HFA

Elections Campaign

In

USA

Large Scale Relationship Influencing Project

July 2015

CAPABILITY OVERVIEW

We provide innovative large-scale relational influencing solutions based on our propriety technology and field-tested methodology. Based on client's strategy and directive, we identify, befriend and cultivate relationships with thought leaders, activists and decision makers, and leverage these relationships to deliver quantifiable results.

Our teams and technology have delivered successful results in multiple high-stake situations for a variety of global customers.

Giving individuals in your target audience genuine one on one personal attention develops relationships that are built on trust. This attention then leads to a dialogue, which in turn leads to the formation of a strong and positive relationship between you and your audience. With strong relationships in place, friendly discussions can turn into concrete results, for example: activists joining as volunteers, decision makers accepting your narrative or bloggers writing positive posts about your message.

Our tried and tested cutting edge technology and methodology should serve the campaign manager as ONE of their unique tools in this complicated campaign. This capability can be used for specific audiences, or targeted geographically towards a specific state or states, or to deal with a specific subject or message according to the campaign managers' decision and needs.

Due to our large-scale presence on social networks and interaction with thousands of individuals we can also provide near real time intelligence on the sentiment of the public to ongoing messages and campaigns

We deem our capability as a "special forces" tool for the campaign manager, as he/she will decide how and where it should be deployed, and to what extent. We will provide the technical and operational know-how to the campaign manager, as well as back-office expertise and capabilities.

The front-end operation, the channels and engaging with the targeted audiences remains the campaign managers domain at all times.

The effectiveness of our capability can and will be present as soon as we start working, yet our approach is built around human interaction and the building of strong relationships , thefore the more time we have to estblish our network the better.

Needless to say our technology is scalable and can be used or duplicated for severall different mini-projects in multiple realms, target audiences and territories.

LARGE SCALE RELATIONAL INFLUENCING

Building robust relationships with thought leaders, activists and decision makers leads to tangible results across a vast scope of scenarios. In our world of intrusive advertising and self-serving communication, personal relationships are of paramount importance for getting your message across.

Large scale relational influencing creates robust and personalized relationships with tens of thousands of relevant individuals. Unlike other highly scalable marketing disciplines, such as email marketing and advertising, relational influencing produces an average response rate of 15%. This is more than 100 times the 0.12% average email marketing response rate.
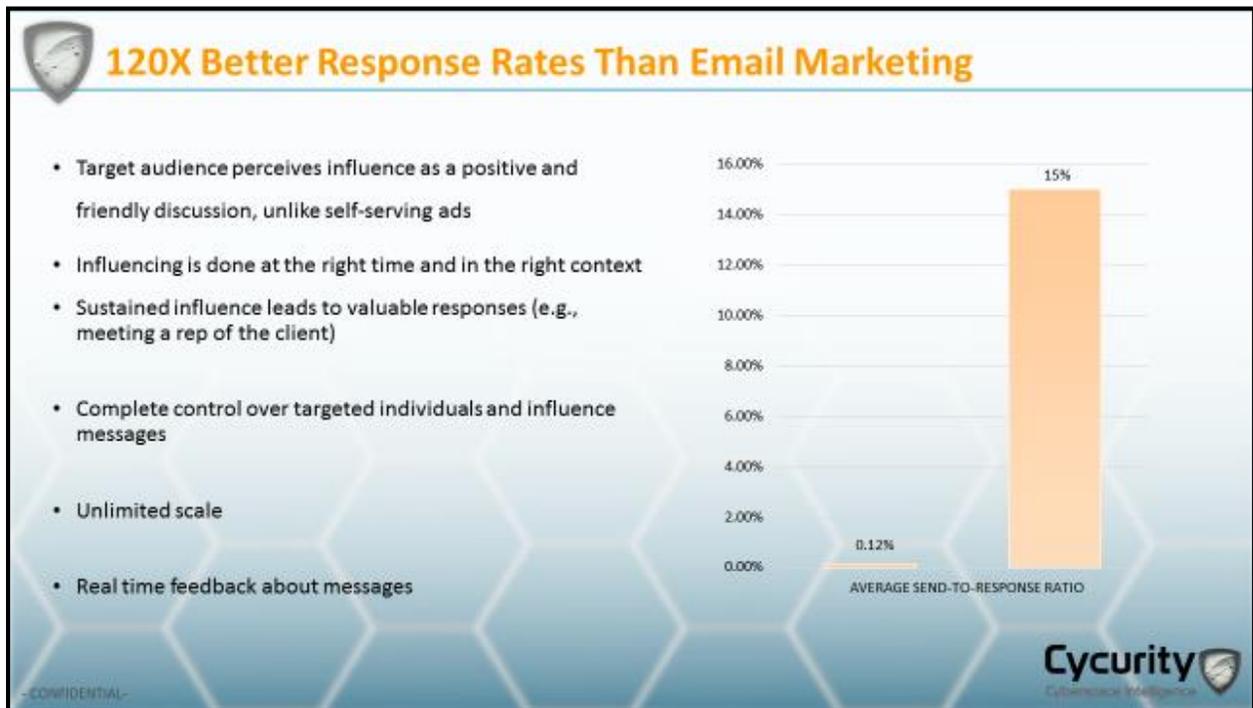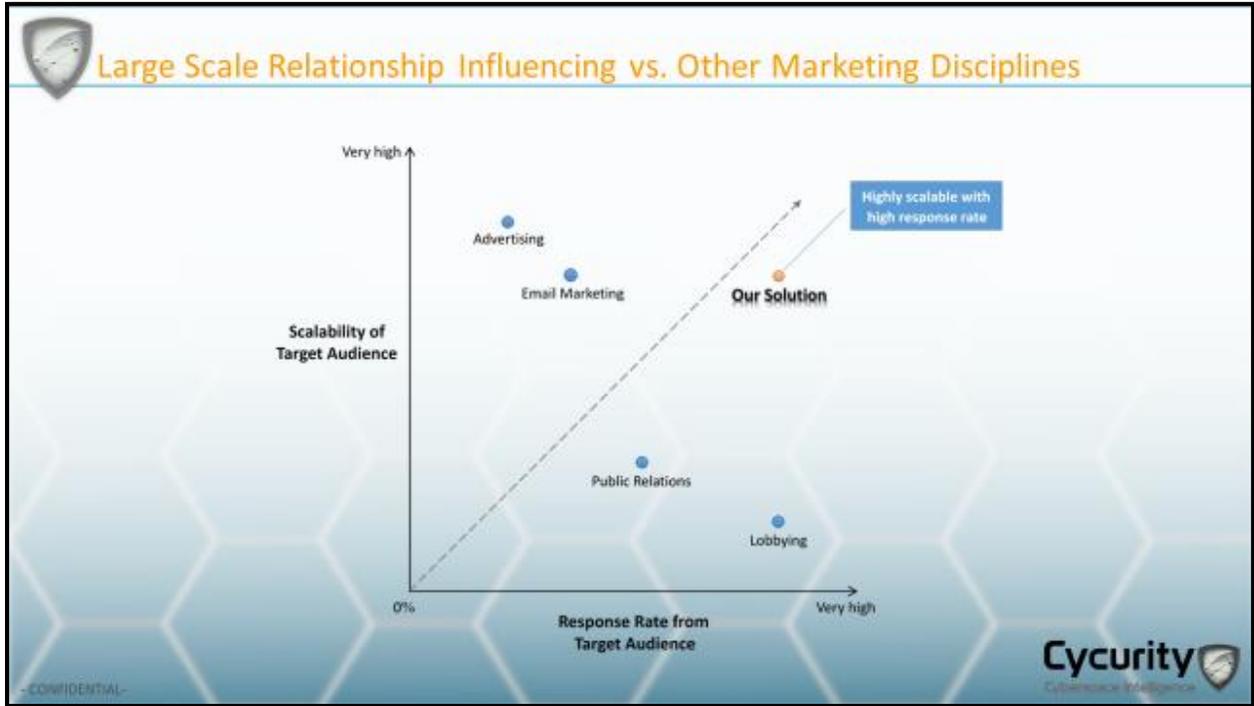
Client's operational team, using the technological engine will identify relevant individuals, foster personal relations and then influence these relevant individuals. Together with the client we will conduct a comprehensive study in order to suggest potential key messages and views that will mobilize the general audience towards the client's stances, views and political agenda.

PROJECT DETAILS

Based on a decade of experience in relational influencing, we have developed a unique combination of methodology and technology that allows us to achieve truly tangible results. We will work hand in hand with the campaign manager, identifying key audiences and their perception of the issue at hand. The research will be conducted using our experienced research department and will be augmented with any information the client decides to share with us. Armed with this research, we will expand the initial influence strategy detailed above. The strategy will identify the types of individuals we wish to influence and the messages the client needs to promote.
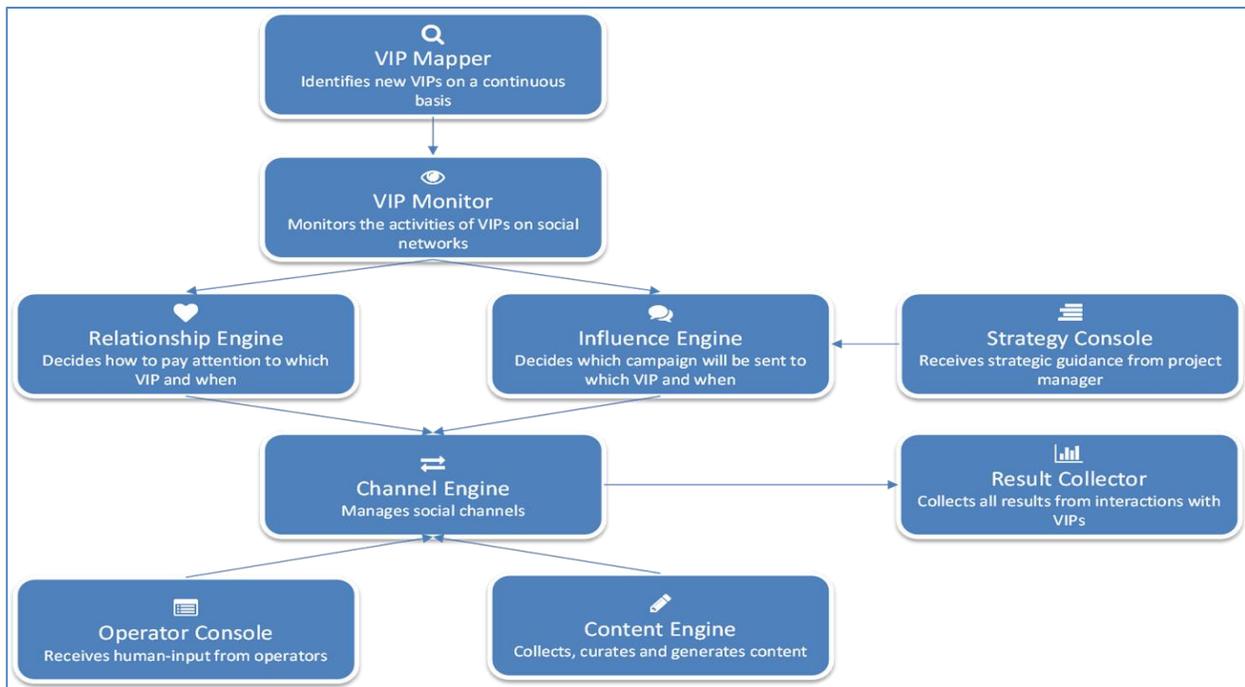
Identify VIPs

We begin by the client identifying dozens of persons of interests (e.g., human rights activist, women's rights thought leaders, etc.). This sample is used to teach the *VIP Mapper* who we are looking for. The *VIP Mapper* scans millions of profiles and conversations, locating additional persons of interest who have similar interests and behavior to the sample provided. The *VIP Mapper* uses multiple detection techniques, such as traffic analysis and geospatial analysis, to focus on the most relevant individuals. It then provides our team with a prioritized list of thousands of named individuals, for a quick human review. Once the team and client approve the list, these persons become the VIPs targeted. This process is repeated and updated at relevant intervals.

Understand VIPs' Interests

The *VIP Monitor* collects the hundreds of posts made by the VIPs every minute, as well as thousands of relevant daily news articles, blog items, videos and photos. This information is evaluated by the *Content Engine* to deduce the VIPs' current interests, be it a political crisis unfolding or a local sporting event.

Increase Reputation of Social Channels

Together with the campaign manager we will build and name multiple localized social channels to communicate and engage with the VIPs. (For example, local HFA channels or generic topic channels) These channels are designed to serve as an appealing source for content relevant to the VIPs. The *Content Engine* curates and generates hundreds of pertinent content and news updates every day. The *Channel Engine* then uses micro-targeting algorithms, making each channel's posts a unique and relevant blend of content pieces. For example, a channel catering to women's rights activists in New York will be posting news about women's rights in NY, while a channel for foreign policy thought leaders in Washington DC will be posting news about foreign affairs.

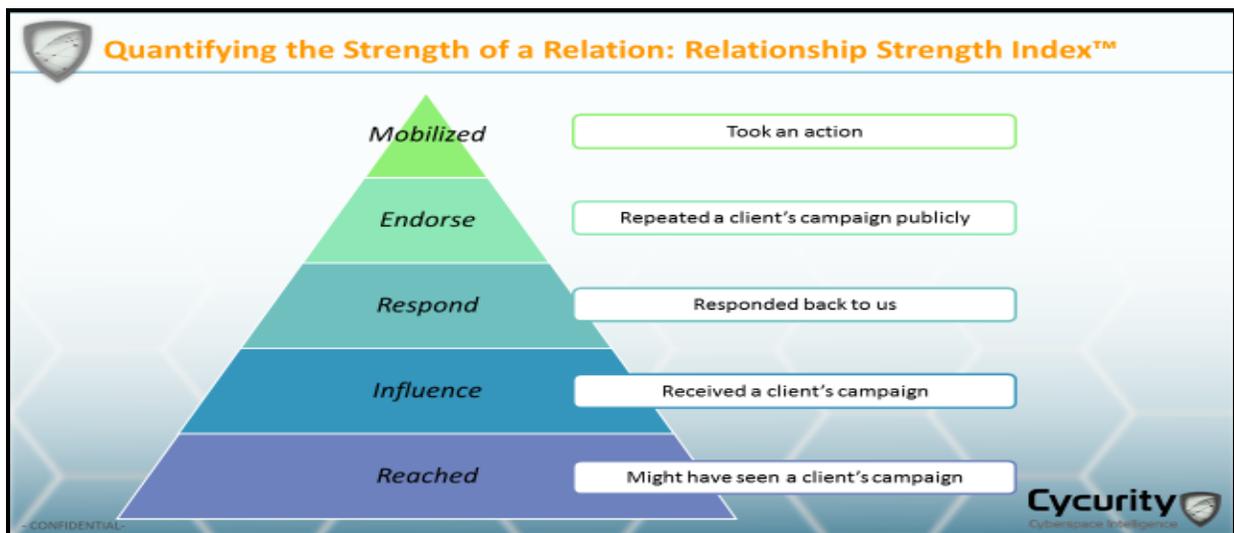## Foster Personal Relations with VIPs

The *Relationship Engine* analyzes the information gathered by the *VIP Monitor* to identify posts of a personal nature, such as a VIP discussing a good restaurant or sharing a photo from her recent vacation. The *Relationship Engine* generates suggestions for the operation team to respond to VIPs. Such friendly discussions generate good will with the VIP. The technology engine empowers our dedicated recruited operators so they can hold personal and candid conversations every day with hundreds of VIPs and maintain high quality and quantity personal engagements.

Leverage Relations to Influence

With strong personal relationships in place, we turn to the *Influence Engine* to leverage these relations for the benefit of the customer. The *Influence Engine* sifts through hundreds of thousands of posts every day, guided by the definitions set in the *Strategy Console*. The *Influence Engine* finds matches between the posts and one or more *social campaigns.* Each *social campaign* comes with a set of rules dictating when and how it should be used to influence a VIP. When a match is found, the *Influence Engine* prompts the team to engage with the VIP, using the matched social campaigns. In addition, the *Influence Engine* detects proactive opportunities to influence VIPs and capitalized on those too.

Measure Results

Results are measured using our *Relationship Strength Index.* The *Result Collector* continuously records achieved results both as quantitative data and qualitative data (e.g., conversations with VIPs).

Quantifying the Strength of a Relation: Relationship Strength Index™

Level	Description
Mobilized	Took an action
Endorse	Repeated a client's campaign publicly
Respond	Responded back to us
Influence	Received a client's campaign
Reached	Might have seen a client's campaign

Deliveries and Key Performance Indicators

The results are measured using our Relationship Strength Index™ (see above):

- ✓ *Reached* - Non unique user who might have viewed a *social campaign*
- ✓ *Influenced* - A unique VIP list that was directly targeted with a *social campaign*
- ✓ *Responded* - A unique VIP that responded to our *social channels*
- ✓ *Endorsed* - A unique VIP that retweeted a tweet containing a *social campaign*
- ✓ *Mobilized* - A unique VIP that took an action of value that will be agreed upon with the client

Each relation is assessed once a month and a detailed report is provided to the client. The report will also include sample interactions with VIPs showing the relation strength with these VIPs in a qualitative manner.

Project Scope

Key Activity: Engaging, influencing and mobilizing tens of thousands of relevant VIPs every month.

- ✓ Setting up and maintaining hundreds of project's social channels
- ✓ Mapping relevant VIPs
- ✓ Building and maintaining relevant social hubs and blogs
- ✓ Original content production (articles, images, videos) – will be done by client
- ✓ 3rd party content curation
- ✓ Analyzing and reporting on client-related chatter
- ✓ Providing detailed management reports
- ✓ Quarterly face-to-face meeting with the client

Operational Mode

Client's campaign manager decides how he/she wants the operational mode to be conducted;
Cycurity will accommodate every mode of operation, as well as supply:

- ✓ Training of local teams
- ✓ Relevant back-office help
- ✓ Management technical support.
- ✓ Technical support

Pricing

Our projects are priced according to the number of VIPs targeted (how many thousands) and the complexity of the project.