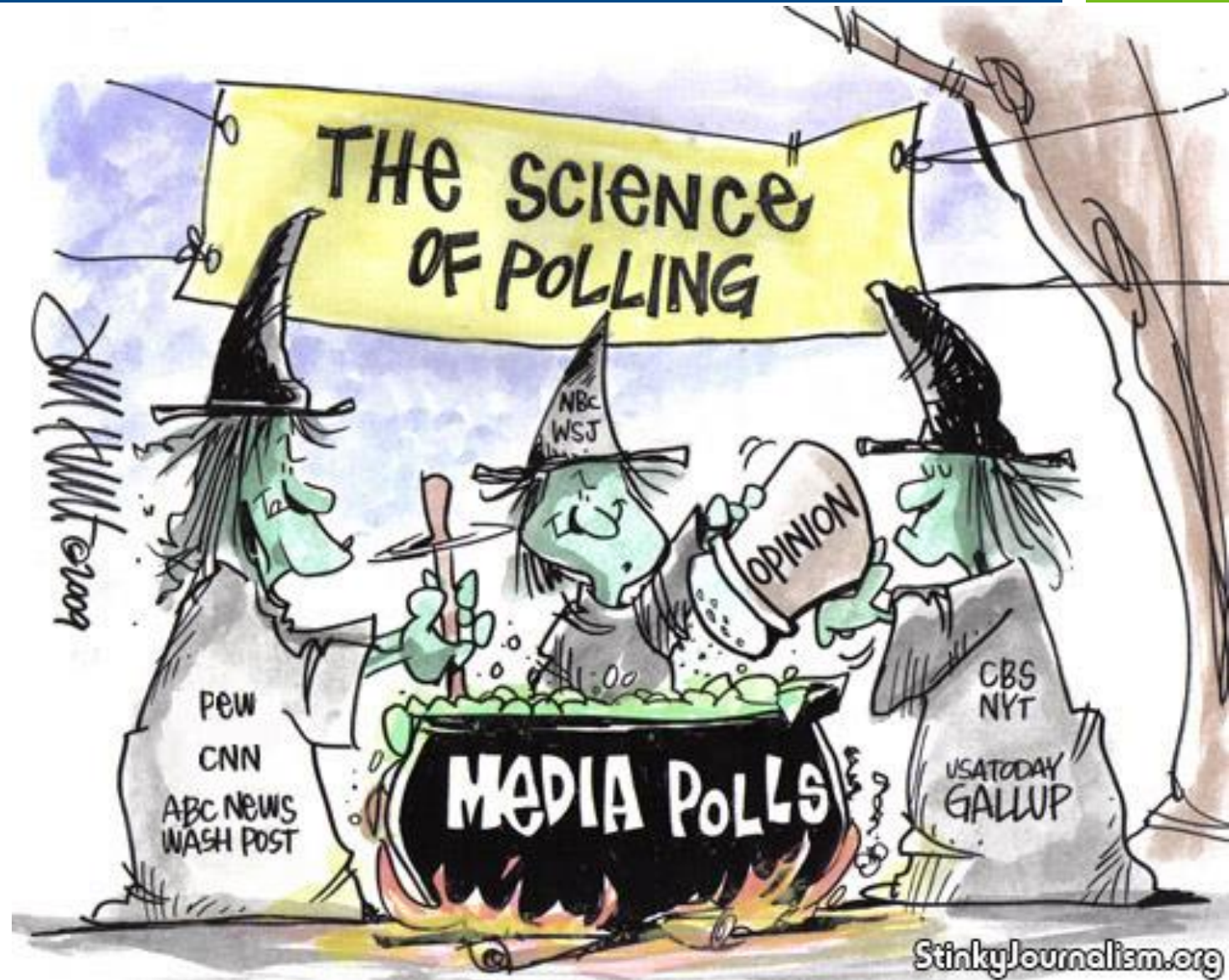
Leveraging political research strategies to create a competitive advantage . . .

. . . and make the 2020 election more fun to watch

A solid green horizontal bar at the bottom of the slide.

Political Polling







Several of the Polls Were **NOT** Wrong!



ABC News/Washington Post Poll



47%



43%



Nov 3rd-6th 2016
N=2,220 Likely Voters

Final Vote Count – Nov 8, 2016 (Popular Vote)



48%



46%

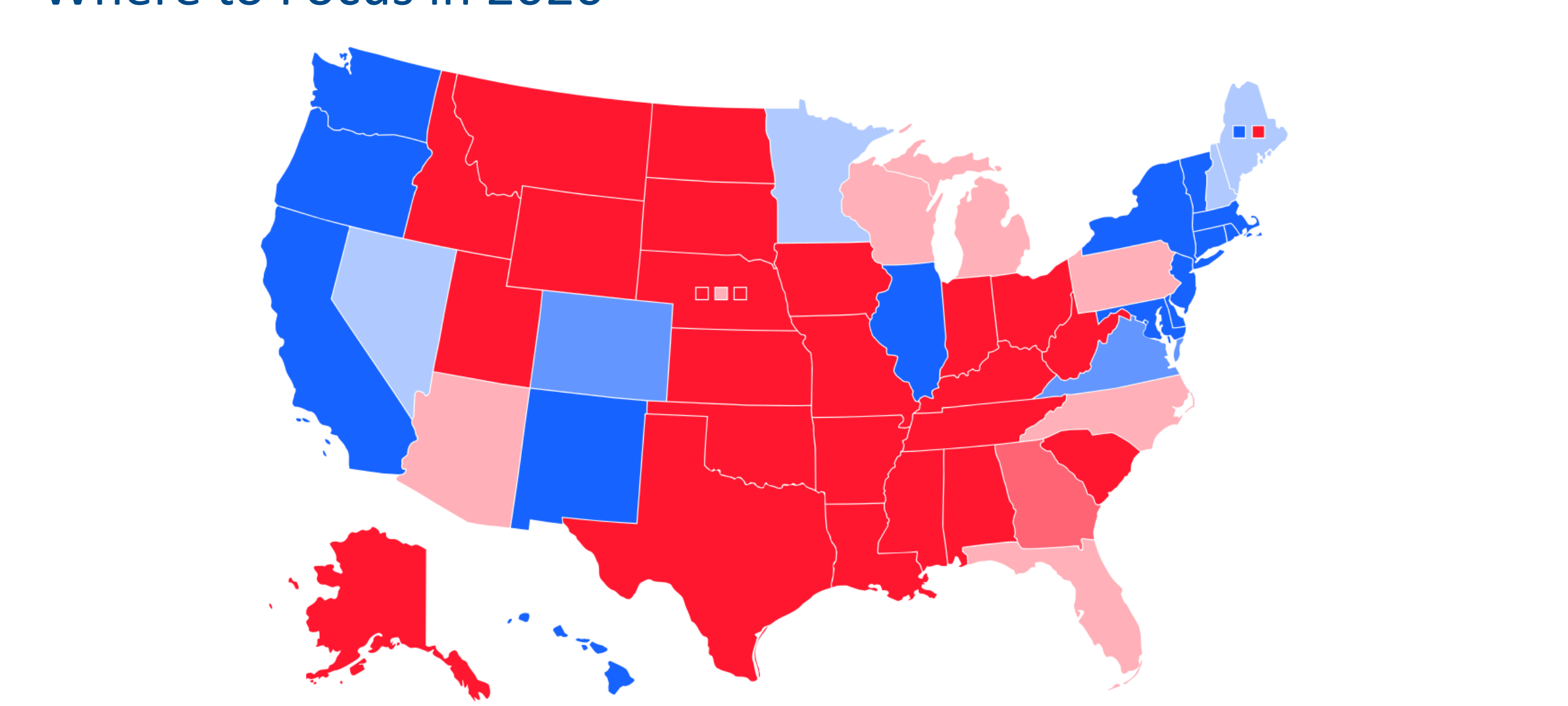
The ABC News/ Washington Post poll results were within the confidence interval/ margin of error of the final vote count

Other University and Media Sponsored Polls That Had an 'A' Rating Included:

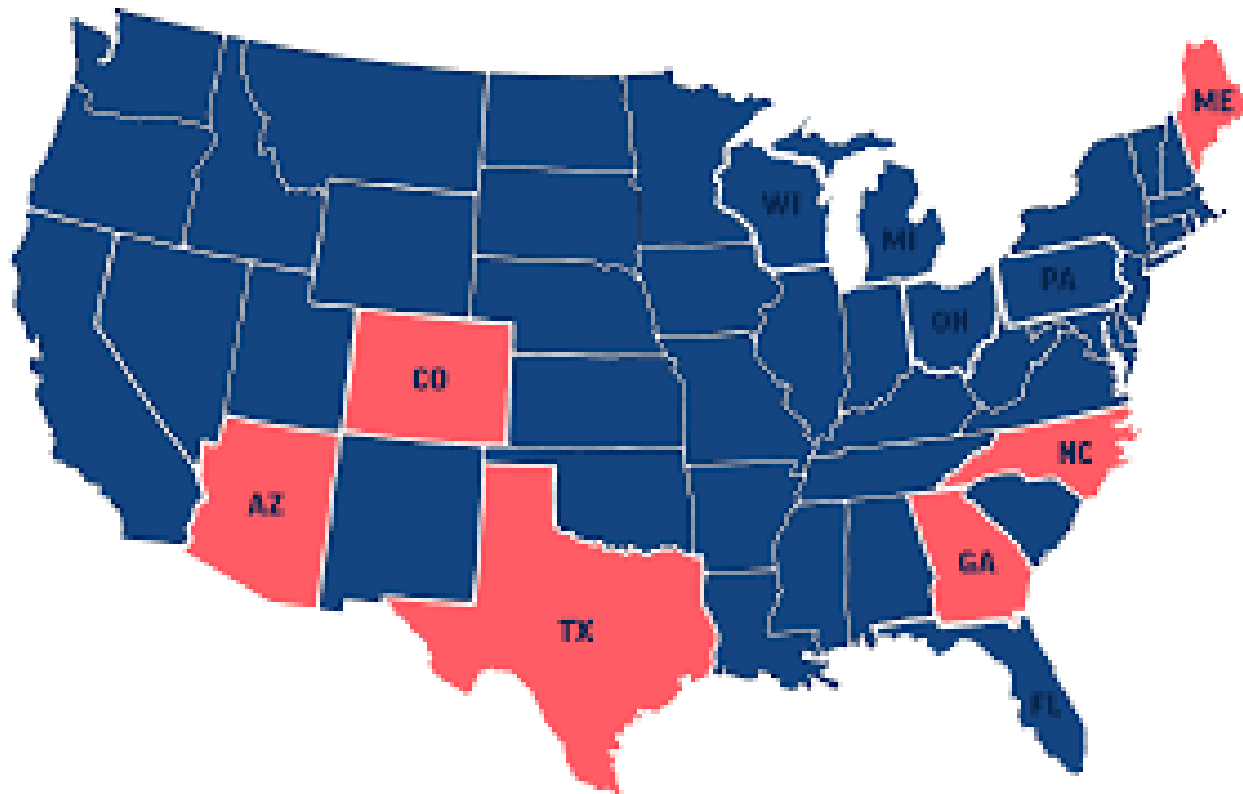


Impact on Credibility of Q&A Research Generally

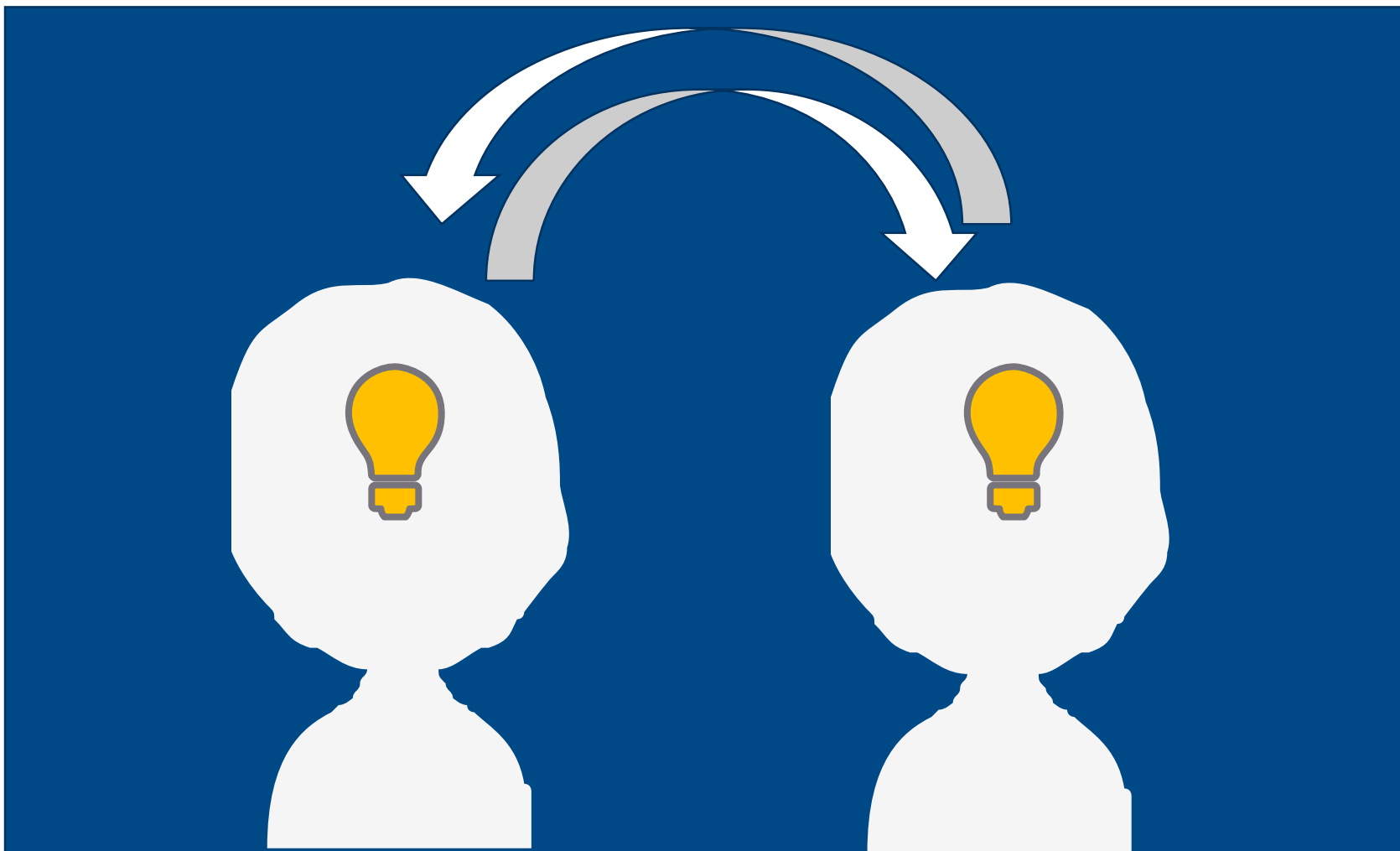




What to Focus on in 2020



Capturing Share of Mind



Microtargeting



Time IS of the Essence





The Intersection of Polling & Market Research

Two Case Histories

Corporate Client: 2016 Presidential Election 10 focus groups across 5 cities

- Ten focus groups, Fall 2016
- Likely voters, engaged in politics/current events
- Broadened coverage of voter base:
 - Socio Economic range:
 - Affluent, Emerging Affluent and Mass Market
 - Geographic range: Chicago, New York, Boston, Columbus, Orlando
- Mix party affiliation and single party affiliation

Discussion topics:

1. Assessing the political environment
2. 2016 and the issue of energy
3. Attitudes toward legislation to oversee the energy sector
4. Messaging for a global energy company

Chicago

Elites
Mensa

New York

Engaged Influentials,
Institutional investors/analysts

Boston

Engaged Influentials (mix)
Engaged Influentials- Democrats

Columbus

Engaged Influentials (mix)
“Average voters” (mix)

Orlando

Engaged Influentials (mix)
Engaged Influentials - Republicans

America as the Global Leader

The 20th Century



The 21st Century



The 2016 Final Four



Established
Methodical
Strong

Lying panderer
Untrustworthy
Hypocrite



Authentic
Transparent
Compassionate

Socialist
Unrealistic
Incompetent



Constitutionalist
Trustworthy
Evangelical

Liar
Creepy
Slippery



Deal-maker
Strong
Successful

Troublemaker
Clown
Hater

The 2016 Candidates

Major
Questions



Insurgent



Insurgent

Minor
Questions



Question
Marks





Building a Brand in 2020

encova
INSURANCE

Today versus 2000

- Let's start with a little history lesson – tried and true for politics and businesses
 - How we consume information
 - Determining audiences
 - Digital versus traditional
 - Changes in the workforce

Our Task

- Two solid brands coming together – Now what?
 - Motorists Insurance Group
 - BrickStreet Insurance



First - RESEARCH

- Three paths to consider
 - Take one name
 - Merge both names
 - Choose a new name

Research

- Choosing a new name
 - Signals new life
 - New market position
 - New business direction
 - But also, more time/more expensive

Trademark Research

- Began with over 100 names
- Trademark research included:
 - Initial Internet search
 - Attorney legal search
 - Corsearch
 - Category search

Trademark Research

- “First Use” issues and the Internet
- Matters for two reasons
 - Trademark protection relates back to date first used in commerce, even if a company doesn’t register mark
 - Has to be in the class of goods and services you provide to be in conflict

Research

- Determine our audiences – agents and business owners
 - Focus groups out of market
 - IDIS
 - Online polling

Research

- Encova was by far the winner
- Biggest benefit of the research
 - Helped take the emotion out of the decision

Research

- All research indicated need to communicate the why and the how of the new brand

“cov” refers to coverage, covering



The diagram shows the word "encova" in a sans-serif font. The letters "en" and "va" are dark blue, while "cov" is teal. A rectangular box is positioned above the "cov" letters, with a vertical line connecting it to the text. Below the word, three separate rectangular boxes are aligned with "en", "cov", and "va" respectively. Each box has a vertical line connecting it to its corresponding text.

encova

**“en” refers to
encircling,
encompassing**

**“co” refers to
cooperation,
collaboration,
a new company**

**“a”
represents
agents**

Time to Launch

- Once research was complete, launch day for new brand moved up 10 months
- 24 hours/7 days a week preparation for months
- Paid media, earned media, digital, social
 - Launch of BrickStreet a mere 14 years ago
 - Social feeds very new and no I-phones

Time to Launch

- Brand launch and paid media dollars look very different
- Digital and social are your drivers
 - New launch requires general audience and B2B strategies - grow your brand, keep and grow markets with agent community
 - Heavy on traditional and digital in home states
 - All digital in other areas

Eight Months In

- Successful brand launch
- Continue to build the brand and roll out new products
 - Don't lose sight just because brand launch was successful
 - It's a minimum three-year process

Research in the End

- Without initial research...
- BUT
 - Continual research for optimization of digital campaigns