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Dear John:

I wanted to write to you about Competitive Edge Research's innovative MPower message-testing system. As you know, MPower was extremely helpful in crafting our messages for Carl DeMaio's winning 2012 Mayoral Primary campaign.

Campaigns used to be 80% art and 20% science. Now that paradigm has been reversed due to data-driven methods, which Competitive Edge is helping popularize. CERC takes the guesswork out of many important campaign decisions, especially when it comes to how best to communicate a candidate's messages. As you regularly preach, the most important target for any campaign is not the electorate *per se*, and it is not even undecided voters. The appropriate target is *persuadable* voters and that's one of the key insights MPower is based on. I know that MPower uncovers the true persuasive power of any given message because it isolates persuadable respondents and uses only that critical group to produce the MPower score.

As campaign professionals, we tend to think we come up with brilliant, winning arguments. Obviously, not all messages are created equal. We have used MPower to sift through dozens of messages in order to settle on the top two or three we need to use in order to win. Specifically, we would not have had the confidence to build a campaign around an opposing candidate's failure to show up for work without first using MPower to prove that message had potential. Further, we used MPower to hone that message for maximum impact.

Another benefit of Competitive Edge's MPower is that it allows us to easily see what works because the scores it produces are user-friendly. Seeing the power of each message plotted on a grid in a single number makes it all clear (to us *and* our clients) what will actually help us win, which messages would benefit from tweaking and which ones are duds. Additionally, we're able to test the opposition's messages so we know the traps to avoid. Knowing what issues we need to deal with and what attacks we can brush off gives us a huge advantage.

So congratulations on developing a truly useful research tool for campaign professionals like me. I know we'll be using MPower to win campaigns for years to come.

Sincerely,

Jason Cabel Roe  
Partner