

PE-POLL ANALYTICS LLP is a Bangalore based political consultancy, which is a one stop solution for all the political PR Needs through various channels, with a back-end office based in J.P. Nagar where all these procedure's are done. We have various teams handling various channels to give the best to our clients. The services rendered are briefed below.

In this internet world, social media connects everyone on a single platform breaking all physical boundaries. It has now become an essential tool in connecting with people and molding their perception of one's personality. We create appropriate and the right content for the political leaders to engage with people to build better communication.

We promote political leaders using the best interactive ways and spread their messages to reach people across their constituency and any other boundaries using analytics and other tools.

We also promote the leaders' social media pages with regular posts on activities, anniversaries, historical events and social events with a briefing to keep them updated about their pages. Walking through the meeting agenda, press conference topics, readables and impactful speeches, portraying them in the right light be it in pictures, posts or meetings.

What we offer

➤ Social Media Management

- Day to day posting
- Image building posts, local area development posts, party-oriented posts, event pictures, commemoration day posts, creatives along with creative content
- Weekly one creative video showcasing activities for the week
- Website creation for digital presence
- Creation of Wikipedia profile
- Verification of Facebook, Instagram and Twitter accounts
- Tweets on Twitter based on selected issues or trending topics
- Comments with substance will be addressed within 24 hours
- Personal messages will be addressed and logged using a spreadsheet which also acts as a log for issues and engagements
- We will personally monitor negative/abusive/derogatory comments in-order to mitigate anti-social elements
- Audience building
- Increasing engagement

➤ **Promotions**

To increase traction on the page, a monthly budget schedule must be prepared for page promotion and post promotion on each page. Duration of the spending is dependent on the target segment size

We will target your constituency to bring in new followers through Facebook ad campaigns

A separate budget needs to be sanctioned for occasional campaigns that are run on Facebook. Campaigns can be run on specific days or for a particular cause/issue or during specific allotments/ sanctions for the constituency. This is to build a buzz around bigger initiatives taken and bring more followers to our page

➤ **IVR calling and opinion polling**

➤ **IVR Call Greetings**

➤ **Bulk SMSes**

➤ **Video creations (greetings, documentaries, campaign song etc.)**

➤ **Analytics**

This information can be used to understand trends & pattern of support but cannot be used to target individual users

A scorecard of followers will be shared every month, Pe-Poll Analytics has developed an App to score your followers based on their frequency and type of interaction with your pages

Integrating these followers to the on-field party network, creating separate social media interactions, WhatsApp groups and also organizing interactive sessions with the leaders.

Statistical analysis for comparison

➤ Election Campaign Plan (Designing and Printing)

- Political Advertising
- Manifesto
- Flyers
- Banners and billboards
- Campaign materials (Flags, keychains, T-shirts, caps, buntings, shawls, masks, clocks, watches etc.)
- Campaign vehicle design
- LED vehicle for rallies
- Election documentary videos
- Call center (influence calling and opinion polling and booth level management)

➤ EVENT ORGANIZING

- Event organizing with relevant themes and concept
- Event promotions with different concept of on field and online campaigning
- Pre and post event media presence
- Branding of the event

➤ MASS MEDIA & PUBLIC RELATIONS

Mass media is an important tool in reaching out to the masses. We at Pe-Poll Analytics have built a tremendous network of PR agencies at the top and root levels to propagate one's message and ideas to people on relevant issues. We are connected with various channels and newspapers.

➤ WAR ROOM

An extremely strong wave can topple any structure. We create the waves among the people in favor of our leaders by establishing war rooms to analyze and understand the final trends as we near the polling day.

Having a group of election experts sitting in the war room creating a campaign strategy on all mediums (positive and negative campaign), media presence and catchy taglines and hashtags.

➤ CALL CENTRE

It is an essential exercise to understand the wave of the constituency by creating real time surveys and verifying the data, to identify the needs and issues of the general public and party workers to eliminate any obstacles faced and build confidence among the people and party workers. This is where our well-equipped call centers come into picture

➤ OPINION POLL

It is imperative for a candidate to understand the current mood of the voters in the constituency. Pe-Poll Analytics analyzes this mood accurately using a customized personal opinion poll model where a set of questions are asked face to face to a chosen sample of the population at each booth. The sample chosen is segmented according to the caste equation, age and economic strata of the booth. All details like the name, age, gender, caste, occupation, mobile number, etc., of the respondents would be recorded to help in data analysis and look for trends based on caste, age, occupation etc.

➤ The questionnaire for this exercise will focus on the following parameters:

- Public perception about the central government
- Public perception about the state government
- Public perception about the image and work of the MLA
- Party preference of the voters at present
- Candidate preference based on the party choice
- Impact from party shift
- Status of independent candidate
- Caste, age and area wise preference and trends
- Gender, occupation and education wise trends
- SWING and SWOT analysis by comparing past result to current mood of the electorate

➤ POLITICAL ADVERTISING

- Manifestos
- Flyers
- Banners and billboards
- Campaign materials (flags, keychains, T-shirts, caps, buntings, shawls, masks, clocks, watches etc.,)
- Campaign vehicle design
- LED vehicle for rallies
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CAMPAIGNING IDEAS

➤ Standard Activities

Manifestos: A separate manifesto for each Panchayat / Ward and various target audience like lawyers, doctors, ex-servicemen, women, teachers etc.

Campaign Vehicle: Nukkad Sabhas while travelling in specially designed buses/minibuses. There will be one vehicle with all the required provisions (mic to address a gathering, campaign song (if any) booming on speakers, 4-5 local famous leaders, etc.) It will have designs of relevant leaders, slogans, theme on the outside.

Street Theatre/Flash Mob: Trained artists performing in outdoor spaces with the candidate or the campaign's promotion as the motive. Another idea is a flash mob performance on the campaign song at thickly populated centres

VAN with LCD screens: A short film on repeat showcasing the achievements and the work done by our client/party

Booth level promotions: Every booth in charge and his team is provided with a kit. This will increase the visibility exponentially. Kit would ideally have a cap, T-shirt for youngsters, kurta, gamcha for middle aged and older workers

Customized Car stickers and Mobile Covers: By choosing a uniform theme, it will increase the campaign's penetration. Theme could be probable leaders' face with slogan for the campaign, Tri-colour with party symbol etc.

Cycle Campaign: Leaders campaigning on cycles across villages at least once a week. They along with their whole team would travel on cycle from meetings to meetings leaving an impression that our leaders are eco-friendly and care for the environment

Plantation campaign: Door to door campaign giving a plant to every household. We'd request them to plant it in their nearby areas thus emphasizing on the importance of nature in our lives. This would be different than a usual plantation drive

Mascots: Two mascots may be launched in the constituency – for instance if a lot of work has happened in strengthening the power infra in the constituency the mascot may be called 'Urja'. It is necessary to hold 5
- 6 events around the mascot in a run up to the election

Offices: Opening of offices at every gram panchayat level – these offices are opened in the house of the person who fought (may have won or lost) the Sarpanch / Taluk / Zilla Panchayat election. Typically, this office may remain functional for last 30 days. Typically expenditure for each office will be INR 50,000 – 70,000

Event Around a Cause: A music concert with minimum ticket prices attached to one cause that drives the candidate and the people in the area. In keeping with the theme, a 'rebel band' may be invited to attract youngsters. The candidate may pledge that he will financially contribute multiple times the amount raised

Padayatra: Candidate may embark on a Padayatra in the entire constituency – every part visited on foot

People's Manifesto: a team of volunteers who move on behalf of the candidate well before the elections to do public sourcing of development for future. This will be a big bang event with launch of vision document etc.

Mask Rally ending with a Helium Balloon launch: Children wearing masks of the candidate, rally ending in a ground where lots of helium balloons are sent in the air with huge flexes of the candidate. Can be simultaneously done at 50 locations in the constituency

Party themed Saris for women and sweat shirts for youth: both will give tremendous visibility.

Party themed cloth bag: This bag may be given to all vegetable sellers, grocery stores etc. This will give penetration in every home in the constituency.

Gifts for Children: Stocking of 10,000 small gifts that may be given to children by the candidate. Wherever he goes, he can keep giving gifts. Happy children implies happy parents. Gifts may be like water bottles, compass boxes, fancy notebook sets etc. All children studying in government schools may be given school bags for next session with notebooks too

➤ **BIG BANG ACTIVITIES**

Fictional movie: An animated movie can be made on the candidate – it has much more impact on the minds of the people than a simple documentary. The movie will be completely fictional and will stay with the people much longer in their memories than any documentary

Use of VR/3D: A Rath or Bus can be used as a mobile movie theatre or computer terminals can be set up inside the bus. VR goggles and VR enabled phone are the only hardware needed – movie can be used to show development in a more “life-like” manner