



# Blue Rose Research Testing Services

Spring 2022

Blue Rose Research is a project of OpenLabs to help campaigns make higher quality strategic decisions with accurate measurements. Our team of 20+ passionate and progressive software engineers, machine learning engineers, and social scientists specialize in:

- **Polling:** Solving fundamental problems plaguing the polling industry today by applying state of the art tools from machine learning and Bayesian statistics.
- **Message and creative testing:** Providing rapid turnaround testing guidance for communications professionals on what messaging works and what doesn't on the key issues of the day.

In the following memo, please find detail on the message and creative testing services we offer.

## Talking Point Testing

Talking points testing helps communications professionals and campaigns answer the question "What issue framing is most persuasive?"

Our talking point testing is designed to quickly and flexibly test brief talking points, roughly 350 characters. For example, you might test a message for a Democratic candidate for Senate, attempting to assess which framing most increases support:

*Democrats say you should support [name of candidate] because under their tax plan, no American making under \$400,000 will see their taxes go up a dime. They say this means no tax increases for 99% of Americans and 98% of small businesses, while the wealthiest Americans and largest companies will finally have to pay their fair share.*

Blue Rose will work with the client to test a series of these talking points to measure change in candidate vote choice per message. The results provided include:

- Toplines and demographic crosstabs for each message tested
- A relative rank ordering of the messages in-survey and across other messages tested using the same parameters (geography and outcome metric)
- General consultation on the actionable takeaways from the results

## Video Testing

Blue Rose data scientists have spent the last several cycles fine-tuning modeling techniques to analyze how persuasive certain content is at changing people's minds. This is separate and distinct from how engaging a particular piece of creative might be, or how viral it might go. Research at Blue



Rose and elsewhere has shown that popular media often is shared by hard partisans, and does little to persuade folks who might be willing to change their minds on an issue.

We can test pieces of creative under one minute length on a national sample, or state level sample. We generally require a minimum of three distinct videos to test in a survey,

**For more detail on our pricing and turnaround times, please review our pricing sheet.**