

THE ELECTORAL CYCLE

A different perspective of voter electorates.

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Born in Summer 2021, Campaign X Co. is an evolution of campaign consulting emerging from Chadderdon Lestingi Creative Strategies. Their team combines the legacy of impactful direct mail creative with a groundbreaking, scientific, and data-driven approach to political targeting and strategies.

FOUNDATIONAL RESEARCH

32%

The turnover rate for the entire United States from the 2016 election to the 2020 election.

39M

Individuals joined the electorate between the 2016 and 2020 election.

19M

Individuals left the electorate between the 2016 and the 2020 election.

INDUSTRY KEY TRAITS AND CONCLUSION



Communicative

Exchange of information and understanding between clients and the firm is crucial. Same with clients and their districts.



Adaptive

Working in the politics demands staff to stay up to date to changes in voter preferences, language, and political trends.



Sincerity

The key to a strong and healthy team is one that can trust each other inherently and wants the best for the common goal.

My major project ended with a **10-page interactive dashboard deliverable** used to visualize data that CXC was struggling to illustrate due to the dynamics of the electorate from year to year.