

Background paper – Emails submitted by Brittany Kaiser

From: Executive Assistant to Arron Banks & Liz Bilney
Subject: RE: [Leave.eu](#) support - moving forward
Date: November 24, 2015 at 11:54:06 GMT
To: Brittany Kaiser
Cc: Julian Wheatland, "Peregrine Willoughby-Brown", David Wilkinson, Jordanna Zetter

Dear Brittany,

Great thank you.

Can I confirm the venue on Wednesday please.

Kind regards,

Executive Assistant to Arron Banks & Liz Bilney
Eldon Insurance Services Ltd
www.eldoninsurance.co.uk

From: Brittany Kaiser
Sent: 24 November 2015 01:21
To: Executive Assistant to Arron Banks & Liz Bilney
Cc: Julian Wheatland; Peregrine Willoughby-Brown; David Wilkinson; Jordanna Zetter
Subject: Re: [Leave.eu](#) support - moving forward

Dear [Executive Assistant to Arron Banks & Liz Bilney],

A pleasure to meet you and to confirm 11am on Thursday Dec 3rd.

Would Aaron like to come to our Mayfair offices at Yarmouth Place, or should we join him at the [Leave.Eu](#) London office in Millbank?

With kindest regards,

Brittany

On 23 Nov 2015, at 11:18, Executive Assistant to Arron Banks & Liz Bilney wrote:

Dear Brittany,

Arron is free on 3rd Dec from 11am. Would that work for you?

Best wishes,

Executive Assistant to Arron Banks & Liz Bilney
Eldon Insurance Services Ltd
www.eldoninsurance.co.uk

From: Brittany Kaiser

Date: 23 November 2015 at 18:06:04 GMT+3

To: Arron Banks

Cc: Brittany Kaiser, Andy W, Liz B, Julian Wheatland, Peregrine Willoughby-Brown, David Wilkinson

Subject: Re: [Leave.eu](#) support - moving forward

Thank you Aaron for the prompt response.

I and Julian return to London the morning of Wednesday Dec 2nd and can be available any time from the 2nd through the 4th.

Please advise of your schedule and we look forward to seeing you and your team again soon.

Best wishes,

Brittany

On 23 Nov 2015, at 13:47, Arron Banks wrote:

Hi Brittany

I'm back from Kenya around the 30th

Arron

On 23 Nov 2015, at 16:43, Brittany Kaiser wrote:

Dear Aaron,

It was such a pleasure to work with your team last week for the launch and planning for the future of the campaign. Liz was kind enough to host us in Bristol last Friday to meet the rest of your key team members.

As agreed, I and my colleague David (one of our senior data scientists) spent the day meeting with Liz and the heads of all of your departments to assess the current supply of data, it's collection, and how we can support and enhance the systems in place in order to feed into our larger nation-wide voter targeting project.

My teams in the London office are preparing a detailed project proposal for you review, alongside concurrent work on how we help the Party and your insurance company. We will have some documents to you before the end of this week.

As you and I discussed together, we should have an in-person meeting the week of the 30th to review everything together and decide the best way forward on all fronts. May I suggest any time from Wednesday December 2nd through Friday the 4th?

We look forward to seeing you all again soon. I will be in the US until next Wednesday so until then the best number to reach me on is:

With kindest regards,

Brittany Kaiser, PhD Candidate, MPhil, LLM, MA Hons
Director of Program Development

CA Cambridge Analytica
The News Corp. Building, Suite 2703,
1211 Avenue of the Americas,
New York, NY 10036
www.cambridgeanalytica.org

From: Brittany Kaiser
Subject: Re: UKIP Rebranding Proposal
Date: November 27, 2015 at 17:12:43 GMT
To: Jordanna Zetter
Cc: Brittany Kaiser

I would definitely see this as a key part, not optional.

Does David have all of those quotes? Either way, we can discuss it on Monday, just please send through anything you have in the meantime so I can read it through.

Thanks again for your work on this!

On 27 Nov 2015, at 07:59, Jordanna Zetter wrote:

Hi Brittany,

Happy Thanksgiving for yesterday.

Just a quick question regarding the UKIP rebranding proposal.

Kieran has given me his section and i have written the surrounding parts etc. However i have just had a conversation with David about using UKIPs data. We have already analysed all the in house data UKIP has but we could additionally append it to commercial data if purchased. Is this something that you would deem necessary or is it just an addition?

To me, it makes sense to append this commercial data as it gives us other insights into their audience and although modelling wouldn't be used it would still be very useful.

Let me know your thoughts and if necessary i can add a section to the proposal.

Best,

Jordanna Zetter

[SCL Group](#)
1-6 Yarmouth Place
Mayfair, W1J 7BU United Kingdom

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Best,

Jordanna Zetter

[SCL Group](#)
1-6 Yarmouth Place
Mayfair, W1J 7BU United Kingdom

From: Julian Wheatland
Subject: Following Up and an Additional Thought
Date: December 5, 2015 at 11:06:05 GMT
To: Liz B
Cc: "Brittany Kaiser", "Peregrine Willoughby-Brown", "Jordanna Zetter"

Hi Liz

Thanks for coming into see us yesterday – it was a pleasure to meet you and it sounds like we are on the right track. As we discussed, we will make sure that the Target Audience Analysis (TAA) suits the purposes of Leave as well as UKIP and we will try to seed some questions into the survey that will help inform future study of insurance risk profiling.

Once we have completed the TAA and matched it to the Experian data we will be in a position to start microtargeting and, at that time, we would propose that we start digital outreach and a program of voter engagement and fundraising. However, following our discussion yesterday on the way you are using Facebook (and chatting it over with our Head of Digital Marketing afterwards), it occurred to me that you may like us to take over you current list-building activity in the interim. From what you've said, I'm certain we could improve the effectiveness and yield from current activities and that would give us a stronger base for the fundraising programme in the New Year.

Please let me know what you think and whether or not we should include it in the topics for discussion with Arron on Tuesday.

Separately, I look forward to seeing you again soon when you're up in London, so do let us know when you are coming.

Best wishes
Julian

Julian Wheatland
Group COO

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1211 Avenue of the Americas,
New York, NY 10036

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CK International House,
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From: Jordanna Zetter
Subject: Re: UKIP Survey Information
Date: December 7, 2015 at 17:29:34 GMT
To: Peregrine Willoughby-Brown, Julian Wheatland, David Wilkinson, Brittany Kaiser, Jordan Kleiner

Apologies. I forgot to attach the presentation on the last email.

On 7 December 2015 at 17:23, Jordanna Zetter wrote:
Hi All,

Here is a presentation that was given to UKIP's NEC about the results from the survey which David analysed. John Gill, the party's press director sent it over from a conversation we were having - interestingly one of the Professor's on the project was my tutor at university.

It's actually quite interesting and may be useful when planning out our research.

Best,

Jordanna Zetter

[SCL Group](#)
1-6 Yarmouth Place
Mayfair, W1J 7BU United Kingdom

From: "Julian Wheatland"
Subject: RE: FW: Following Up
Date: December 14, 2015 at 14:17:07 GMT
To: "Brittany Kaiser"
Cc: "Peregrine Willoughby-Brown", "David Wilkinson", "Jordanna Zetter", "Alexander Ashburner Nix", "Krystyna Zawal"

Yes that's correct and yes please.

Thanks
Julian

From: Brittany Kaiser
Sent: 14 December 2015 13:45
To: Julian Wheatland
Cc: Peregrine Willoughby-Brown; David Wilkinson; Jordanna Zetter; Alexander Ashburner Nix; Krystyna Zawal
Subject: Re: FW: Following Up

Hi Julian,

In your last full chats with Liz, she said the budget was approved and we were awaiting approval for the payment schedule, etc, is that correct?

Anyhow, would you like me to contact [the Executive Assistant to Arron Banks & Liz Bilney], whom I've been liaising with on Aaron's schedule, to get something in the calendar for the week of January 4th?

Thanks for your help on this,

B

On 14 December 2015 at 08:18, Julian Wheatland wrote:
fyi

From: Liz Bilney
Sent: 14 December 2015 13:11
To: Julian Wheatland; Arron Banks; [Executive Assistant to Arron Banks & Liz Bilney]
Subject: Re: Following Up

Hi Julian

Thank you for the email and messages. I managed to talk to Arron briefly in regards to this.

In a nut shell we will be delaying the start of this now until the New Year.

I will ask [the Executive Assistant to Arron Banks & Liz Bilney] to set up a meeting in early January so that you can take Arron through the proposal, he's out of the country this week and fully booked next unfortunately, hence the reason for the delay.

[Executive Assistant to Arron Banks & Liz Bilney], could you look to set up a meeting in the first or second week of January

Best Wishes
Liz Bilney
CEO Leave.EU

On 14 Dec 2015, at 12:31, Julian Wheatland wrote:

Hi Liz

Hope you had a good weekend.

Sorry for chasing you (I just left you a voicemail as well), but wanted to follow up and see if we were getting close to a green light. Obviously we're keen to get started, but more importantly I'm conscious of timescale slippage.

Please drop me a line or give me a call when you get a moment so I can manage the expectations of the team here.

Thanks
Julian

Julian Wheatland
Group COO

[CA Cambridge Analytica](#)
[The News Corp. Building, Suite 2703,](#)
[1211 Avenue of the Americas,](#)
[New York, NY 10036](#)

From: David Wilkinson

Subject: Accepted: Cambridge & [Leave.eu](#) Meeting @ Fri 8 Jan 2016 11am - 12:30pm

Date: December 16, 2015 at 11:20:15 GMT

To: Brittany Kaiser

Reply-To: David Wilkinson

David Wilkinson has accepted this invitation.

Cambridge & [Leave.eu](#) Meeting

A meeting to review the Phase II proposal for [Leave.eu](#)'s campaign.

When Fri 8 Jan 2016 11am – 12:30pm London

Where 1-6 Yarmouth PI, Mayfair, London W1J 7BU, UK ([map](#))

Calendar brittany.kaiser

Who

- Brittany Kaiser- organiser
- Jordanna Zetter
- Liz B
- Arron B
- David Wilkinson
- Executive Assistant to Arron Banks & Liz Bilney
- Julian Wheatland
- Pere W Brown

Invitation from [Google Calendar](#)

From: Pierre Shepherd

Subject: Re: Data - us and you

Date: December 17, 2015 at 14:31:11 GMT

To: Brittany Kaiser

Cc: David Wilkinson, Julian Wheatland, Peregrine Willoughby-Brown, Molly Schweickert, Liz Bilney, Tomas Price

Hi all,

I've spoken to Andy in graphics. As far as he can tell, you have all the information/access you need.

Please advise on where to go from here. Brittany and David, do you still plan to come next week?

Thanks,

Pierre

PA Shepherd

Head of Research

On Fri, Dec 11, 2015 at 5:44 PM, Pierre Shepherd wrote:

Thanks Brittany,

Look forward to collaborating with you all.

Speak Monday, and have a good weekend,

Pierre

PA Shepherd

Head of Research

On Fri, Dec 11, 2015 at 5:42 PM, Brittany Kaiser wrote:

Dear Pierre,

A pleasure to hear from you - and yes - we are all starting to get into the Christmas spirit!

To address what Liz may have spoken to you about, we have planned with her for another trip down to Bristol, most likely with our COO Julian and our Director of Digital Molly, whom can begin to work with your teams on social media and display advertising for list-building and engagement activities.

We are awaiting some news from Andy in the meantime, so let's connect on Monday and plan out which day would be best for everyone before Christmas.

Looking forward to working with you!

Best wishes,

Brittany

On 11 December 2015 at 09:16, Pierre Shepherd wrote:

Hey all, how goes, totally swung into the Christmas vibe?

So I'm told by Liz that you still need something from us, although I am not quite sure what is.

Also, could you give me an indication of when we we will have some demographic data. I was under the impression that it would not be for a while, but I've been informed otherwise.

Thanks,

Pierre

PA Shepherd

Head of Research

From: "Ian, Election-Data"

Subject: Briefing - The Labour vote (1 of 5)

Date: January 6, 2016 at 14:12:51 GMT

To: "Arron Banks", "Liz Bilney", "Andy Wigmore", "julian wheatland", "Brittany Kaiser", "Peregrine Willoughby-Brown", "Jordanna Zetter", "Gerry Gunster"

Hello all,

Please find attached the first of five reports on the Labour vote. As you will see the report includes detailed analysis of demographic characteristics and political behaviour. There is an Executive Summary at the beginning if the full report is too long to consume.

This first report is one of five I will produce:

1. Blue collar working households (attached)
2. Struggling, financially strapped households
3. Young, metropolitan liberals
4. Current students
5. Ethnic minorities

Each of these groups have distinct demographic characteristics, personality traits and political behaviours. They will require subtly different messaging as a result. Julian and the team at Cambridge and I had a productive meeting in London before Christmas and I hope this report will start to flesh this out.

Labour voters have relatively poor turnout levels as a rule. The traditional approach is to have a phased campaign, with 'persuasion' messaging earlier in the campaign giving way to 'get out the vote' messaging later on. I anticipate this will be the case with the Labour voters here. That said, there are some socially conservative Labour voters with fairly closed personality traits which have either already made up their minds or view any messaging with suspicion if it doesn't chime with their world view. With those voters the aim should be simply to 'keep the pot boiling' with issues like immigration rather than continually hammering them. For younger, liberal voters who are high-information, open and extroverted personalities there is a place for persuasion messaging to be effective if it is dispassionate and objective.

I will let you consume the report, and please ask any questions you have.

Regards

Ian Warren
Election-Data

From: Jordanna Zetter

Subject: Re: Friday's Leave.EU and Cambridge Analytica Meeting

Date: January 6, 2016 at 16:24:59 GMT

To: arronb, liz bilney, Brittany Kaiser, julian wheatland, pere w brown, David Wilkinson, Executive Assistant to Arron Banks & Liz Bilney

Dear All,

I hope you have had a wonderful Christmas and that the new year is treating you well.

Please find attached a more comprehensive version of the project plan that we have previously shared with Liz. This is simply an introduction to the services we propose to offer and we are happy to discuss this in further detail at our meeting on Friday.

Regarding this meeting, please can you confirm where this is taking place and who will be in attendance as there seems to have been some confusion regarding whether this will take place in Bristol or London.

Kindest regards,

Jordanna Zetter

CA Cambridge Analytica
The News Corp. Building, Suite 2703,
1211 Avenue of the Americas,
New York, NY 10036

www.cambridgeanalytica.org

From: "Ian, Election-Data"

Subject: Labour vote briefing - 2 of 5

Date: January 8, 2016 at 10:52:09 GMT

To: "Arron Banks", "Andy Wigmore", "Liz Bilney", "Gerry Gunster", "Jordanna Zetter", julian wheatland, "Brittany Kaiser", "Peregrine Willoughby-Brown", B Denny

Hell all,

Please find attached the second of five reports on the Labour vote as promised.

Regards

Ian

Election-Data

From: Matthew Oczkowski

Subject: Breitbart story

Date: January 28, 2016 at 11:39:30 GMT

To: Alexander Nix, Alex Tayler, Julian Wheatland, Brittany Kaiser, sabhita raju, Molly Schweickert

https://www.washingtonpost.com/lifestyle/style/how-breitbart-has-become-a-dominant-voice-in-conservative-media/2016/01/27/a705cb88-befe-11e5-9443-7074c3645405_story.html

We should tout this story in our sales pitches saying we are the exclusive reseller of breitbart data - we will soon have our dmp tags on the site soon, I know Molly is working on a plan with Jayson