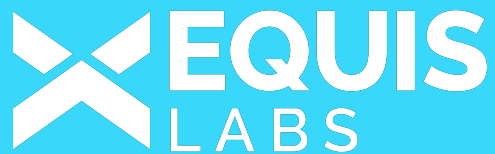


Project Gigante

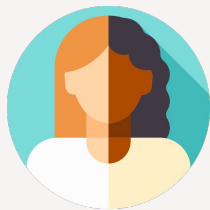


Stephanie Valencia & Carlos Odio

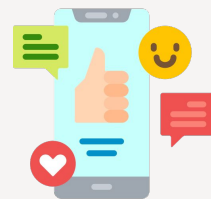
Co-Founders



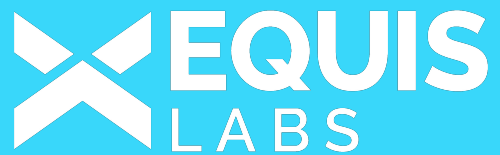
Does content tailored to specific Latinx subgroups increase turnout and excitement around voting?



- Power of digital vs other mediums for reaching Latinx audiences more effectively
- Targeting subgroups



- 80% of Latinos are internet users
- Latinos spend more time using mobile than non-Latinos
- Almost $\frac{2}{3}$ of Latinos are on social media & about $\frac{1}{2}$ are on Facebook



Caitlin Opperman

Break Something



Testing Methods & Approach

Panel testing with Swayable and engagement testing on Facebook and Youtube

Two rounds of testing with 12 videos per round*

Round 1: messenger and tone

Round 2: message

Testing did not include Florida

*we planned for an additional round we did not complete due to COVID-19

Content





Round 1:

Messenger and Tone



Angry

Emotional

Serious



Round 2: Messages

Positive Social Norms

"Your family and your community are counting on you to make your voice heard this year"

Immigration

"Some people blame immigrants for the problems we have in this country. I like to imagine there's a better way."

Health care

"I work hard to provide for my family - But with expensive prescriptions and medical bills, it's hard to keep up."

Positive Social Norms

(w Trump)

"We know Trump supporters are ready to vote this year. It's time to show them that there are more of us than them."

Immigration

(w Trump)

"Donald Trump says terrible things about immigrants, and what he does is worse: separating children from their parents, keeping kids in detention camps and in cages."

Health care

(w Trump)

"This year, I'm voting for someone who wants to keep our families healthy - not someone like Donald Trump who's taking apart our health care piece by piece."



Round 2: Messages

Vote for a Dreamer

"My friend may not be able to vote, but I can. I have to-- his future is in my hands. And it's in yours too."

Vote for a Dreamer

(w Trump)

"My best friend is a Dreamer. He has been in this country since we were kids, and this is the only home he knows. Yet Donald Trump wants to deport him, and thousands of other young people like him."

Moral Message

(w Trump)

"We deserve a President that shares our values -- who tells the truth and is respectful to others. It's clear Trump doesn't."

Race-Class Narrative

"We need to join together across racial differences, like we've done in the past, to fight for better."

Latino Vote Matters

"Experts are saying the Hispanic vote will be decisive in the 2020 election. More Latinos than ever are expected to vote this year. Will you be one of them?"

Confidence

"You don't need more information to make the right choice in the voting booth. You know what issues affect your family and your community most because you experience them every day."



So when another politician

Young Latina - Angry Tone



Big Picture Takeaways

Testing and content creation with Latinos in mind is key

- Some of the content we tested was ineffective
- Latinx messengers over non-Latinx messengers

Tailor messages to specific Latinx subgroups

Panel Testing Results





Takeaways for all Latinos

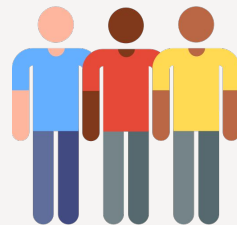
- Young Latino male actor was the most effective messenger
- Older Latina was not the best messenger for any audience, including older Latinas
- Latinx messengers perform better than non-Latinx messengers
- Heightened tones (angry, emotional) are best
- *Moral Message w/ Trump, Vote for a Dreamer w/ Trump, and Latino Vote Matters* were most effective
- Mentioning Trump increases excitement about voting in 2020



Latinx Subgroups



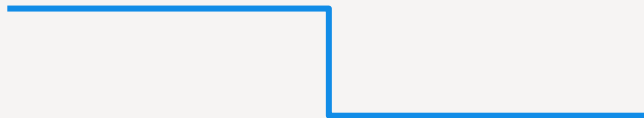
Latinas (by age)



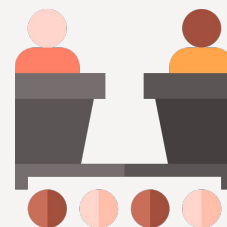
Latino men (by age)



Voter registration status



Partisanship &
voter registration status



Partisanship




Takeaways for Latinas

Latinas, generally:

- *Race/Class Narrative, Immigration w/ Trump and Moral Message w/ Trump* were all effective
- Female over male messengers
- *Positive Social Norms* increases mobilization

Older Latinas (over 45)

- Young Latino male actor was best
- Angry Young Latino video was best from round 1
- Angry tone is always best

A man with short dark hair and a goatee, wearing a dark blue polo shirt, is shown from the chest up. He has a wide-eyed, open-mouthed expression of surprise or realization. The background is a plain, light gray.

I know I'll be voting.

Positive Social Norms



Takeaways for **Latino Men**

Latino men, generally:

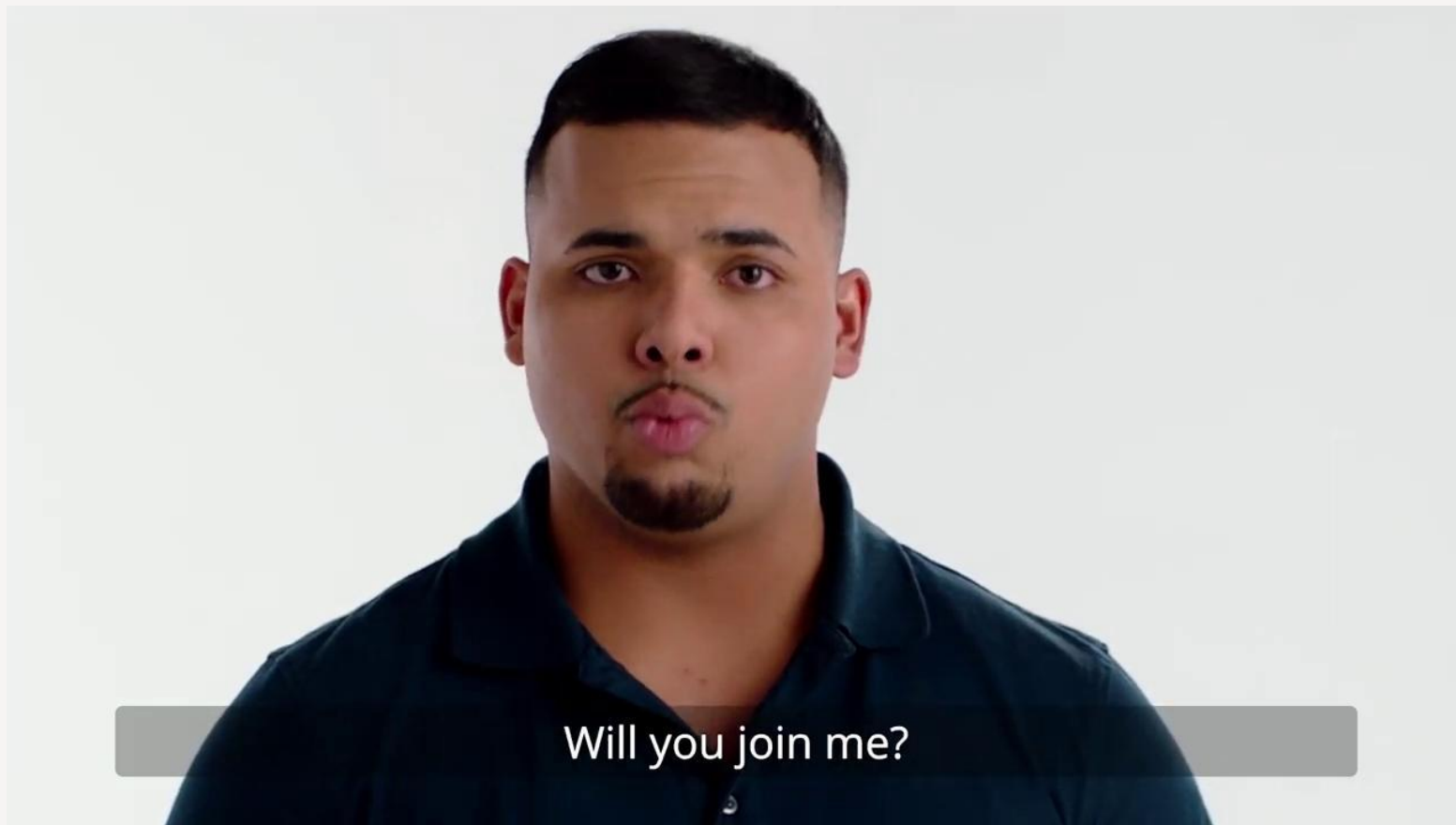
- *Vote for a Dreamer* was most effective
- *Positive Social Norms* has negative/null effect
- Only videos with “Latinx appeal” were effective

Young Latinos (18-45)

- All tones and messengers were effective
- Young Latino male was especially mobilizing
- Angry Young Latino video was most effective from round 1

Older Latinos (over 45)

- Angry Young Latino and Emotional Young Latino videos were **not** effective



Vote for a Dreamer



Takeaways by **Voter Registration Status**

Unregistered respondents:

- Male over female messengers
- *Vote for a Dreamer w/ Trump* was most effective

Registered voters:

- Female over male messengers
- All messages were effective



Takeaways by **Partisanship**

Definite Dems	Uncertain Middle
<i>Immigration w/ Trump is most effective</i>	<i>Vote for a Dreamer is most effective</i>
<i>Moral Message w/ Trump and Latino Vote Matters were best</i>	



Takeaways by **Voter Registration & Partisanship**

UNREGISTERED RESPONDENTS

Definite Dems

- *Race/Class Narrative* has a large, positive effect on vote intention
- Neither *Positive Social Norms* message increased mobilization

Uncertain Middle

- Both *Positive Social Norms* messages increased mobilization


REGISTERED VOTERS

Definite Dems

- *Immigration w/ Trump* has the largest effect
- Both *Positive Social Norms* messages increased mobilization

Uncertain Middle

- *Vote for a Dreamer* has the largest effect
- Neither *Positive Social Norms* message increased mobilization



I'll be voting this year.

Race Class Narrative

Engagement Testing Results





Engagement

- No significant differences between audiences (likely because of the similarities in content)
- **Facebook**
 - Older messengers had higher watch rates (especially for rural audiences)
- **YouTube**
 - Videos with the emotional tone performed best, followed by the angry tone, followed by the serious tone from a watch time perspective
 - The non-Latinx messenger was the worst performing while the young Latina was the best, which suggests **a Latinx messenger is important for engagement**

Key Takeaways, Challenges, and Future Tests





Key Takeaways and Recommendations

- **Testing and deliberate content creation with Latinxs in mind is key**
- **Tailor messages to specific Latinx subgroups**
 - Latino men were much harder to move than Latinas with the content we tested
 - For men, content is more effective when it draws upon an explicit reference to identity
- Heightened tones can be more effective at increasing mobilization
- *Moral Message w/ Trump, Vote for a Dreamer w/ Trump, and Latino Vote Matters* were most effective
- Messages referencing Trump increase excitement about voting
- **Consider targeting content to and testing content with Ambivalent Voters (aka Uncertain Middle)**



Will you?

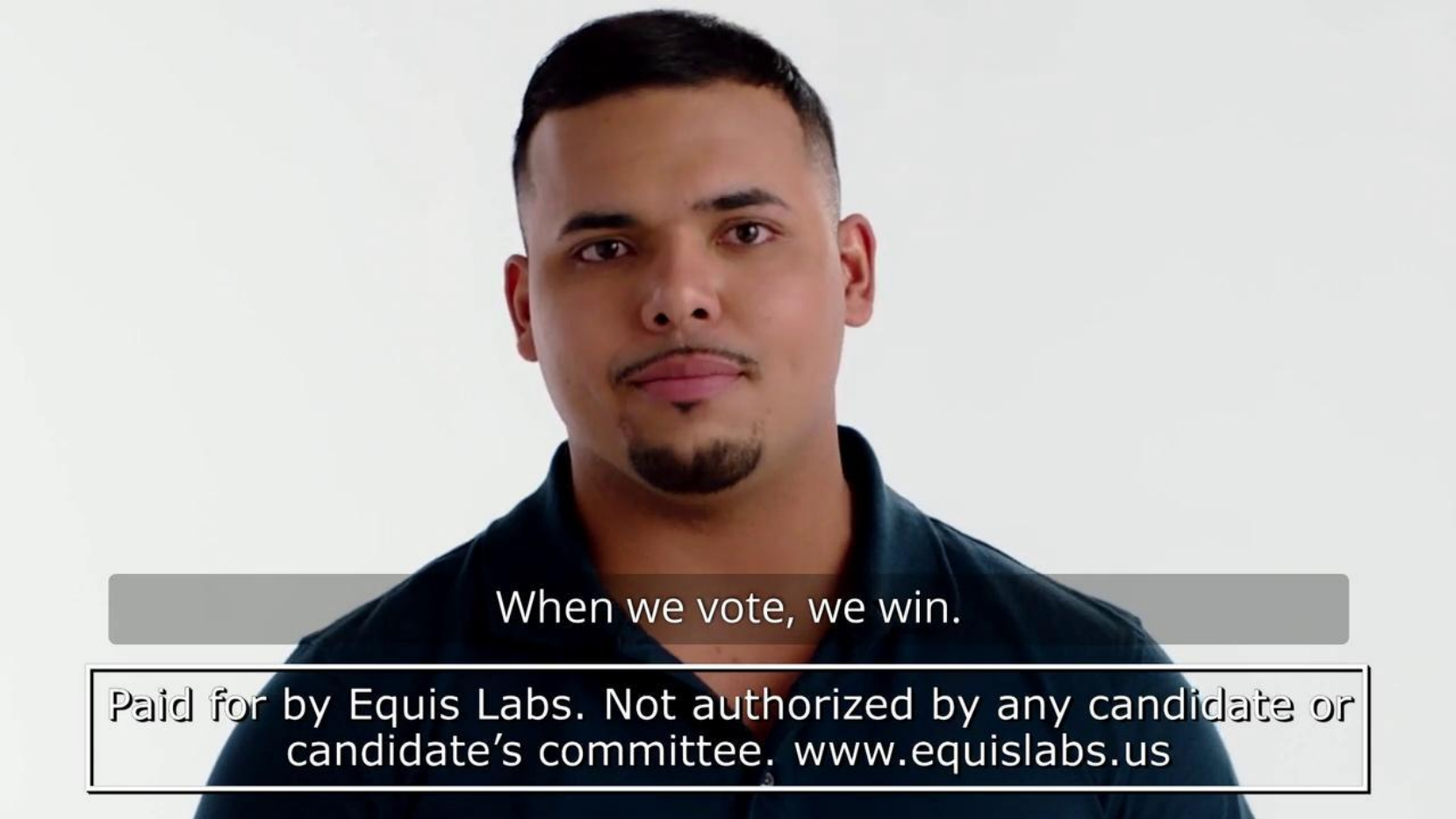
Paid for by Equis Labs. Not authorized by any candidate or candidate's committee. www.equislabs.us

Moral Message w/ Trump



I'm voting this year.

Vote for a Dreamer w/ Trump

A portrait of a man with short dark hair and a goatee, wearing a dark blue shirt, against a light gray background.

When we vote, we win.

Paid for by Equis Labs. Not authorized by any candidate or
candidate's committee. www.equislabs.us

Latino Vote Matters



Challenges and Lessons Learned

Changing targeting parameters on digital platforms

Ample Latinx sample size for panel testing

COVID-19



Future Tests

- Testing Positive Social Norms messaging with Latino men
- Testing effect of Race/Class Narrative message on boosting voter registration
- Testing content designed for non-Latinx/general audiences among Latinx populations alongside content designed for Latinxs
- Engagement tests that emphasize stylistic variability
- “Unlikely voter” messengers



Acknowledgements

Nathaniel Lubin, project advisor

Dr. Rachel Stein, Dr. Melissa Michelson, and Stephanie DeMora, analysts

Melissa Morales, program partner

Dr. Lorena Chambers and Kevin Hines, content production

Cheryl Hori, digital advertising



What's Next for Equis?

- Pro-Biden content testing
- Voter registration testing with Puerto Ricans in FL
- Vote by mail test in FL
- Cuban persuasion testing in FL

Appendix





Round 1 Videos - Messenger and Tone - Angry Tones





Round 1 Videos - Messenger and Tone - Serious Tones





Round 1 Videos - Messenger and Tone - Emotional Tones





Round 2 Videos - Message

Positive Social Norms

"Your family and your community are counting on you to make your voice heard this year"

Immigration

"Some people blame immigrants for the problems we have in this country. I like to imagine there's a better way."

Health care

"I work hard to provide for my family - But with expensive prescriptions and medical bills, it's hard to keep up."

Positive Social Norms

(w. Trump)

"We know Trump supporters are ready to vote this year. It's time to show them that there are more of us than them."

Immigration

(w. Trump)

"Donald Trump says terrible things about immigrants, and what he does is worse: separating children from their parents, keeping kids in detention camps and in cages."

Health care

(w. Trump)

"This year, I'm voting for someone who wants to keep our families healthy - not someone like Donald Trump who's taking apart our health care piece by piece."



Round 2 Videos - Message

Vote for a Dreamer

"My friend may not be able to vote, but I can. I have to-- his future is in my hands. And it's in yours too."

Moral Message

(w Trump)

"We deserve a President that shares our values -- who tells the truth and is respectful to others. It's clear Trump doesn't."

Latino Vote Matters

"Experts are saying the Hispanic vote will be decisive in the 2020 election. More Latinos than ever are expected to vote this year. Will you be one of them?"

Vote for a Dreamer

(w Trump)

"My best friend is a Dreamer. He has been in this country since we were kids, and this is the only home he knows. Yet Donald Trump wants to deport him, and thousands of other young people like him."

Race-Class Narrative

"We need to join together across racial differences, like we've done in the past, to fight for better."

Confidence

"You don't need more information to make the right choice in the voting booth. You know what issues affect your family and your community most because you experience them every day."



Round 1 Scripts - Messenger and Tone

Serious Older Latina

Families like mine are the backbone of the country. Our small businesses add more than 700 billion dollars to the economy.

When another politician forgets what we have given, voting is the way to remind them.

And they should be paying attention, because the news keeps saying how this year, millions more people are expecting to vote -- one of the biggest elections ever. I will be one of them. You can count on it.

Angry Older Latina

We work hard. I raised my children to do the same. This is OUR country and families like mine make this country what it is.

So when another politician forgets what we have given, I want to remind them.

Millions of people are expecting to vote this year, and I will be one of them. When my family and my community are disrespected, I fight for them.

Politicians should pay attention. Because I'm voting. You can count on it.



Round 1 Scripts - Messenger and Tone

Emotional Older Latina

We work hard. I raised my children to do the same. This is OUR country and families like mine make this country what it is. So when another politician forgets what we have given, I want to remind them.

Millions of people are expecting to vote this year. We are inspired to vote by the people we care about, and the community we want to make better.

I'm voting. You can count on it.

Serious Young Latino

Families like mine are the backbone of the country. The work I do and what I buy keeps our economy going.

When another politician forgets what we've given voting is a way to remind them.

And they should be paying attention because the news keeps saying how this year, millions more people are expected to vote. One of the biggest elections ever. I'll be one of them. You can count on it.



Round 1 Scripts - Messenger and Tone

Angry Young Latino

My mom works hard. I've tried to do the same. This is OUR country and families like mine make this country what it is. So when another politician forgets what we've given, I want to remind them. Millions of people are expected to vote this year, and I'll be one of them. When my family and my community are disrespected, I fight for them. Politicians should pay attention: I'm voting. You can count on it.

Emotional Young Latino

My mom works hard. I've tried to do the same. This is OUR country and families like mine make this country what it is. So when another politician forgets what we've given, I want to remind them. Millions of people are expected to vote this year. We are inspired to vote by those who raised us, and by the community we want to make better. I'm voting. You can count on it.



Round 1 Scripts - Messenger and Tone

Serious Young Latina

Families like mine are the backbone of the country. Small businesses add more than 700 billion dollars to the economy and I work for one of them. When another politician forgets what we've given, voting is a way to remind them. And they should be paying attention, because the news keeps saying how this year, millions more people are expected to vote -- one of the biggest elections ever. I'll be one of them. You can count on it.

Angry Young Latina

My mom works hard. I've tried to do the same. This is OUR country and families like mine make this country what it is. So when another politician forgets what we've given, I want to remind them. Millions of people are expected to vote this year, and I'll be one of them. When my family and my community are disrespected, I fight for them. Politicians should pay attention: I'm voting. You can count on it.



Round 1 Scripts - Messenger and Tone

Emotional Young Latina

My mom works hard. I've tried to do the same. This is OUR country and families like mine make this country what it is. So when another politician forgets what we've given, I want to remind them. Millions of people are expected to vote this year. We are inspired to vote by those who raised us, by those we care for, and by the community we want to make better. I'm voting. You can count on it.

Serious Older Latino

Families like mine are the backbone of this country. The work we do and the products that we buy are what keeps our economy afloat. And when another politician forgets what we've given, voting is a way to remind them. The news keeps saying how this year, millions more people are expected to vote. One of the biggest elections ever. I'm voting. You can count on it.



Round 1 Scripts - Messenger and Tone

Angry Older Latino

We work hard. I raised my children to do the same. This is OUR country and families like mine make this country what it is. So when a politician forgets what we've given, I want to remind them. Millions of people are expected to vote this year and I'll be one of them. When my family and my community is disrespected, I fight for them. Politicians should pay attention: I'm voting. You can count on it.

Emotional Older Latino

We work hard. I raised my children to do the same. This is OUR country and families like mine make this country what it is. So when another politician forgets what we've given, I want to remind them that millions of people are expected to vote this year. And we're inspired to vote by those who raised us, by those we care for, and by the community we want to make better. I'm voting. You can count on it.



Round 1 Scripts - Messenger and Tone

Serious Non-Latinx Woman

Families like mine are the front and center of the country. The work we do and the products we buy are what keeps our economy afloat. When another politician forgets what we're giving, voting is a way to remind them. And they should be paying attention, because the news keeps saying how this year, millions more people are expected to vote -- one of the biggest elections ever. I'll be one of them. You can count on it.

Angry Non-Latinx Woman

We worked hard. I raised my children to do the same. This is everyone's country and our families make this country what it is. So when another politician forgets what we've given, I want to remind them. Millions of people are expected to vote this year, and I will be one of them. When my family and my community are disrespected, I fight for them. Politicians should pay attention: I'm voting. You can count on it.

Emotional Non-Latinx Woman

We worked hard. I raised my children to do the same. This is Everyone's country and families like mine make this country what it is. So when another politician forgets what we've given, I want to remind them. Millions of people are expected to vote this year. We're inspired to vote by those who raised us, and those we care for, and the community we want to make better. I'm voting. You can count on it.



Round 2 Scripts - Message

Positive Social Norms

Experts are expecting the highest turnout we've ever seen in the 2020 elections, with millions of new voters participating for the first time. These elections are some of the most important of our lifetimes. Democracy works best when we all participate, including you. Your family and your community are counting on you to make your voice heard this year. I know I will be voting. Will you?

Immigration

Some people blame immigrants for the problems we have in this country. I like to imagine there's a better way. Immigrants came from all over the world and brought their culture and experiences with them. It's what makes our country special. We vote because we know we can do better. Together we can make a country that respects the contributions of immigrants and treats them fairly. This year that's why I'll be voting. Will you?

Health care

I work hard to provide for my family - But with expensive prescriptions and medical bills, it's hard to keep up. We live in the greatest country in the world. Why shouldn't our health care be the same? This year, I'm voting to show that it's important to keep our families healthy. My family deserves that and so does yours. Change is possible, but we have to vote together. Can we count on you?



Round 2 Scripts - Message

Vote for a Dreamer

My best friend is a Dreamer. He's been in this country since we were kids, and this is the only home he knows. He wants to continue to contribute to his community and provide for his family. But he needs our help. My friend may not be able to vote, but I can. I have to-- his future is in my hands. And it's in yours too. Will you join me in voting this year?

Race/Class Narrative

Whether white, black, or Latino, 5th generation or newcomer, most of us want similar things. Some politicians want to divide us against each other. They screw us over while pointing the finger at poor families, Black people, and new immigrants. That's why we need to join together across racial differences, like we've done in the past, to fight for better. And it starts with voting. I'm going to vote this year. Will you join me?

Confidence Message

I used to think I didn't know enough about the candidates or issues to make the best choices on election day, but I was wrong. You might not feel prepared, but you know more than you realize. You don't need more information to make the right choice in the voting booth. You know what issues affect your family and your community most because you experience them every day. I know I'll be voting. Will you?



Round 2 Scripts - Message

Social Pressure w/ Trump

Experts are expecting the highest turnout we've ever seen, with millions of new voters turning out. We know Trump supporters are ready to vote this year. It's time to show them that there are more of us than them. Democracy works best when we all participate, including you. Your family and your community are counting on you to make your voice heard this year. I know I will be voting. Will you?

Moral Message w/ Trump

When I turn on the TV or scroll through my Facebook feed, I see a President who lies, bullies, and cheats. He uses hate instead of leading with compassion. We deserve a President that shares our values -- who tells the truth and is respectful to others. It's clear Trump doesn't. If we want to bring back decency to the White House, we have to vote this year. I know I'll be voting -- will you?

Immigration w/ Trump

Donald Trump says terrible things about immigrants, and what he does is worse: separating children from their parents, keeping kids in detention camps and in cages. He tears apart families. He takes away protections from young Dreamers. And he turns away refugees fleeing persecution. We vote because enough is enough. Together we can make a country that respects the contributions of immigrants and treats them fairly. This year that's why I'll be voting. Will you?



Round 2 Scripts - Message

Health care w/ Trump

I work hard to provide for my family - But with expensive prescriptions and medical bills, it's hard to keep up. Obamacare isn't perfect. But I definitely don't want to go back to how it was before. This year, I'm voting for someone who wants to keep our families healthy - not someone like Donald Trump who's taking apart our health care piece by piece. Change is possible if we vote together. Can we count on you?

Vote for a Dreamer w/ Trump

My best friend is a Dreamer. He has been in this country since we were kids, and this is the only home he knows. Yet Donald Trump wants to deport him, and thousands of other young people like him. My friend may not be able to vote, but I can. I have to-- his future is in my hands. And it's in yours too. Will you join me in voting this year?

Latino Vote Matters

In 2018, Latinos voted in historic numbers. As a result, we were able to kick racist sheriffs out of office, flip school boards, and elect a record number of Latinas to Congress who are shaking things up. That's why experts are saying the Hispanic vote will be decisive in the 2020 election. More Latinos than ever are expected to vote this year. Will you be one of them? When we vote, we win.