



POWER DEC 18, 2017

Big data firm Cambridge Analytica to target Brazil's dissatisfied middle class

BY CIARA LONG

Cambridge Analytica

Credited with capitalizing on the populist sentiments that led to the victories of Donald Trump in the U.S. and Brexit in Europe, big data firm Cambridge Analytica arrived in Brazil in March this year. Partnering with São Paulo-based marketing firm Ponte Estratégia, the company's Brazilian incarnation works under the title CA-Ponte as it helps potential presidential candidates gain online momentum as the [2018 elections](#) approach. While Cambridge Analytica has stated that it is not tied exclusively to CA-Ponte in Brazil, they have also said that they are not working with other companies in the country at present.

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CA-Ponte's lead marketing strategist, might have portfolio lists impressive past experience, including

works in Amapá works anywhere.”

Torretta references Amapá specifically because CA-Ponte has already proven its potential there through a pilot test run last year. The firm’s research found that, among other things, people wanted to see empathy in politicians, and that consumers are now beginning to register some level of discomfort with high interest rates. More voters have also now completed high school education, even in less affluent areas of Brazil, creating a more sizeable middle class than before.

Torretta says that he has created a copycat WhatsApp app, where voters will be able to interact and share the content of candidates across all social networks, including WhatsApp itself. This will help campaigns overcome public preference for engagement with candidates rather than political parties, and Torretta believes that even a minimal app membership will boost candidate chances.

While CA-Ponte has openly said that it will not work with the *Movimento Brasil Livre* (MBL), whose guerrilla marketing tactics helped fuel the impeachment of Dilma Rousseff last year, Torretta has admitted to meeting with São Paulo mayor João Doria – although he will not reveal who the company is working with. And even with polls currently indicating voter frustration with traditional candidates and desire for an outsider, Torretta says research still demonstrates voters are likely to place their faith in candidates who know how the political system works. “Brazilians are tired of people telling them everything is a mess,” Torretta [told Bloomberg](#). “They want someone telling them what they will do to fix it.”

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BY **CIARA LONG**

Based in Rio de Janeiro, Ciara focuses on covering human rights, culture, and politics.

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