

Case Study: Political Campaign Strategy Design

Context

Context: Supporting a mayoral candidate in a medium-sized German city to effectively understand and address citizen needs during an election campaign

Goals and Metrics

Goals:

- Understand the needs and concerns of citizens.
- Communicate appropriately with potential voters.
- Build strategies addressing the needs of the citizens.

Key Metrics:

- Volume and diversity of citizen responses.
- Sentiment and semantic analysis results.
- Identification of key issues and actionable insights.



Approach

- **Assessment:** Implemented a bi-weekly question campaign to gather input on topics such as mobility, safety, youth, and public services.
- **Strategy Development:** Developed based on direct citizen feedback and comprehensive data analytics to tailor campaign messages and strategies.
- **Implementation Plan:** Deployed QR codes on campaign posters, enabling citizens to participate via smartphones without requiring downloads or personal information.

Interventions

- **Training Programs:** Focused on campaign staff to interpret and utilize data insights effectively.
- **Process Improvements:** Enhanced data collection through an AI powered web-based solution, incorporating voice-to-text conversions, sentiment analysis, and semantic analysis.
- **Structural Changes:** Integrated real-time data analytics into the campaign's strategy formulation process.

Outcomes and impact

Outcomes:

- Collected profound data on important citizen topics.
- Identified areas requiring action and attention.
- Gained insights into the phrasing and emotional tone of citizen concerns.

Impact:

- Improved understanding of voter priorities.
- Enabled data-driven decision-making in campaign strategies.
- Enhanced voter engagement through targeted and responsive communication.

Conclusion and lessons learned

- **Summary:** DNAlytics' solution provided critical insights into the needs and concerns of citizens, allowing the mayoral candidate to tailor their campaign strategies effectively.
- **Future Steps:** Ongoing use of data analytics to adapt and refine campaign strategies based on continuous feedback.

Lessons Learned

- **Challenges:** Ensuring broad and representative citizen participation.
- **Best Practices:** Utilizing regular and simple engagement methods like QR codes and smartphone access proved highly effective.