

samarra

STRONGER DEMOCRACY. BETTER CANADA.



Media Recommendation

Target Audience

Young Canadians in GTA



Interested

Younger Canadians use online technologies to discuss politics in much greater numbers... however, report higher levels of interest in face-to-face and public discussion, too.

Skeptical

69% of survey respondents say parties and candidates are only interested in their votes, not their opinions.

Engaged

Across 18 forms of participation, Younger Canadians' participation rate is 11 percentage points higher, on average, than their older counterparts.

Alienated

Only 52% of young Canadians reported contact from political parties, compared with 82% of the oldest cohort

Young Canadians actively participate in their communities and are heavily engaged socially. However, they avoid the Formal Engagement category of political activity

"They described government, bureaucrats, politicians and the media as working for someone else and, therefore, irrelevant to their needs."

Key Insight

Young Canadians *want* to help, but ...

They don't want to join the problem – they want to provide *solutions*.

Young Canadians are engaged, concerned, and active in their communities. However, their political experiences have created a disconnect between democratic expectations and political reality.

Young Canadians need the opportunity to engage with politics in the way they engage with the rest of the world.

They're ready to participate, but need to be invited into the conversation.





Strategy

Make a connection by giving the people what they want and how they want it.

Capitalize on the current political climate of *alternative facts, fake news, and fact checking*, by creating a tool for Young Canadians

Add Value to those who engage in informal political conversations. Give them information. Establish a relationship. Focus on *their* interests.

Leverage this new relationship to steer Young Canadians toward resources to get involved in politics formally.

FactChecked is an app that allows Young Canadians to keep tabs on the promises and claims of politicians and parties. And come together over causes they believe in.

Powered by Samara: Any claims made in *FactChecked* can be verified and pushed back into the community.

CLAIM: “Our partners must meet their financial obligations. And now, based on our very strong and frank discussions, they are beginning to do just that. In fact, I can tell you the money is pouring in. Very nice. Very nice.”

FACT: No new money has come from NATO allies.



FactChecked
Verified

The Idea

FactChecked
Powered by Samara

FactChecked App Powered by Samara

Leverage engagement *there* to create engagement *here*

Notifications

Based on relevant causes and political interests.



Optimizations

Content that resonates with unique users.



Pods

Connect like-minded users based on common interests.



Sharing

Share *FactChecked* information on social media.



Conversation

Engage in real-time with other individuals in GTA.



Convenience

Compile conversations about politics, causes and opinions in one location.

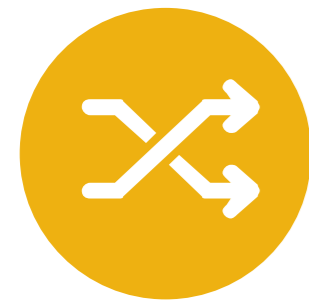


Benefits for Samara

- Ability to communicate with app users to share information and promote involvement
 - More engaged political users in trusted environment
 - Streamline messages based on information collected in *FactChecked*

Video

Leverage live video to promote *FactChecked* with download app message.



Interception

FactChecked overlay ad on live video of political coverage.



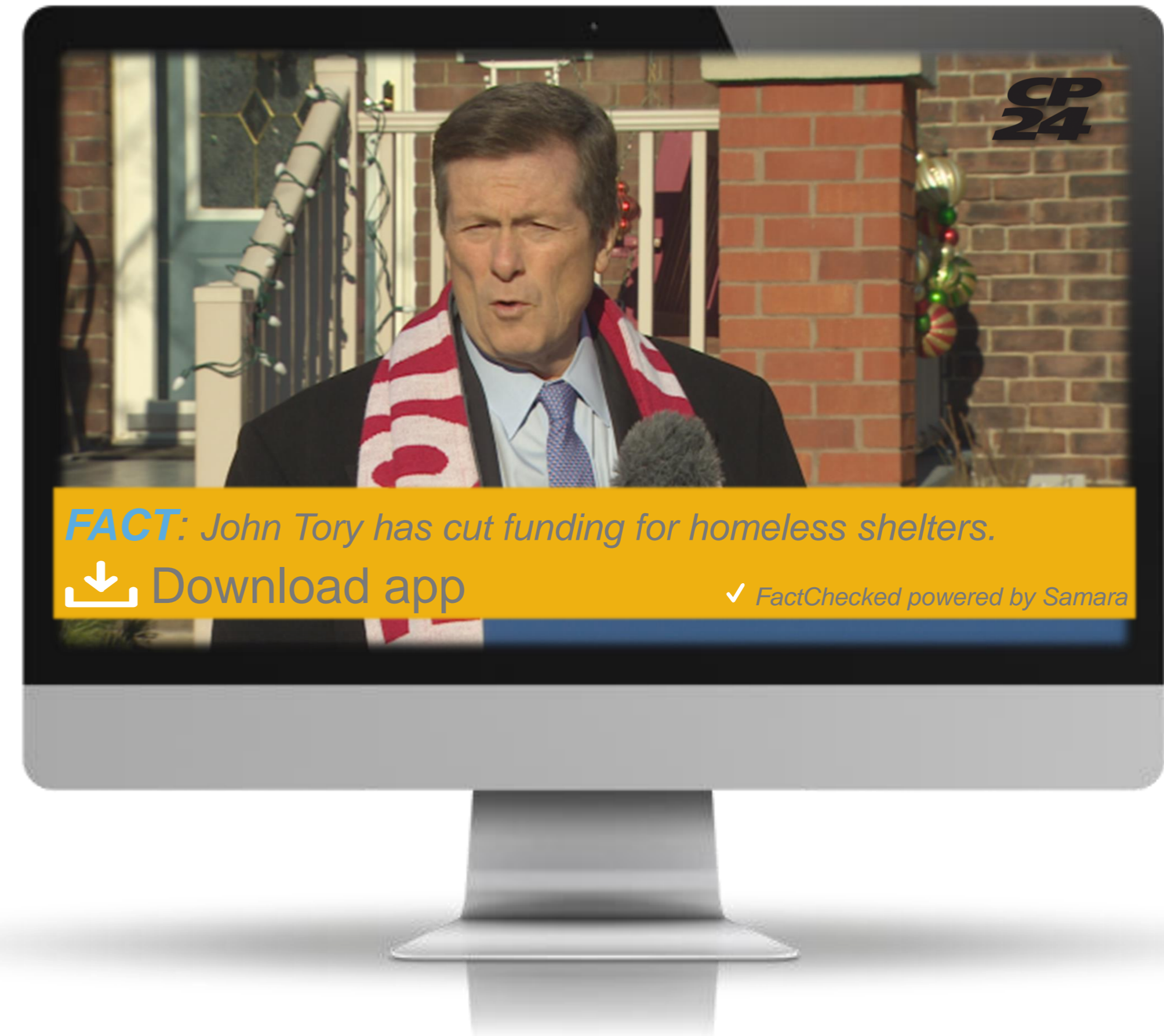
Cause Activated

Aligned to the interests and causes of unique user.



Timing

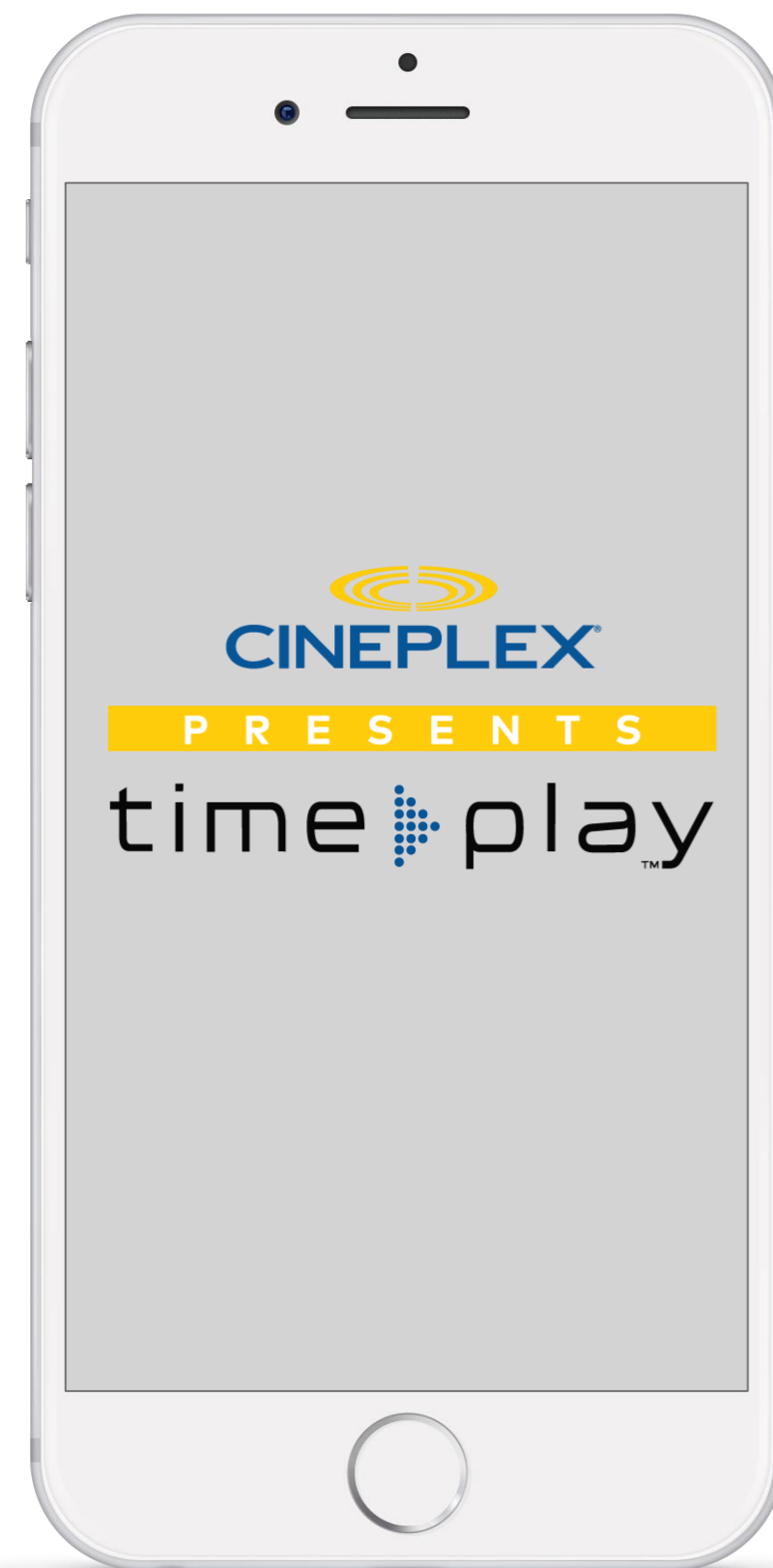
Overlay political events or coverage streaming on any channel or device. Example: TV, YouTube, Twitter, Facebook, etc.



Cinema & OOH

Intercepting in their environments with messages to encourage app downloads.

Interactive Mobile Game at cinema locations.



True or False



Users answer true or false on statements and clips from politicians.

Targeted



Questions are customized based on movie, time and location.

Incorporate technology to live stream political video coverage on TTC windows



Social Media & Display

Interject *FactChecked* messages customized to unique users.

Ads Customized

Serve ads across GTA based on their interests, beliefs & opinions.



Social Media

Leverage the power of social media. Example: Facebook, Instagram, SnapChat and What'sApp.



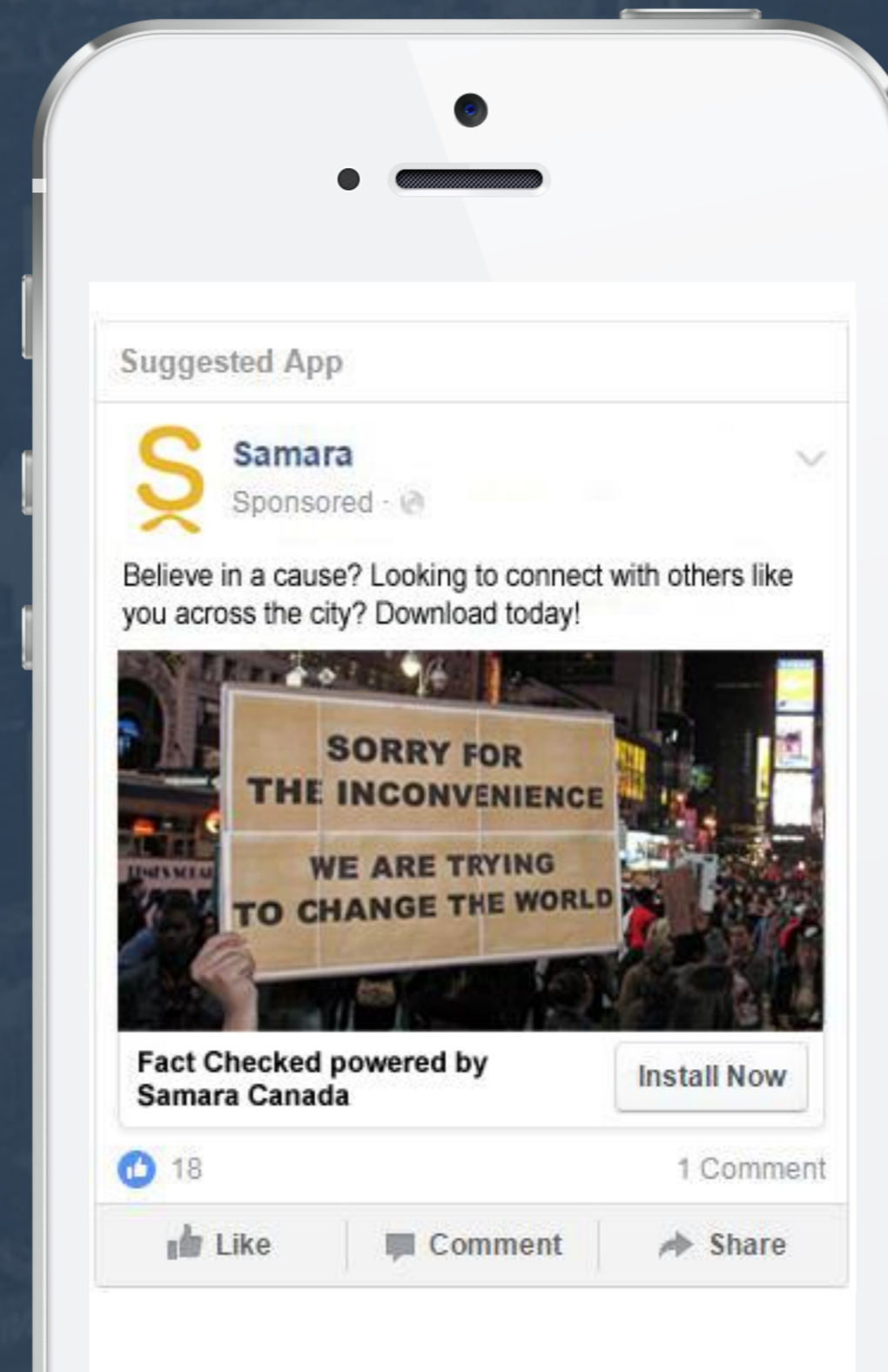
Mobile Focused

Maximize reach and engagement with app by focusing on a mobile-only campaign.



Timing & Location

Align ads to when and where it makes the most sense to have the largest impact on key segment.



Intercepting the every day with customized *FactChecked* messages on mobile devices.
Customized messages based on their causes and opinions delivered in environments where users spend the most time.

FactCheckathon Powered by Samara

Bring students and new political influencers into the conversation.



University Sponsored Events

Bring together university students at a common place for *FactCheckathon*. The event would encourage students to contribute to live *FactCheck* during political events at the university, community, city or country.



Encourage Conversations & Downloads

Events sponsored by Samara. All participants would need to have the app downloaded.

Results

Measures of Success



Downloads

Number of qualified app downloads



Engagement

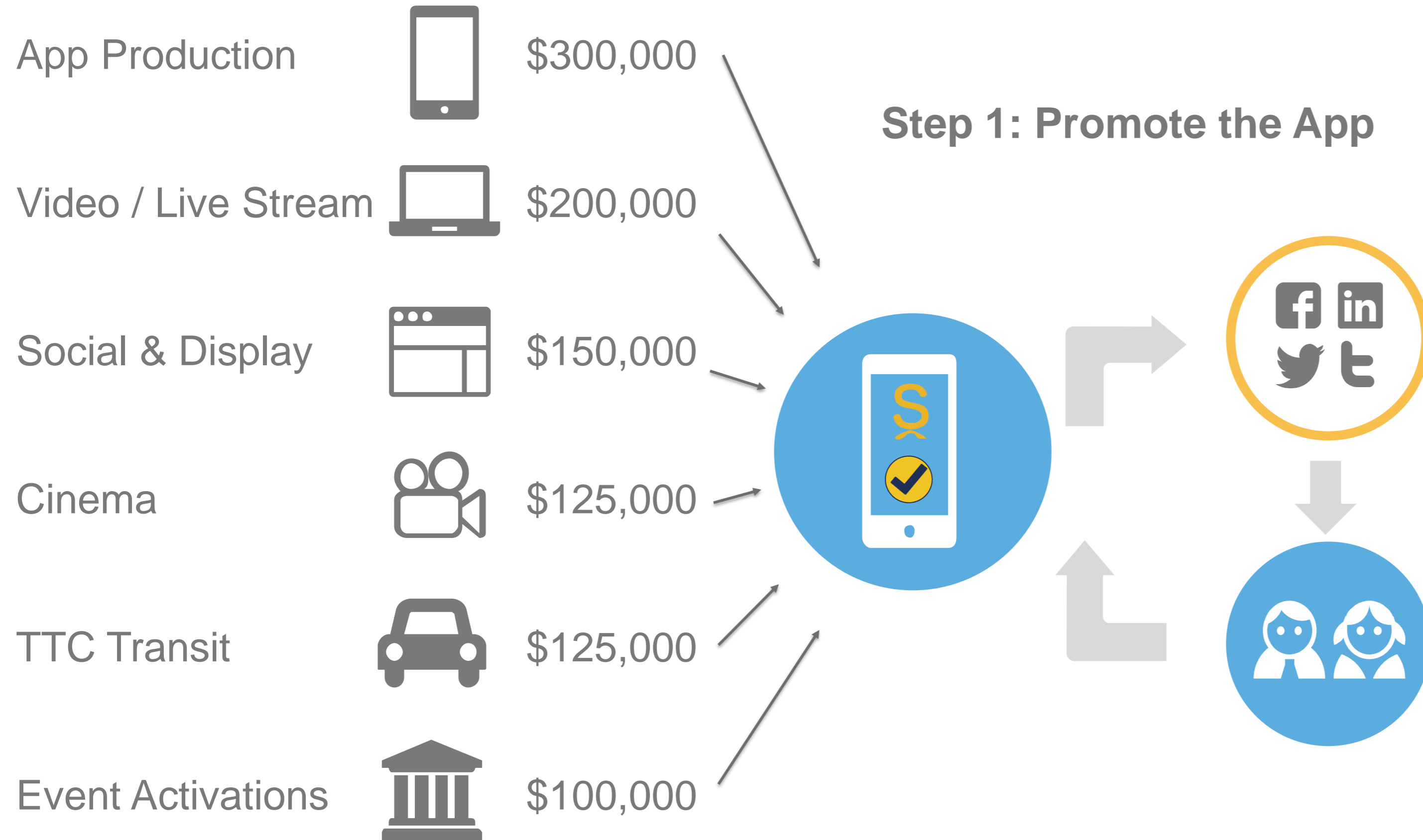
Percentage of active users in the app



Voters

Increase in number of Young Canadian voters

Summary



Step 2: Promote Democracy

