

What will Jim Messina Matteo Renzi on referendum

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One of the favorite anecdotes told by **Jim Messina** (*pictured*) is one in which remembers the time when President **Barack Obama** called him into his office and said, 'Jim, you have to leave your seat. "

Messina was convinced that he was dismissed.

"It happens to everyone," he thought to himself.

But Obama added, "I want you to lead the campaign for my re-election."

So it was that as *chief of staff* (chief of staff) of the White House, Jim Messina found himself catapulted to the leadership of the country more modern technological communication policy, that of 2012.

In 2016, arrives in Italy. Today, after leading the campaign of 2015 as a consultant for the re-election of British Prime Minister **David Cameron**, Messina arrives in Italy.

Matteo Renzi wanted him as a consultant for the campaign scheduled for the autumn of 2016 on the reform of the Senate, to which it entrusts strategic importance ("If I lose I leave, my experience has failed," he said) for the construction consent to its government.

The news was given **by Claudio Tito** in the pages of *the Republic* .

Guarantee of victory. The article analyzes in a timely manner the reasons why Jim Messina was chosen by Prime Minister: its ability to ensure the victory.

The re-election of Obama, Cameron and to the success of the 'no' in the referendum of 2014 for the independence of Scotland are also his work.

This last example is perhaps even more significant: it was not in fact an electoral contest between opposing political camps, but rather the expression of a choice between a yes or a no, no candidates who were involved.

But we are not Anglo-Saxon ... How Messina able to adapt to our national political context, difficult to understand for those who are used to managing political campaigns in the Anglo-Saxon world, it is not yet clear.

What we can do is focus on the basic strategy that the American consultant can take to support the campaign launched by the premier.

Messina presumably must focus on two themes.

Big data: hundreds of variables to choose which voters contact

First *big data*. As recalled Claudio Tito, on the homepage of the gurus of the campaigns of Obama stands the inscription: "The best solutions are based on the best data."

These are used to identify which voters contact, to select only those that are most likely to share the vision of the Prime Minister and are therefore favorable to constitutional reforms the subject of the referendum.

Consumption by the company. To make predictions at the individual must meet hundreds of variables: consumption data centers and voting behavior on the internet and social network, the political activities undertaken in the previous election.

In the case of the Obama campaign, the models of *micro-targeting* has helped to identify voters who are most likely would vote the Democratic Party, which were then contacted to invite them to actually go to the polls.

Times of low turnout. It is a vital activity, more so in a period of low voter turnout. To win you must first bring their supporters to vote.

Door to door: volunteers must knock to the right people

The second strategic element is the door to door.

A task that may sound old-fashioned, but that is actually very current.

It is essential in this case the ability to build a campaign on the field and a network of committees of the 'yes' composed of volunteers ready to knock on thousands of doors.

He does not ever proceed blindly, but based on the data analyzed in the *assessment* phase.

Key to success. Could this be the key to the success of the strategy proposed by Jim Messina to the Prime Minister.

To build a relationship between the volunteers and the citizens take a long time: it is complex move from contact with a digital identity, analyzed and plumbed through *big data*, the real one

of the subjects to convince.

The transition from data to reality can always play tricks.

Minimize errors. The key to success of Messina and his team he will reside in the ability to minimize errors and maximize the chances that volunteers knock on doors of the right people. The ability to engage people by exploiting the potential of data and digital tools, is now an unavoidable not only in politics, but also for large companies.

Ball and *social engagement*. Through *social engagement* is possible to mobilize the people to become the first supporters of a political party, a business or a brand.

And that Renzi seems to have understood this very well.

<http://formiche.net/2016/01/24/cosa-fara-jim-messina-per-matteo-renzi-sul-referendum/>

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