

# MARKETING BREAKTHROUGH: QUANTUM LEAP BUZZ

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## Buzz Eliminates 99% of the Need for Focus Groups & Surveys

*“With the possible exception of food tasting, social analytics is faster, better, and cheaper for marketers.”*

Dick Morris is the only friend of mine—heck, possibly the only man in history—to make the cover of *Time Magazine* two weeks in a row. On their 2 September 1996 issue, he was “THE MAN WHO HAS CLINTON’S EAR.” Then just one week later, on the 9 September 1996 cover, he had to resign in disgrace after letting a prostitute listen in from a hotel phone extension to his private conversations with the president. Dick taught me “rhetorical wargaming” when we worked together on the Massachusetts tax-limitation initiative back in 1980. Wow! Was that really over 30 years ago?

Lessons learned from Dick Morris have stayed with me to all these years. And I’ve applied them, uh no pun intended, liberally. When I met him, Dick ran a dozen or so House and Senate campaigns. He once waxed poetic about what a politician should do when he gets caught doing something illegal, immoral or against the laws of nature. He said, “Never EVER try to lie your way out of it. Always fess up and beg the world for forgiveness, because the world loves to forgive a reformed sinner.” He walked the walk, too, keeping his own counsel. He is now a best-selling author and television commentator.

I’ve often used his story in both Sunday School lessons and in advice to various CEOs who found part of their anatomy caught in a wringer. Too bad more politicians haven’t taken Dick’s sage advice. But Dick Morris also taught me about “rhetorical wargaming,” the subject of this technology update.

Back a decade-and-a-half before the Internet, and nearly three decades before formation of the Twitterverse, rhetorical wargaming was the key tool used in political guerrilla warfare. We’d get the best and brightest minds in one room and toss around rhetoric. We’d then test that rhetoric in telephone surveys against a population of registered voters who said they intended to vote in the next election. The beauty of rhetorical wargame surveys is that we could turn on a dime, testing rhetoric within hours and then produce radio and television spots overnight to use against the opposition. This was a devastatingly effective tool.

One night in Massachusetts, our opponents aired an attack on the evening news. We immediately fielded several rhetorical answers in a phone survey, and by the early news the following afternoon we were airing our tested and guaranteed-to-counter-them rhetoric. We killed the opposition, winning by 60% to their 40%.

One anecdote. During one of our early wargaming sessions, I told the group that if I were doing the campaign against us, I’d point out that the tax-limitation initiative actually amended the wrong law, and that it would take

legislative action to correct it. In other words, I said, “The soul of school funding in Massachusetts was being tampered with by a bunch of well-meaning but ignorant people.” There was a collective gasp as we realized the risk, and we tested that idea in a survey. Sure enough, if the opposition had used that tactic, they would have beaten us by the 60/40 margin. Lucky for them, the anti-tax-limitation crowd used the usual public union rhetoric of, “If this passes, we’ll have to cancel school sports and music programs.” Good thing they were idiots.

Of course, the wargame methodology takes a genius ad man to instantly translate into action. In Massachusetts, we had the late Tony Schwartz, whose *Daisy* ad ran one time on one network and completely destroyed Barry Goldwater’s 1966 presidential campaign (see the actual ad at [tinyurl.com/7ksnw2](http://tinyurl.com/7ksnw2)). Tony and I became friends, and I consider him to be my guerrilla warfare advertising mentor.

So today, I’m a kid in the technology candy store. The same principles apply, but we have new technology. Instead doing focus groups or telephone surveys, I contend that Quantum Leap Buzz effectively delivers instantaneous results that can be projected to the entire population. How does it work? By the numbers, naturally (after all, I’m a mathematician by training).

First, you get your “best and brightest” to contribute all the best arguments both for and against your interests. This is an art, not a science. Be sure to get people who aren’t afraid of offending your CEO (or his family).

Second, you condense those arguments into 140-character chunks and see post them on Twitter. Ideally, you’ll use a tweeter who sets records for being retweeted. There are some secrets here, which I choose to keep to myself. You figure it out.

Third, those tidbits of brilliant rhetoric will take flight on their own. You’ll know the good ones by using Quantum Leap Buzz to see which pass the Twitterverse threshold. Maybe it’s 100. Maybe it’s 1000. Depends on the product, the idea, and the audience. The key is Pattern Based Analytics. Nobody else, anywhere else, can do this magic.

Certain products and ideas lend themselves to this kind of good and fast and cheap marketing. Others, like testing new menu items for food chains, are tougher. But in my humble opinion, that is a very small portion of the overall market for Madison Avenue expertise.

Period. That’s it. You’re in politics? Wanna see what will sway the average voter toward your candidate? I suggest you go to [www.QuantumLeapBuzz.com](http://www.QuantumLeapBuzz.com) right now, and download your copy (Buzz Beta is free!). Or you can just wait and see what the opposition uses to beat you like a giant gong. ■

