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Subject: Fwd: Bolton Video Ads
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Ad 1: Conscientious

Conscientious people are collected, orderly and traditional, and they admire the same qualities in the leaders. The ad tells the viewer that Thom Tillis has a plan to keep America safe.

<https://www.youtube.com/watch?v=fmLFJi2vaWw>

Ad 2: Agreeableness

This ad targets people who are high in agreeableness, who are caring and want the best everyone. It makes the case to the viewer that supporting candidates who prioritise national security is the responsible thing if we're to leave a safer and stronger America for our children.

<https://www.youtube.com/watch?v=s7XsIMzYqiA>

Image 3: Neurotic

These ads targets people high in neuroticism, who tend to be anxious and to see the world as a dangerous place. It highlights the threats facing America - in this case Islamic terrorism - and makes the case to the viewer that they should support a strong national security policy in order to keep America safe.

<https://www.youtube.com/watch?v=ReAQcReXXaQ>

<https://www.youtube.com/watch?v=h-NTrb2E2GE> (special white flag version)

Image 4: Openness

People high in openness tend to gravitate towards new ideas and change and have an interest in the wider world. This ad links national security and investment in the military with instability abroad, and tells the viewer that by voting for a national security candidate they can help bring positive change to the world.

<https://www.youtube.com/watch?v=QRwkroK3opc>

Image 5: Extraversion

This ad is built around the concept of 'leadership' in different spheres of American society, and is targeted towards people high in extroversion. People high in this trait tend to admire energetic, decisive actions.

<https://www.youtube.com/watch?v=3d6azebNI7Q>

