

Building a Statewide Model

- CRED implemented a research protocol developed for Obama's re-election campaign to model and score EACH INDIVIDUAL VOTER for likelihood to move to support fracking and oppose adverse initiatives
- Using treatment and control groups, CRED implemented a persuasion program with UNIQUE MESSAGES to each partisan demographic
- Our biggest movement to support fracking was non-primary Democrats with proper messaging – a group largely ignored by the industry to date
- Results from this test allowed us to target each individual persuadable voter with unique messages based on their demographic, both digital and mail

