

The 1World Election Campaign *Competitive Advantage*

Win Elections With 1World

2016 is a presidential election year, and the political process is well underway. Like in every election, polling, debates, and opinion gathering take on an important meaning for those following the candidates and issues. 1World's innovative online political platform is well positioned to play a prominent role for those candidates, parties, and stakeholders able to take advantage of its benefits.

Why 1World?

1World Online delivers a Consumer Intelligence Platform providing simple but effective engagement applications, unique-engaging content, ongoing market research, and insightful end-user analytics of consumers tapping into the Platform.

The engagement applications are online modules that capture input from citizens. The two primary engagement modules, which are both naturals for politics, are the 1World Poller and Debate Forum. After aggregating data from these applications, 1World provides detailed breakdowns of results, enables dynamic segmentations of the electorate, and can combine its demographic and psychographic data with other third-party tools such as Google Analytics or exporting to Big Data analytics applications.

We see three related KEY BENEFITS in adopting the 1World platform:

- 1) A Program of Measuring what people think on issues that matter for the candidate and his/her election.
- 2) Electability Content creation such as infographics and debates (actual or mock) vs. his/her competition.
- 3) Voter/Issue Analysis of the results of opinion gathering, updated on a regular basis for candidates and their teams in order to provide a distinct competitive advantage to win elections.

In terms of measuring what people think on the issues, that is where the 1World engagement applications come into play in a second way after the up-front engagement as an opinion gathering analytics platform. By putting any of the 1World engagement applications on a candidate's web site or digital properties they can gather opinions quickly and easily. By placing the 1World Poller on partner and other sites in the candidates network one can enjoy more votes and more diversity of votes. By taking advantage of 1World's Global Exchange Network (over 600 affiliate sites today, expecting many thousands in 2016), poll/opinion questions can gather votes on an even wider basis to allow you to compare and contrast your voting population(s). Similarly, Debate Forum enables the candidates or party representatives to provide their arguments on various issues, and the voters can vote on the issues, the arguments given, and the persuasiveness of the candidates all to the benefits of the candidates and the election process.

Please contact your 1World representative to learn more

