

# samarara



STRONGER DEMOCRACY. BETTER CANADA.

## **YOUNG LIONS 2017**

# AGENDA

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**FACT**  
**CHALLENGE**  
**STRATEGY**  
**IDEA**  
**INSIGHT**  
**CAMPAIGN PHASES**  
**MEDIA SNAPSHOT**

**FACT**

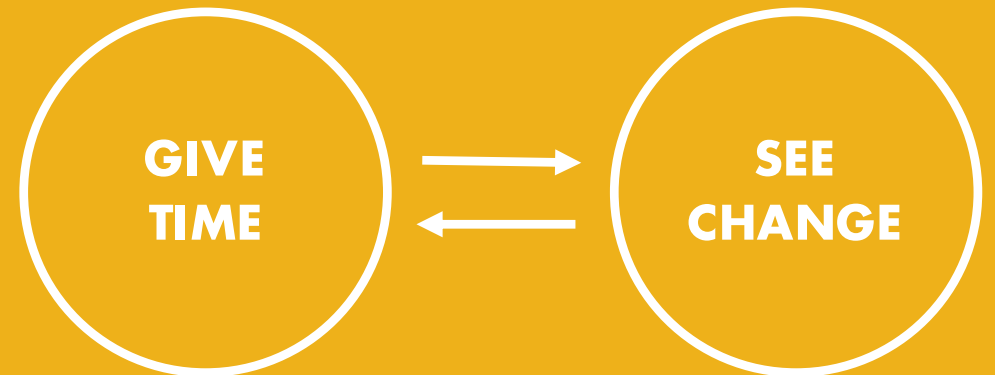
**Other countries  
fight for  
democracy.  
In Canada, we  
take it for  
granted.**



## CHALLENGE

# GET CANADIAN YOUTH TO:

- **invest time in politics.**
- **recognize and understand the political value exchange.**





**BUT HOW?**

MEDIA STRATEGY



**START CONVERSATIONS  
THAT ARE  
CONDUCTIVE TO *ACTION***





**& BRING IT  
TO LIFE BY...**

THE IDEA

# SHOCK & AWE



*How would A 18-34 react if they lost their right to vote?*



**INSIGHT**

**“YOU DON’T  
KNOW WHAT  
YOU’VE GOT  
UNTIL IT’S GONE.”**

- Joni Mitchell, Canadian Icon



## CAMPAIGN PHASES

1. **BOMBSHELL**

2. **BACKLASH**

3. **BINGO**



# 1. BOMBSHELL

# GET PEOPLE RATTLED.

/ 'bäm, SHel/

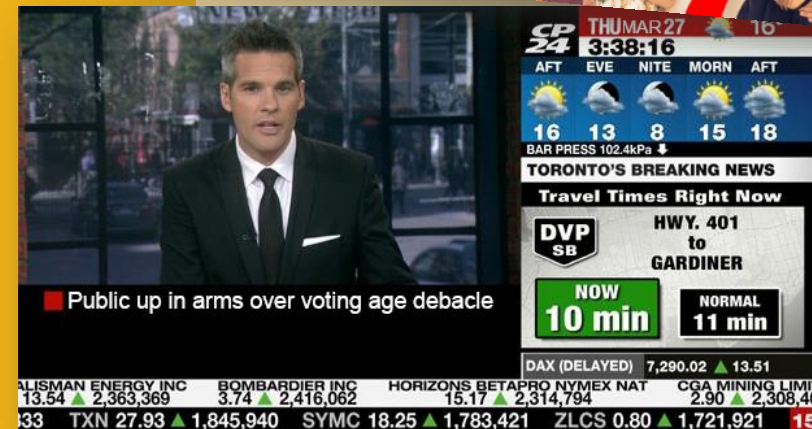
*an overwhelming surprise or disappointment*



In a massive PR stunt, Toronto media outlets will announce that the legal Canadian voting age has increased from 18 to 35.

Impact: Ignite political conversation

Media Tactics: Heavy PR



## 2. BACKLASH

# GET PEOPLE TALKING.

/ˈbʌkˌlɑːʃ/

*a strong and adverse reaction by a large number of people*

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The aftermath of Phase 1 is a catalyst for political conversation, coast to coast.

**Impact:** Discussion/opinion sharing

**Media Tactics:** Organic Social



### 3. BINGO

# GET PEOPLE INVOLVED.

/ˈbiŋgö/

*used to express satisfaction/surprise at a positive outcome*

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Through paid media, capitalize on the momentum from Phase 1 & 2 by revealing the true intention of the unsettling news story: highlighting how lucky we are.

**Impact:** Heightened political involvement

**Media Tactics:** Paid Social, Digital OOH, OLV & Mobile





### 3. BINGO CONTINUED

## HOW DO WE GET PEOPLE INVOLVED?

MAKE IT STICK.

MAKE IT INNOVATIVE.

MAKE IT PERSONAL.



Dynamic, in-feed thumb-stopping Social ads, that leverage a user uploaded image with tailored messaging.

*Photo: You + Grandma | Copy: Health costs are rising. Push your MP to do something!*



In-stream polls.  
*Question: Are you for or against replacing historic structures with modern condos?*



Poll results displayed in real-time, via Digital OOH, to educate and encourage community involvement.

*Data relevant to your riding.*



# MEDIA SNAPSHOT



## **BOMBSHELL**

*Get people rattled*

## **BACKLASH**

*Get people talking*

## **BINGO**

*Get people involved*

**FLIGHT**

1 DAY

6 DAYS

3 MONTHS

**BUDGET**

\$400K

\$0

\$600K

**KPIs &  
MEASURES**

Press Mentions

Virality

Social Listening

Community Involvement

On Target % (A18-34)

Voter Turnout

# samara

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# THANK YOU