

JOHN HOY CAMPAIGNS

December 1, 2014

John Nienstedt
President, Competitive Edge
2170 4th Avenue
San Diego, CA 92101

Dear John,

Thanks for all the survey research and advice you provided me during the Lorie Zapf for City Council campaign. We were successful in winning outright in a very tough and competitive Primary and could not have won without Competitive Edge's help.

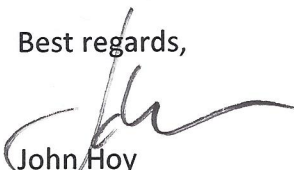
In particular, I'm impressed with Competitive Edge's ability to help our team to identify and craft truly persuasive campaign messages. Your MPower system takes the guesswork out of communicating the right messages to voters.

In all campaigns, it's important that we test messages to determine the most powerful. Knowing which messages can move the uncommitted voters is key to winning campaigns. Isolating the persuadable voters is another key aspect of MPower. It seems obvious, but there is really no point to looking at the topline results that relate to the messages we test. MPower is based only on how persuadable voters react to the arguments and that means it discerns the true persuasive power of each message.

An additional benefit is that the MPower is conveyed in one easy-to-read number. A score of -100 to +200 makes it much easier for my clients to understand how we prioritize campaign messages. That feature is very helpful to me, but the entire system is well thought out and is an important part of my campaigns.

Many thanks for your insight and guidance.

Best regards,


John Hoy