

The 2024 elections:

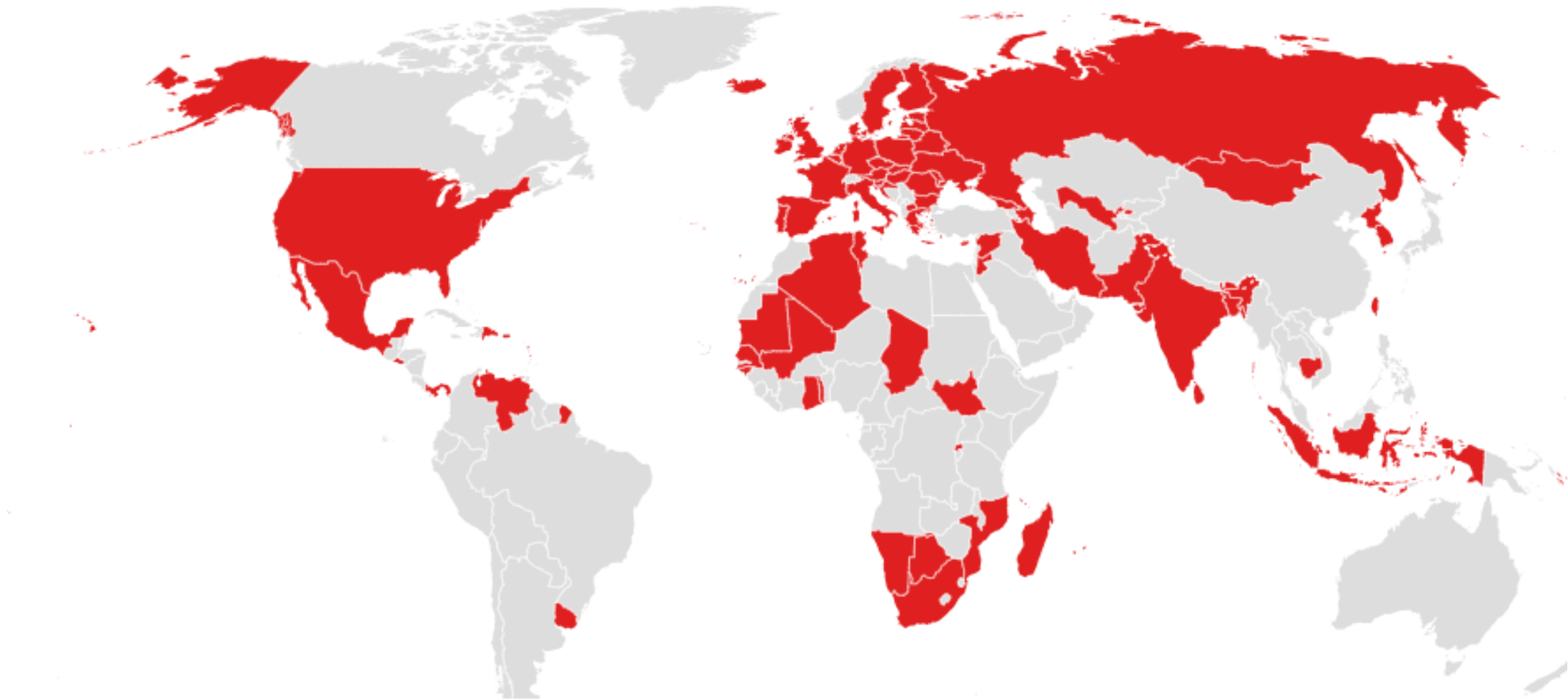
Meaning matters

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Half of the world's population will vote in 2024 in 70+ elections



Source: [Time Magazine](#)

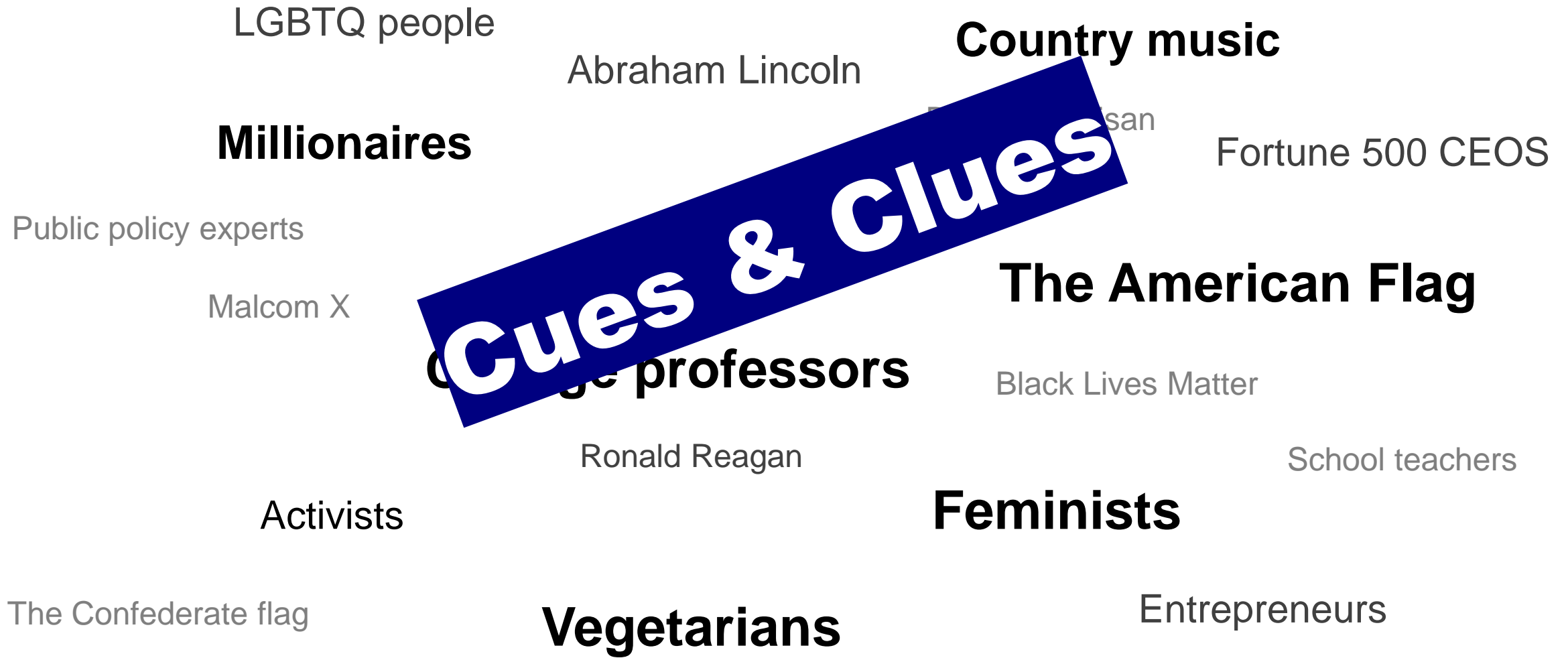
**What can we
learn from this?**

Information Processing



Packaging of Information





Source: Ipsos Core Political. Conducted December 1-3, 2023. Sample size: All Americans N=1,017

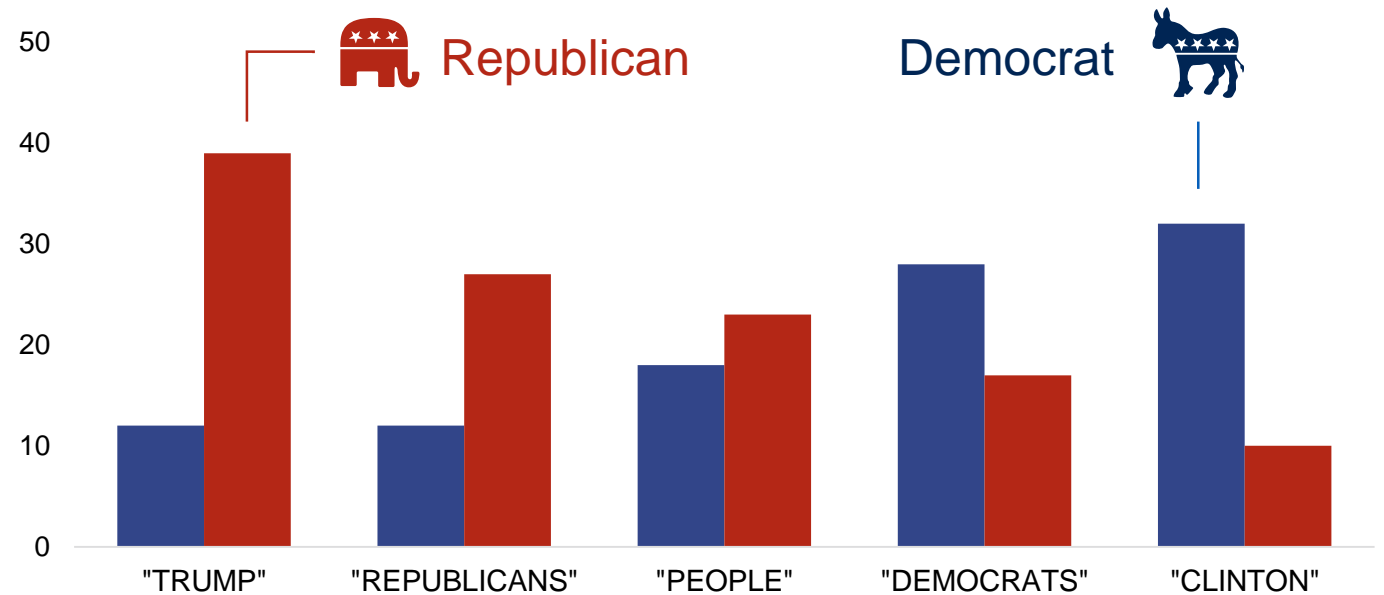
Hot Cognition

The Linchpin of Tribalization

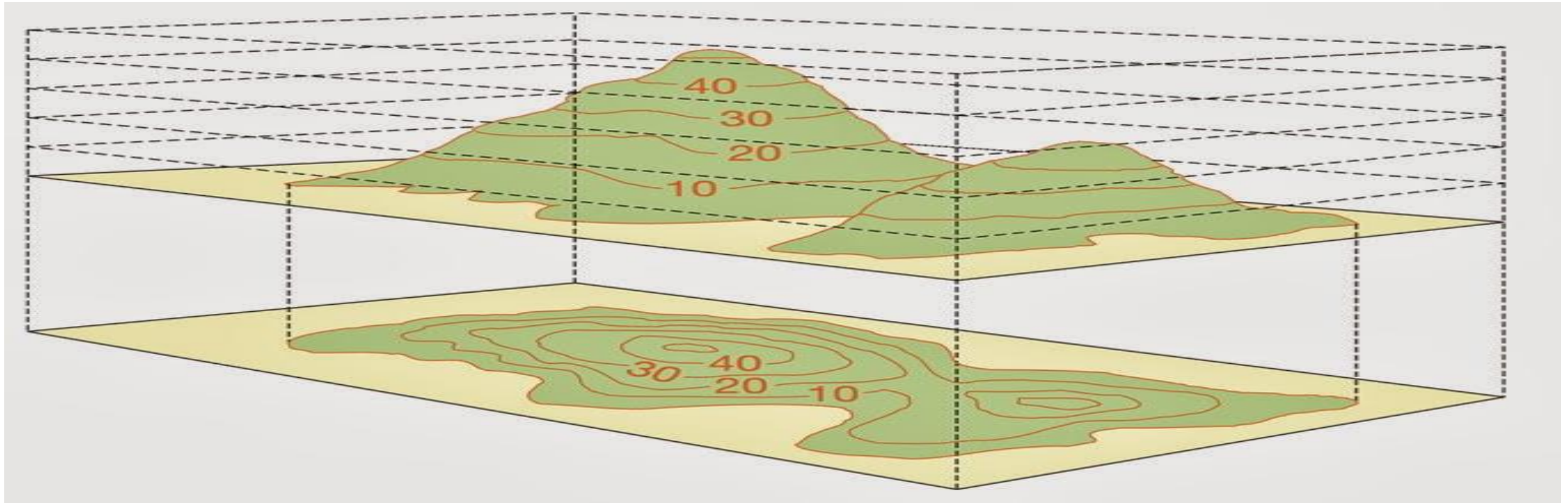
Tribal Cues & Hot Cognition

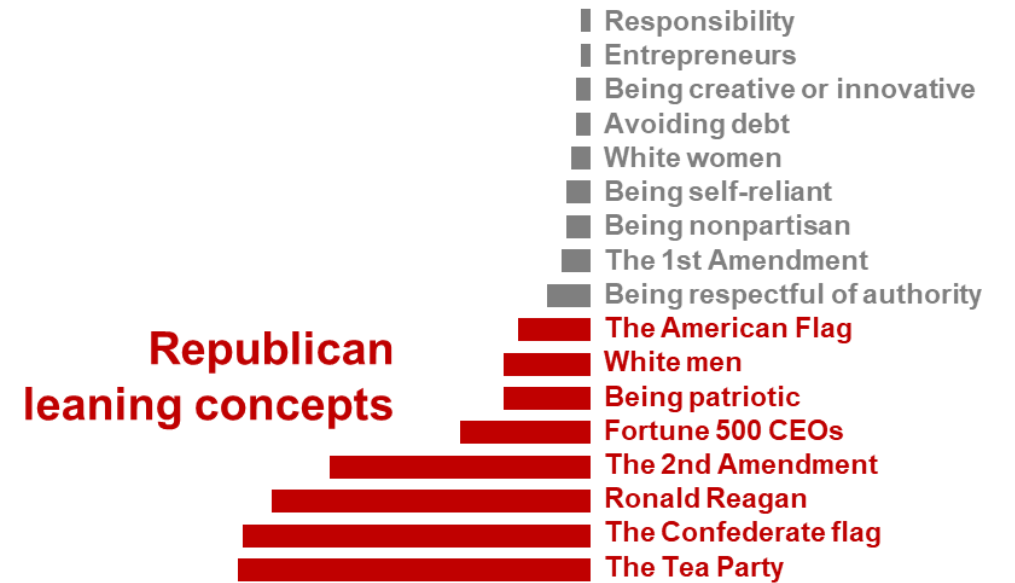
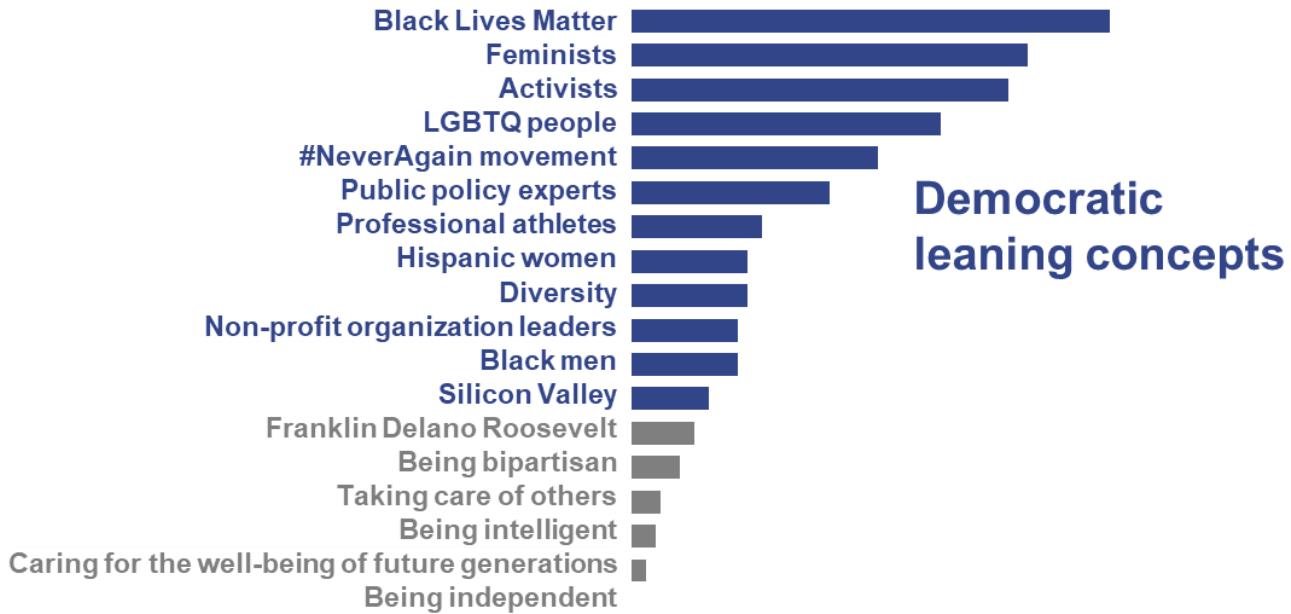
Q. [SPONSOR] has stated that the 1975 Public Affairs Act should be repealed. To what extent do you agree or disagree? Source: June 2017 Reuters/Ipsos Survey

% who support the repeal of the "1975 Public Affairs Act" when repeal is endorsed by...

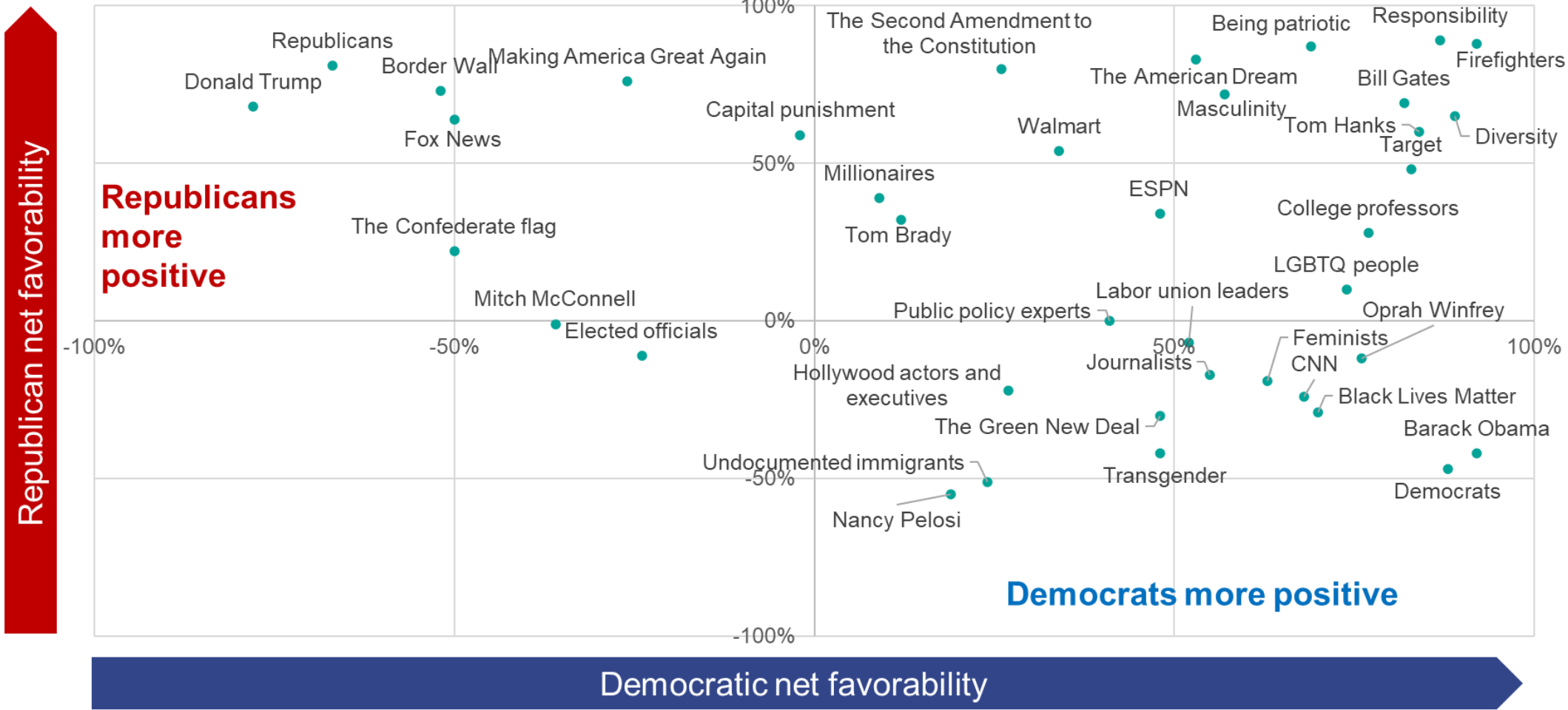


Cognitive Landscape

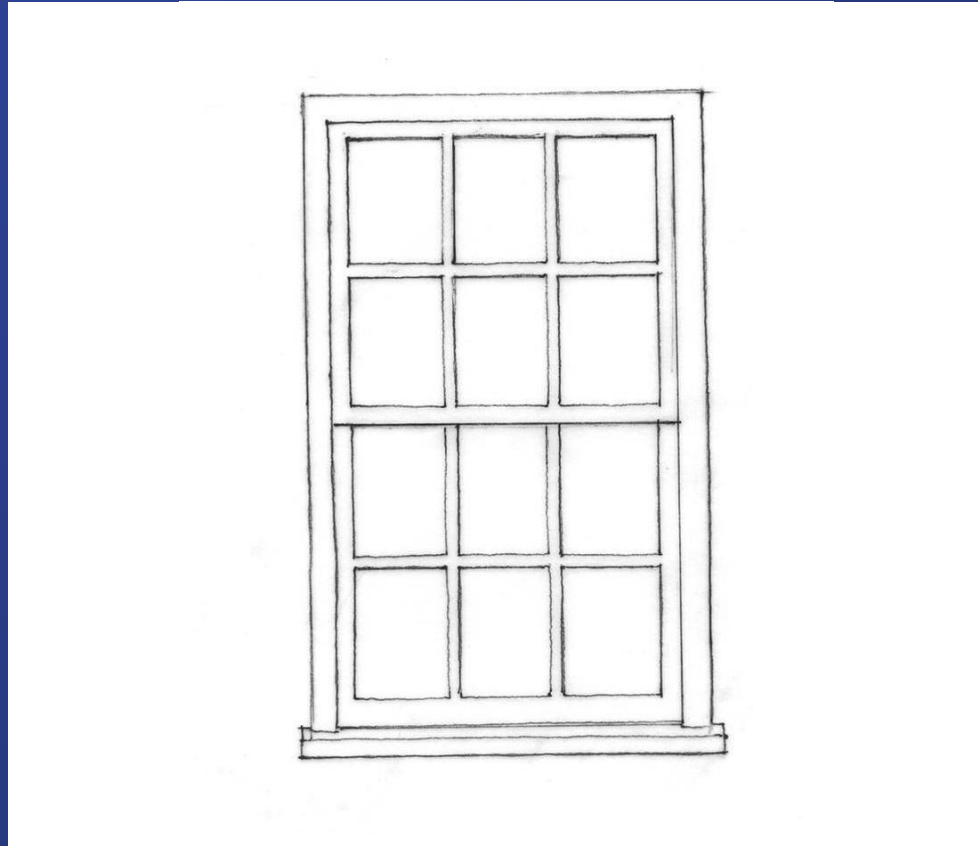




The cognitive landscape: Cues and Clues



Context defines meaning



Positive Framing

Negative Framing

Continuity

Change

Optimism

Pessimism

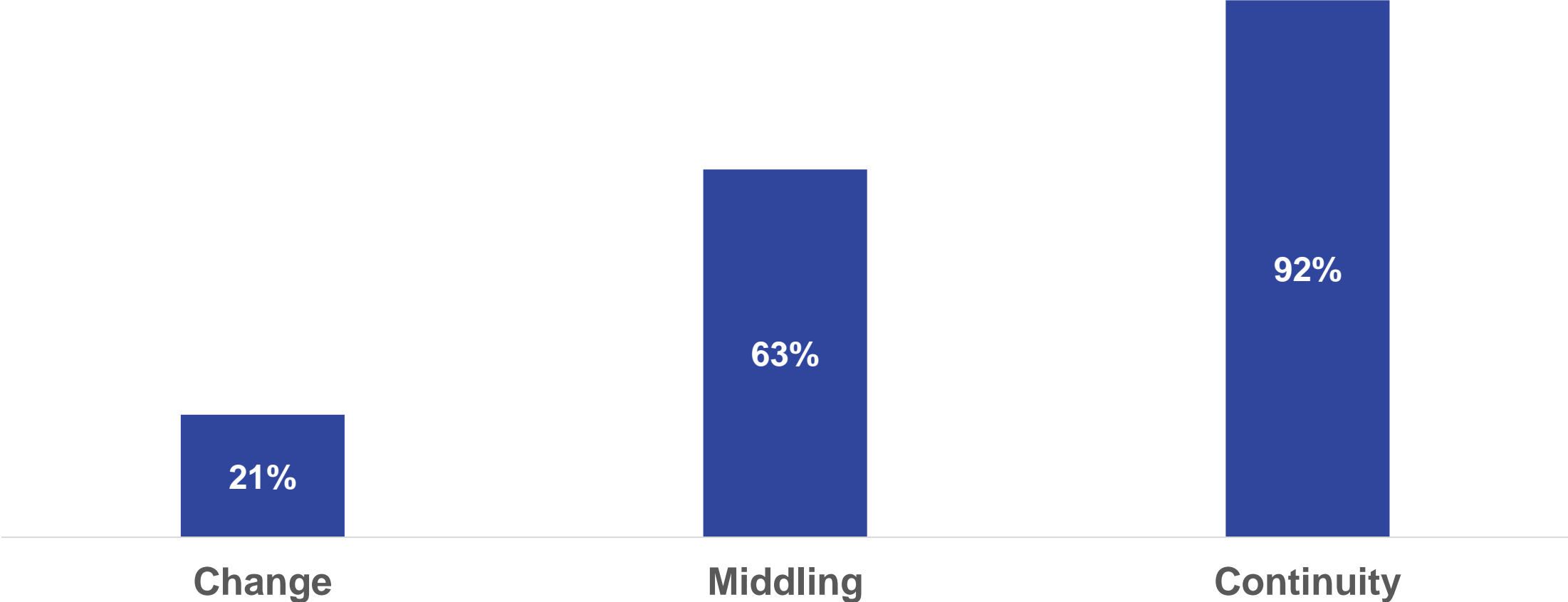
Favorability

Unfavorability

More of the same

Throw the bums out

Likelihood of victory by change vs. continuity election



Implications

Impact of “cues and clues” on your business

- Tread lightly. Words matter. Today’s polarization can come back to bite you if you aren’t vigilant.
- What are those worlds that matter in category or sector?

Impact of “context” on your brand

- Do you know how changing context affects perceptions? Trust, Optimism, changing demographics, political milieu

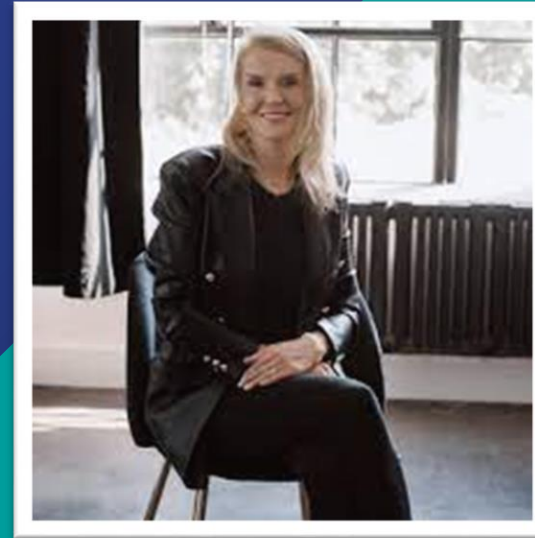
THANK YOU!

Questions?

The 2024 Election: What the will of the people says about the human condition and how brands can operationalize it



Cliff Young
President, Polling and
Societal Trends
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Moderated by
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