



TRENOVA
POLITICAL



AN INITIATIVE BY BRIGHTCOM



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Introduction

- Digital marketing has transformed the landscape of political campaigns.
- Candidates are relying heavily on digital platforms to engage with voters, spread messages, and mobilize supporters.
- Political outcomes are now being exceedingly influenced by smart digital strategies.
- For instance, digital ad spend crossed \$1 billion in the 2020 US election.



The Evolution of Political Campaigning

From traditional door-to-door canvassing and TV ads to sophisticated online targeting.



- 1997: Labour Party was the first to use Internet for a political campaign.
- 2008: Obama's social media strategy; Did a fund raise of \$500 million across two million donors.
- 2015: Facebook Ads helped David Cameron's team secure victory in UK Elections.
- 2024: Total Ad spend of \$10.2 billion for US General Elections.

Social Media as a Game Changer

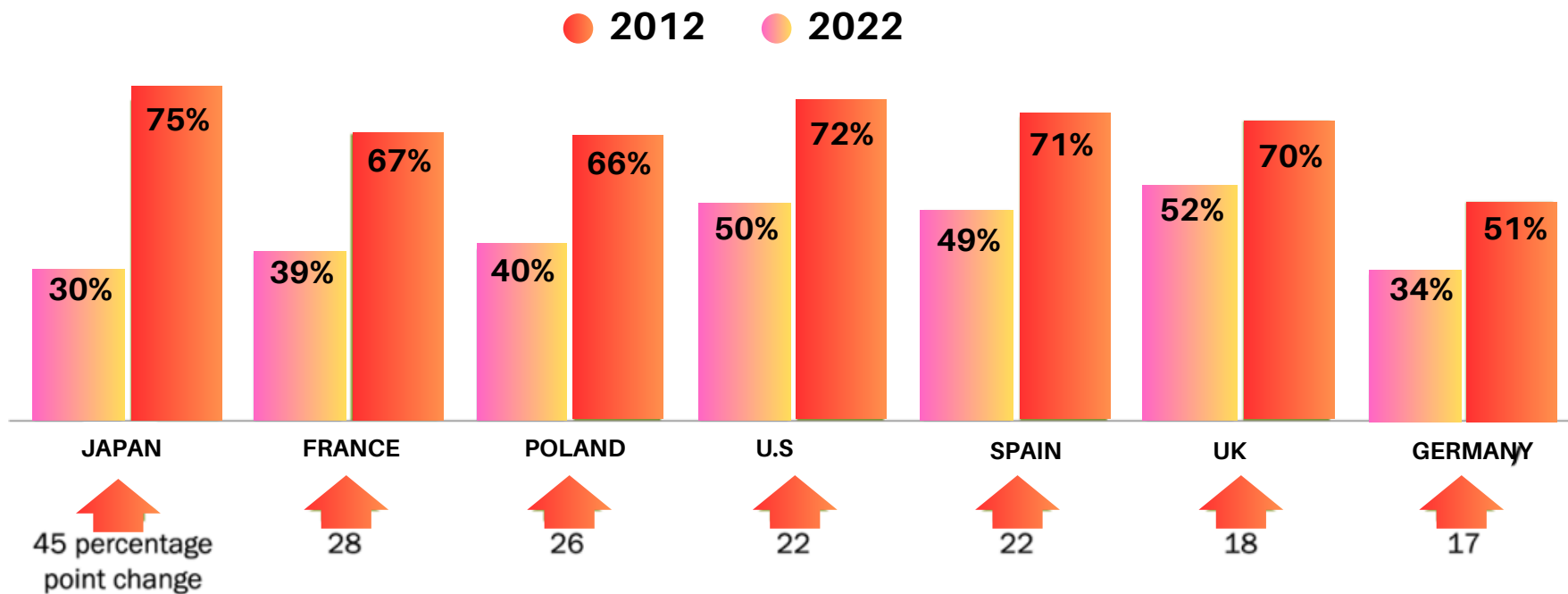
Social media allows campaigns to interact with voters directly in real-time. By 2020, 72% of American adults started using social media.

Politicians can talk with voters, without the traditional media filter, enabling them to bypass potential biases from the journalists.



Large Increase in Social Media Usage

% who use social media sites

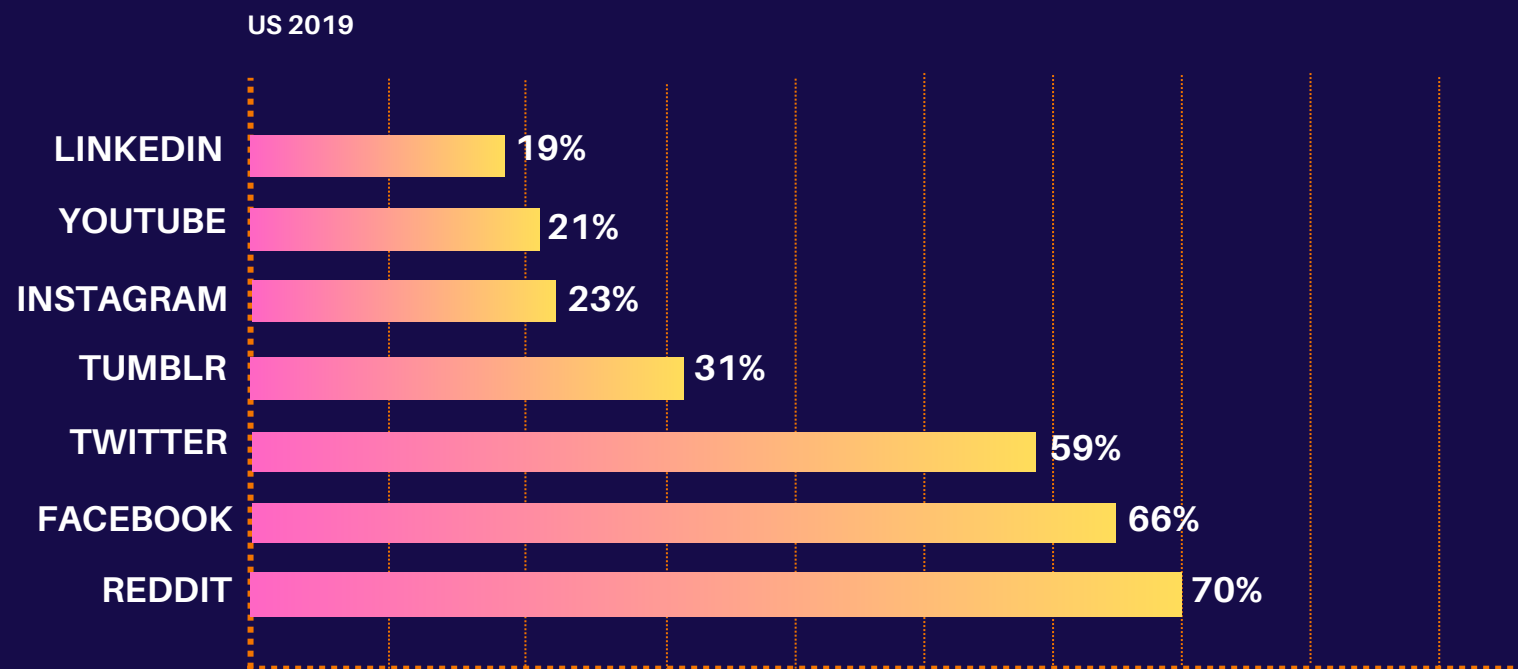


Note: In 2012, question was only asked of people who use the internet, but data is reported out of total respondents. In 2022, the question was asked of everyone.

Source: Spring Global Attitudes Survey. Q27. U.S. data is from a Pew Research Center survey conducted Jan. 25-Feb. 8, 2021.

"Social Media Seen as Mostly Good for Democracy Across Many Nations, But U.S. is a Major Outlier"

% of Users Who Get News on Each Site



Key Platforms for Political Campaigning

Each platform targets different voter segments. Facebook (older voters), Instagram (younger voters), TikTok (Gen Z).

TikTok surpassed one billion users by 2021, a key platform for younger voters. Boris Johnson's 2019 campaign catered to this.



Influencers and Grassroots Mobilization

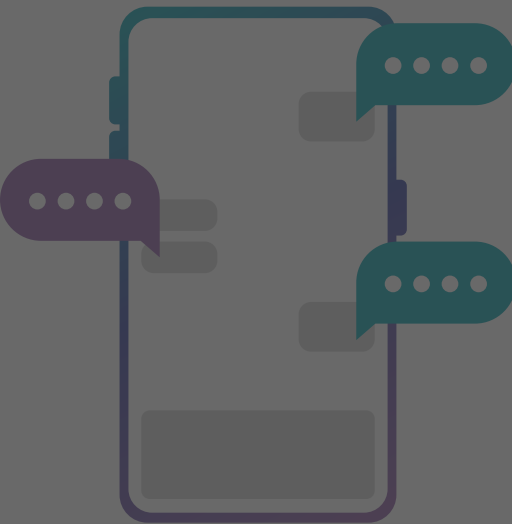
Influencers amplify campaign messages.
TikTok influencers in the 2019 UK General
Election helped reach Gen Z voters.

Influencer marketing has a return of \$5.20 per
dollar spent. Bernie Sanders' campaign used
Twitch and YouTube influencers.



The Role of Private Messaging

- WhatsApp and other messaging platforms allow private, peer-to-peer communication.
- Bolsonaro's 2018 Brazilian election campaign had WhatsApp downloads of about 120 million playing a key role in his victory.



Viral Campaigns and Peer-to-Peer Sharing

Viral content spreads through social networks. Jeremy Corbyn's Labour Party (2017 & 2019) leveraged viral videos and memes to engage younger voters.

To be kept in mind that misinformation spreads 6x faster than factual news on Twitter, creating trust issues in social media campaigns.



The Role of Data and Analytics



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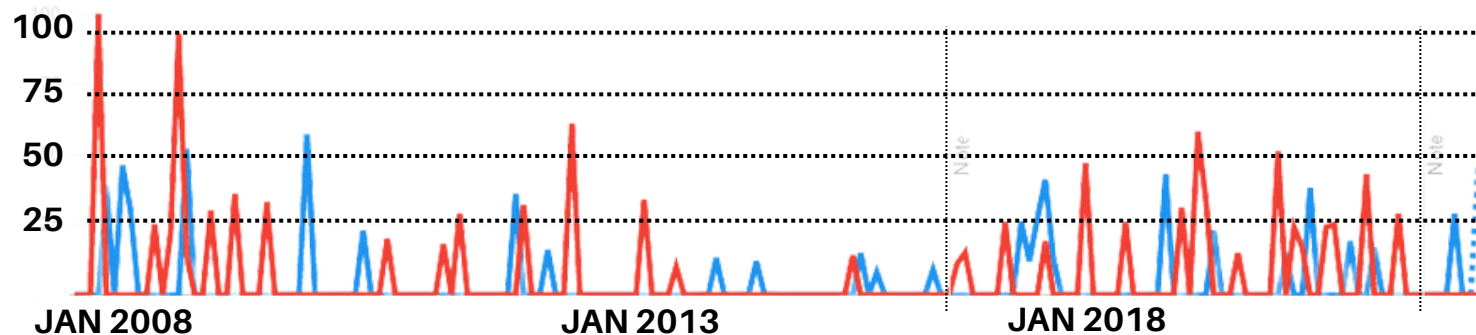
Campaigns use data analytics to categorize voters based on demographics, political leanings, and past voting behavior. This segmentation allows campaigns to focus efforts on persuadable or undecided voters, tailoring messages for specific groups.

Data analytics tools like text mining and natural language processing help campaigns understand what issues are resonating most with voters. This can inform policy positions and shape the narrative of the campaign.



Microtargeting

- Most crucial difference between social media and other platforms is “microtargeting.”
- The Howard Dean’s campaign in 2004 and Barack Obama’s 2008 and 2012 election campaigns utilized Microtargeting effectively
- It is easy to identify micro groups of users, that can be targeted with specific campaign messages, and expanded to large parts of the electorate.
- There was dramatic increase in public interest in 2016 on this subject due some events then. These events highlighted the ability of political actors to monitor the online behavioural patterns of individual citizens – and to subsequently tailor messages to them.



“Digital political campaign” (red) with “political microtargeting” (blue) (Google Trends).

Targeted Advertising

Using data-driven targeting, campaigns deliver personalized messages.



- Cameron used Facebook ads in 2015 targeting undecided voters in marginal seats.
- Meta and Google Ads provide detailed targeting options driving voter persuasion and turnout efficiently.
- Trump's 2016 campaign tested 5.9 million ad versions.



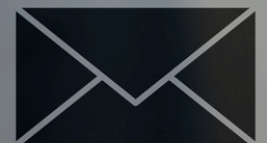
Candidate Profiling

- 1980 Reagan's image as strong, charismatic, and optimistic leader helped him connect with voters contributed to his landslide victory, winning 489 electoral votes (90.9%) compared to Carter's 49 (9.1%).
- Profiling includes tailoring the candidate's messaging, tone, and public appearances to highlight qualities voters find appealing, such as leadership, empathy, or competency.
- By analyzing polling data, voter behavior, and public sentiment, campaigns develop a candidate's image that resonates with key demographic groups.

Building Consistent Messaging

Campaigns must repeat core messages consistently across platforms.

In 2019 Conservative Campaign's 'Get Brexit Done' slogan. Repetition increases message retention by 50%. This message of Johnson was hammered across all platforms.



Adaptability

From just hope to detailed policy matters



- The 2008 Obama campaign, adjusted its messaging from 'hope & Change' to detailed economic policies.
- The campaign effectively tailored its messaging to various groups, culturally relevant outreach to Black and Latino voters.
- In Ohio, which was hit hard by the recession, Obama won with 51.5% of the vote, compared to John Kerry's narrow loss in 2004.

Challenges of Digital Campaigning

Online popularity doesn't always translate to votes.

Labour's challenges in the 2019 election due to 'preaching to the choir'.

Labour Party's viral videos garnered millions of views but didn't translate to an election win.



Digital Tools Beyond Social Media

- Digital strategies include email marketing, SMS campaigns, and Programmatic advertising.
- Email marketing remains a powerful tool for personalized communication, fundraising, and mobilizing supporters. SMS campaigns offer direct, real-time engagement for reminders and calls to action.
- Programmatic advertising allows campaigns to buy ad space across websites and apps, reaching voters beyond social media channels.

Balancing Digital with Traditional Media

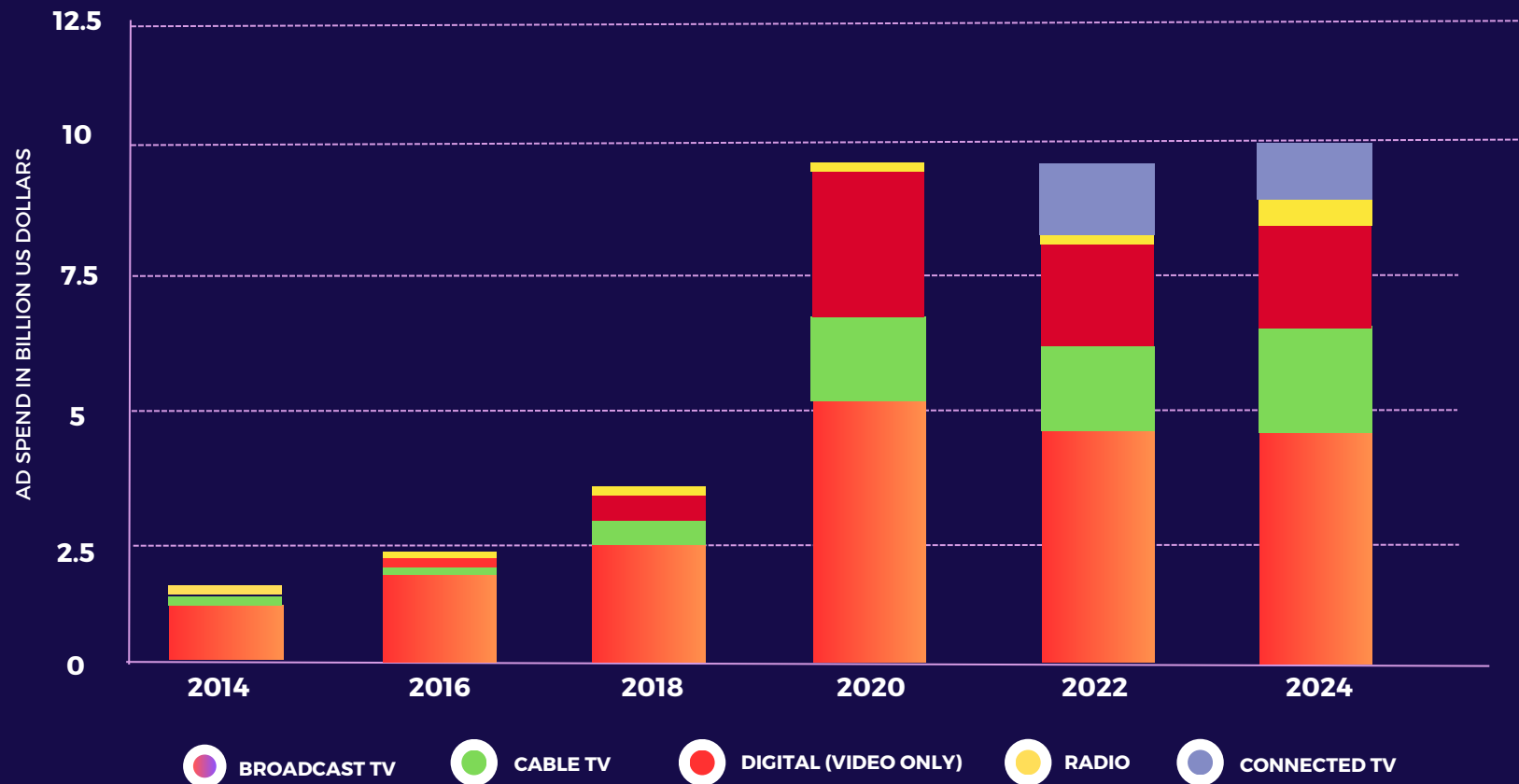
- Campaigns must balance digital media with traditional channels like TV and radio.
- Televised debates in the 2019 UK election.
- Traditional media like TV still reaches 89% of US adults, highlighting the need for a balanced approach.
- Trenova offers access to traditional media options such as CTV and ATV

Measuring Success in Digital Campaigning

- Success is measured by reach, engagement, and voter turnout.
- In 2020 US Presidential election campaigns relied heavily on data-driven metrics.
- A/B testing in Trump's 2016 campaign increased donation page conversions by 33%.

Political Advertising Spend in the US Elections

From 2014 to 2024, by medium. (in billion U.S. dollars)



Global Case Studies

Netanyahu's 2015 Israeli election victory using Facebook to target voters with tailored messages.

In the 2019 Indian election, over 150 million WhatsApp messages were shared across all parties.

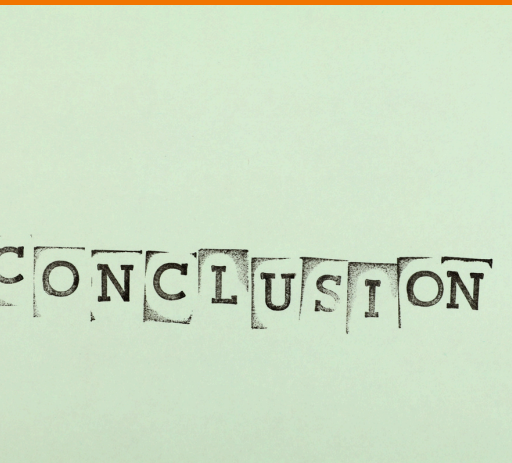


Key Takeaways

Strategies for Engaging
Voters Through Online
Platforms During Campaigns



- Social Media Campaign
- Mobilize Influencers
- Private Messaging plan
- Data Analytics driven
- Microtargetting voters
- Candidate Profiling
- Consistent Messaging



Conclusion

- The successful use of platforms like Facebook, Twitter, and WhatsApp in the U.S., India, Brazil, and the UK demonstrates how candidates can craft and control their image, mobilize supporters, and ultimately secure electoral victories.
- Digital marketing is crucial in modern political campaigns, but must be integrated with real-world voter engagement for success.

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In today's fast-paced world, individuals are constantly on the go, engaging with media across various platforms and contexts. In the era of broadcast media, placing an ad on television guaranteed that a significant audience would see it. However, now you must adopt a multifaceted strategy to ensure that you not only connect with each voter you prioritize but also reach them through diverse channels.

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THANK YOU