

INFORMATION ENVIRONMENT

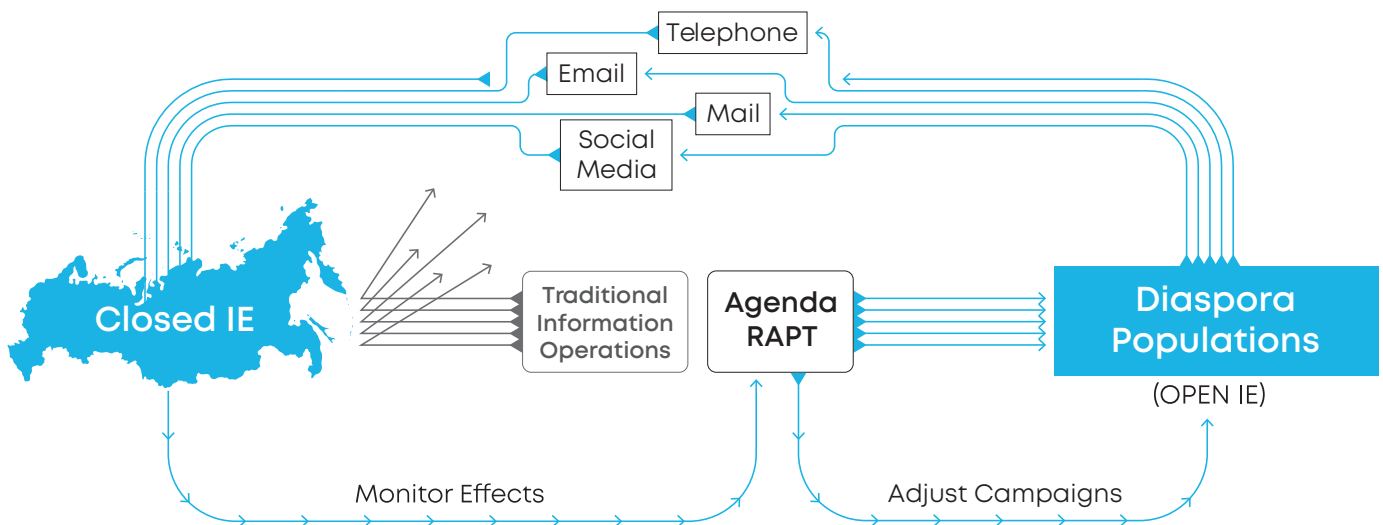
# RAPT

Reverse Access Population Targeting

- ○ RAPT sidesteps intelligence traps and delivers connectivity with key target audiences in asymmetrical and malign information environments.

RAPT was developed by Agenda to support information operations and strategic communications efforts to reach and influence key audiences in challenging Information Environments (IEs).

RAPT has evolved to target devices such as mobile phones used by key populations, track individual devices and online habits over time, and deliver highly customized content based on relevant and defined objectives.



## CLOSED INFORMATION ENVIRONMENTS

IEs under repressive regimes are often closed, state-controlled, manipulated, and monitored. The state operates as a gatekeeper – controlling communication platforms; restricting access; censoring use and material; and dominating content generation. All this makes audience identification, message diffusion, and lasting connections difficult and risky, especially from the outside.

## PEOPLE TRUST PEOPLE, NOT TECHNOLOGY

To meaningfully influence these audiences, we must leverage trust-based networks of friends and families living inside and outside of closed IEs. For example, citizens who have left Russia since the beginning of the war now recognize the insulated and manipulated bubble they experienced under Putin. This often young and technically savvy diaspora is sharing their experiences with friends and relatives back in Russia using texts, calls, chat, and social media.

The RAPT methodology harnesses the power of these relationships by personal communication from the diaspora into closed IEs. The new “killer app,” in this case, are human connections and experiences amplified and delivered through strategic targeting and a fusion of capabilities.

## EXISTING DIFFUSION MECHANISMS

Western communication campaigns rely on audience surveys to develop and reinforce messaging across digital and traditional platforms. In closed IEs, direct audience engagement is next to impossible. And while there are paths for motivated citizens, such as VPNs, increasingly sophisticated adversarial firewalls and surveillance efforts, further limit access. Still, operators in the information battle space see the solution for reaching occluded audiences as primarily technological, including encrypted messaging, mirror websites, and satellite Internet. But these are halfway solutions that sideline the bigger opportunity for real impact. RAPT offers the most compelling hybrid path to drive change in closed IEs that maximizes the power humanity and technology.



## RAPT USE CASE

Between 2018 and 2021, Agenda deployed a targeted RAPT program on behalf of NATO PDD which was seeking to counter mis/disinformation regarding COVID-19, Western peace-keeping efforts, and broader themes surrounding democracy and economic and military cooperation. While our target audience was the Russian information space, our focus for message and narrative delivery was young Russian-language audiences living in Europe and former Soviet geographies. Agenda first studied the diaspora and identified pop-culture themes, videos, memes, and influencers. Agenda then generated a range of targeted narrative-based content designed to appeal to this audience and delivered it through the targeted digital RAPT platform. Over the nearly three-year period, we built engagement, refined our approach, and measured message penetration back into the Russian IE. Agenda’s RAPT deployment proved that closed, adversarial IEs can be breached, and that mis/disinformation can be organically countered by civilians with no direct connection to Western actors or interests.

For a more detailed technical briefing, please contact Agenda.

[agenda-global.com](https://agenda-global.com) | 202.769.9882 | 1140 3rd Street NE, Washington, DC 20002