

# WeGAF

Creating connections and conversations in Canada



# Target Audience

Reaching out to young Canadians, like:



## Semi-engaged: Amir, 27

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Follows politics casually.  
Has semi to fully-formed opinions.

- *Went with friends to a rally*
- *Reads articles but wants to do more*
- *Frustrated gov. doesn't listen*
- *Worried actions don't count*



## Unengaged: Anna, 18

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Doesn't follow politics.  
Has zero to slightly-formed opinions.

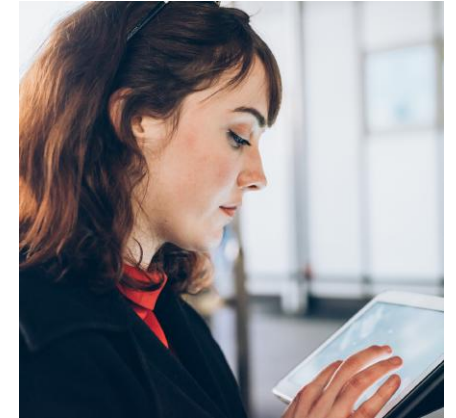
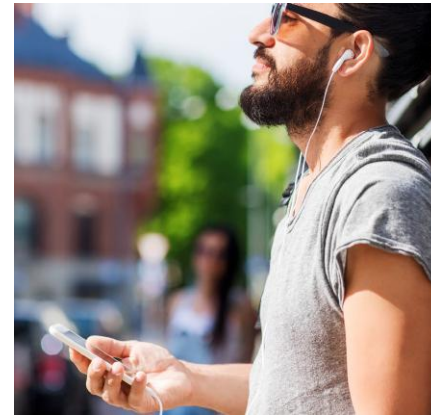
- *Doesn't see her connection to politics*
- *Overwhelmed by information*
- *Afraid to ask where to begin*
- *Not interested in "participating"*

# Key Target Insight

*Change affects you. You can effect change.*  
**Be heard. Your way. Now.**

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Despite popular rhetoric, young people **do care** about the future of their country. The only problem is, they're lacking the platforms that **provide one-to-one** engagement at the level of **convenience** expected by this **instant-gratification generation**.



The **want** is there. They just need the **connection**.  
And they need it *now*.

# Strategy & Idea

## Strategy

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Break the barrier by allowing young Canadians to **get informed, start communicating, and take action...** all on their own device, at their own comfort level, regarding issues that affect their daily lives.



## Idea

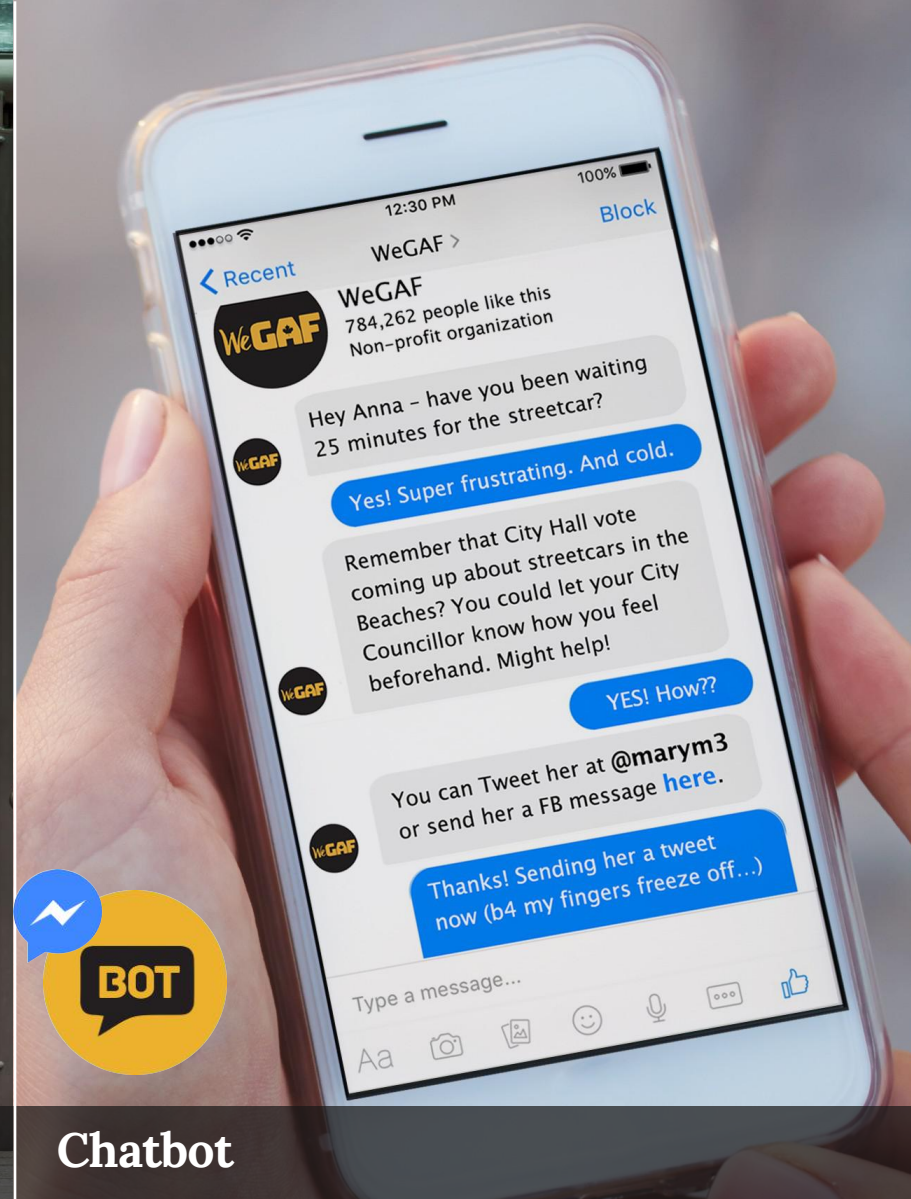
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- 1. Connect One-to-One**  
Harness effective, innovative uses of new technology to spark conversations with young Canadians about what matters to them.
- 2. Build the Bigger Picture**  
Aggregate micro data into macro public sentiment.
- 3. Deliver the Message**  
Transmit these opinions and sentiments to government representatives using unavoidable public tactics.



## Digital OOH

**Vote NOW** touch-screen OOH boards



## Chatbot

**WeGAF Chatbot** engages in real-time about their issues, while leveraging AI technology to **collect data** and **keep learning** about their habits.

# Media Solutions


## Extending Reach




### On-campus DOOH

"Want to freeze tuition hikes?"  WeGAF

### Globe & Mail Digital Banners

"Have something to say about immigration policy?"  WeGAF

### Online Banking Digital Banners

"Want more student loan debt forgiveness?"  WeGAF

# Media Solution

OOH BOT = DATA

**WeGAF** WE GIVE A F-&K ABOUT CANADIAN POLITICS **MARCH 9<sup>TH</sup>, 2017**

**TORONTO** CHOOSE CITY

### HEY CITY HALL...

5,324 citizens unhappy with streetcar wait times in the Beaches. Consider that when voting on the issue at today's meeting.

*frustrated - cold - late - inefficient  
slow - angry - enough - freezing*

**TRENDING TODAY**

- 6,713 want increased public funding for the CBC
- 67% approve Liberal's climate change regulation proposal

@Anna\_18 wants you to know that:

EVERY DAY I'm late for work bc of slow streetcars in #TheBeaches. @marym3 pls do something to fix this! #WeGAF

## Micro to Macro

**Building the Bigger Picture:** Aggregate data into a public dashboard alongside social sentiment analysis technology (IBM Watson).

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## Impossible to Ignore

**City Hall:** Data is displayed right in front of where decisions are made.



# Media Solution



## 3D Hologram Scan

Record message at booths in TO

## Holograms

Peoples' messages played as holograms at Parliament



MPs called outside to hear them "IRL"

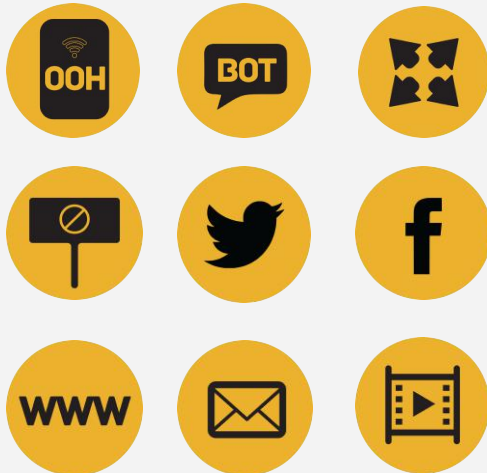
Hey @marym3! I'd love to talk to you about childcare costs if you have time. I'm just outside! (Sort of.) #WeGAF

# Media Solution

## Deliver the Message



How Anna & Amir reach MPs

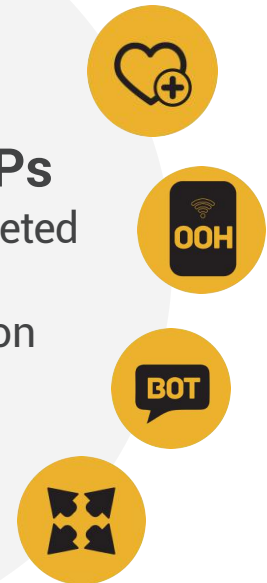


Bringing Data to  
MPs' Doorsteps

WeGAF

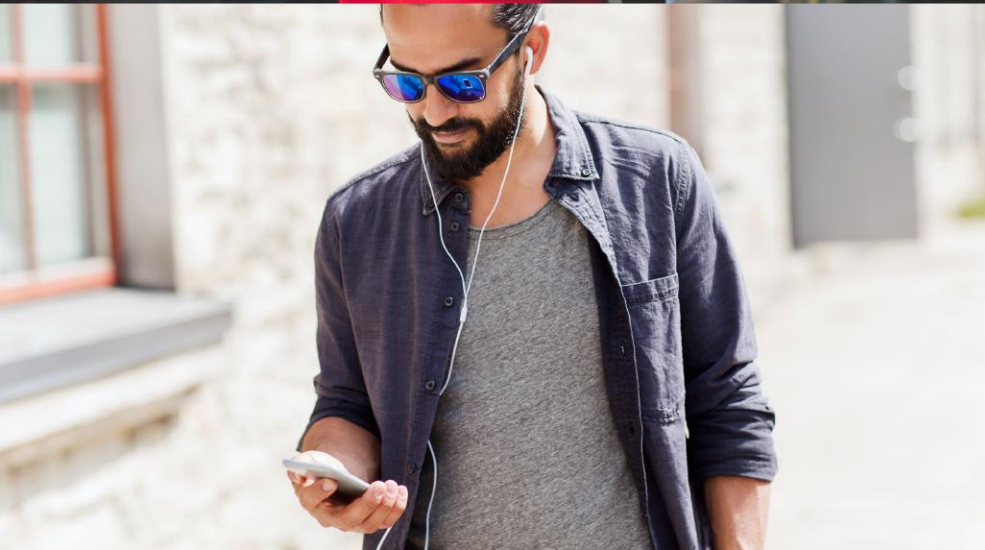
How We Reach MPs

Provide extremely targeted information specific to individual MPs based on their riding/locale.





# Media Breakdown



## Spreading the word

(Display, social, OOH-DOOH) \_\_\_\_\_ **400k**

## Chatbot

(Set-up + maintenance) \_\_\_\_\_ **300k**

## Sentiment Tool

\_\_\_\_\_ **100k**

## Experiential

(screens, hologram stunt) \_\_\_\_\_ **200k**

# Effectiveness / Results

## Effectiveness

Empower young Canadians to **engage** in everyday democracy.

Build a living dashboard of **big data** fed with real opinions and emotions.

Foster **better communication** between young Canadians and government officials.

## Measuring Results

### One-to-one connections sparked

- # of **interactions** with touch-screen DOOH
- # of chatbot **conversations**

### Bigger picture built

- # of dashboard visits
- # of mentions in press / on social media

### Message delivered

- # of MPs reached out to
- # of MPs who engaged back
- # of hologram messages played

## Summary

Making young Canadians more informed, engaged, and empowered to effect change in politics, **their way.**