

Elements of a Good Message: Tully Box

US ON US

Test the positive messages that our campaign is currently using or will use in the future, and probe for effectiveness.

US ON THEM

How will we define our opponent in the eyes of voters?
Test positive/negative messages that our campaign is willing and able to use.

THEM ON US

Test potential negative messages that may make our campaign vulnerable.

THEM ON THEM

What will our opponent say about themselves?