OSSALABS

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OssaLabs and Hogan for Governor

In September of 2014, the OssaLabs team began working with the Hogan campaign for Governor of Maryland. While the Hogan campaign had cultivated quite a formidable social media presence, they lacked the tools and technology to fully leverage social media for tracking the topics and issues that mattered most to voters and turned to OssaLabs to fill that gap. Over the next two months, OssaLabs delivered tremendous value including the following highlights:

- **OssaLabs allowed the campaign to know when to respond to opponent attacks and when to stay on message**. Early in the campaign, the opponent launched an attack ad blitz related to gun control and the Hogan campaign felt the need to respond. However, OssaLabs analysis showed that the initial attacks generated a small amount of engagement primarily from core Brown supporters, and that campaign responses were similarly ineffective. Based on this information, the Hogan campaign stopped responding to attacks and instead stuck with their winning strategy of staying on message about the economy and jobs.

- **OssaLabs post-debate monitoring allowed the campaign to intelligently navigate the media spin machine that followed each debate**. During the second debate, Hogan claimed that he would "play goalie" if elected, and block legislation from the largely Democratic legislature. While many mainstream media outlets called this a "gaffe", OssaLabs analysis showed that the social media response was small and mostly pro-Hogan. Armed with this knowledge, the Hogan team did not walk back the comment and instead intensified efforts to promote it on social media, further energizing their supporters.

- **OssaLabs identified effective and ineffective social media messaging strategies, to push the Hogan campaigns social media efforts to new heights**. OssaLabs was able to show that posts relating to core campaign issues such as jobs and the economy generated the largest engagement from supporters.   In contrast, gimmicky tactics such as tweeting every time it rained to highlight the unpopular "rain tax" in Maryland generally fell flat, as did announcements of campaign events. Based on this analysis, the Hogan campaign focused more on issue-based messaging.

Based on these and other insights delivered by the OssaLabs team, the Hogan campaign was able to use their strong social media presence more effectively, winning accolades from numerous commentators, and surprising everyone with an election day victory.

"The OssaLabs tool helped us to identify what is worth messaging on. A campaign that didn't have access to OssaLabs might respond to attacks when they should be staying on message, and staying on message when they should be responding to attacks."
– Hannah Marr, Hogan for Governor