IDENTITY ANALYSIS | FOCUSED MESSAGE DEVELOPMENT
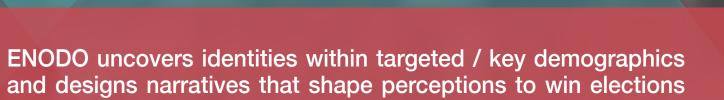
"Campaigns are about connecting with and mobilizing voters; tapping into identity is key."

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ENODO uncovers identities within targeted / key demographics and designs narratives that shape perceptions to win elections

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Politicians commit significant resources to understand sentiment, influence behavior, and forecast election outcomes by asking what motivates voters.

Identity explains why people act as opposed to how they behave or express opinion.

ENODO harnesses the power of identity through a methodology that pinpoints the dominant identity to influence voters' beliefs and trigger behavior. Identity, shaped by norms, values, and traditions, is the strongest human need, yet often overlooked. It is so fundamental to one's persona that it directly impacts behavior and voter decisions. Employing ENODO's methodology enables your campaign to:

Enhance traditional analytical tools to optimize polling, focus groups, and micro-targeting initiatives

Build enduring relationships with voters based on trust and transcend pitches that focus on fear narratives

Manage and interpret data in order to allocate campaign resources more effectively

Find shared identities between traditionally opposed demographics to create unanticipated voting blocs

Uncover what motivates constituents and forecast how events, policies, and narratives impact voter perceptions

Identify, define, and attract new voter blocs and win swing voters

Design tailored narratives that resonate with key demographics

Shape future political landscapes and win elections

Traditional technologies identify issues important to voters but do not tell how or why they impact them.

ENODO's multi-disciplinary approach discovers WHO the target audience is, HOW they identify, and WHY issues are important to them.