

WeGAF

Creating connections and conversations in Canada

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Target Audience

Reaching out to young Canadians, like:



Semi-engaged: Amir, 27

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

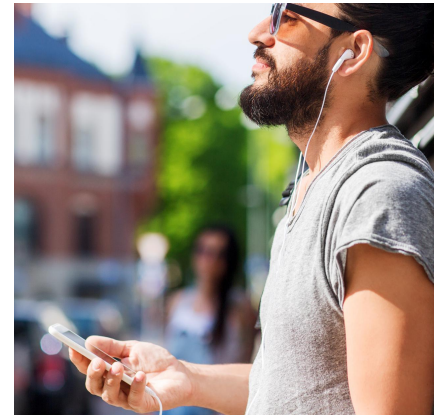
Doesn't follow politics.
Has zero to slightly-formed opinions.

- *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.

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



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

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.

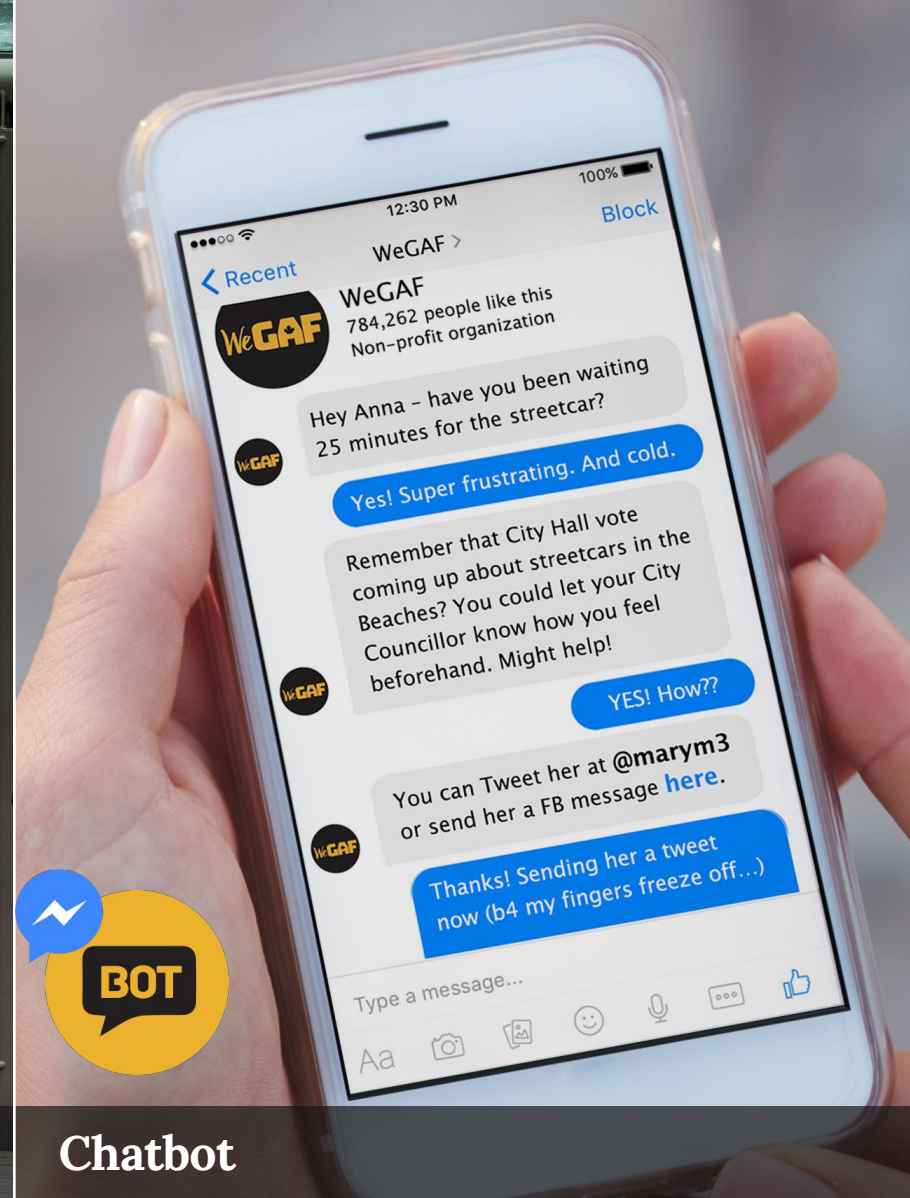
3. *Deliver the Message*

Transmit these opinions and sentiments to government representatives using unavoidable public tactics.



Digital OOH

Vote NOW touch-screen OOH boards

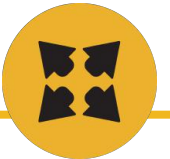


Chatbot

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

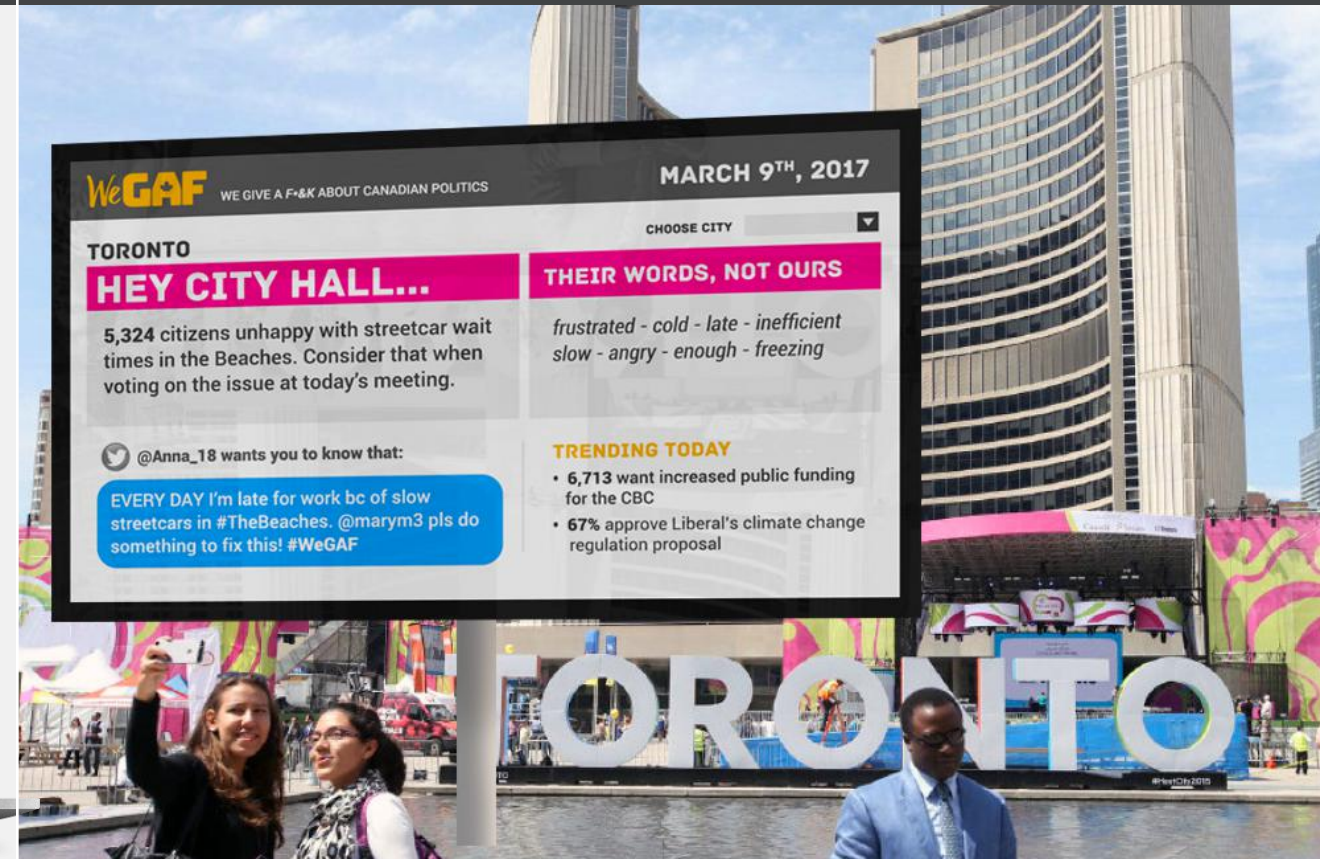
"Want more student loan debt forgiveness?"  WeGAF

Media Solution



Micro to Macro

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



Impossible to Ignore

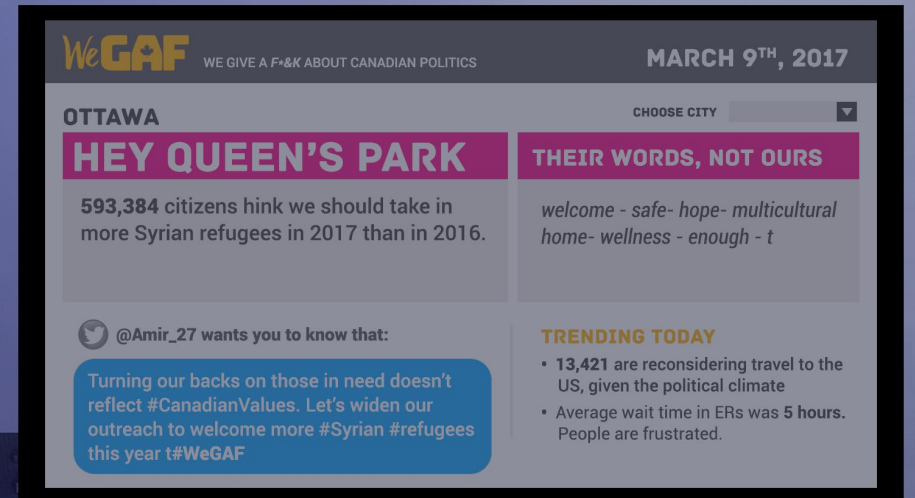
City Hall: Data is displayed right in front of where decisions are made.

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"

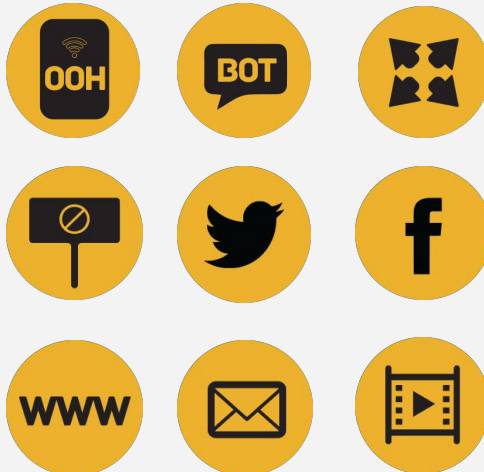
Hey @marym3! I'd love to talk you about childcare costs if you have time. I'm just outside! (Sort of.) #WeGAF

Media Solution

Deliver the Message



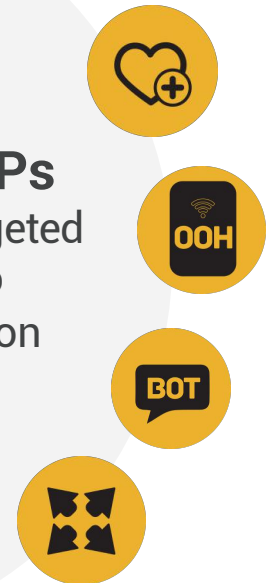
How Anna & Amir
reach MPs



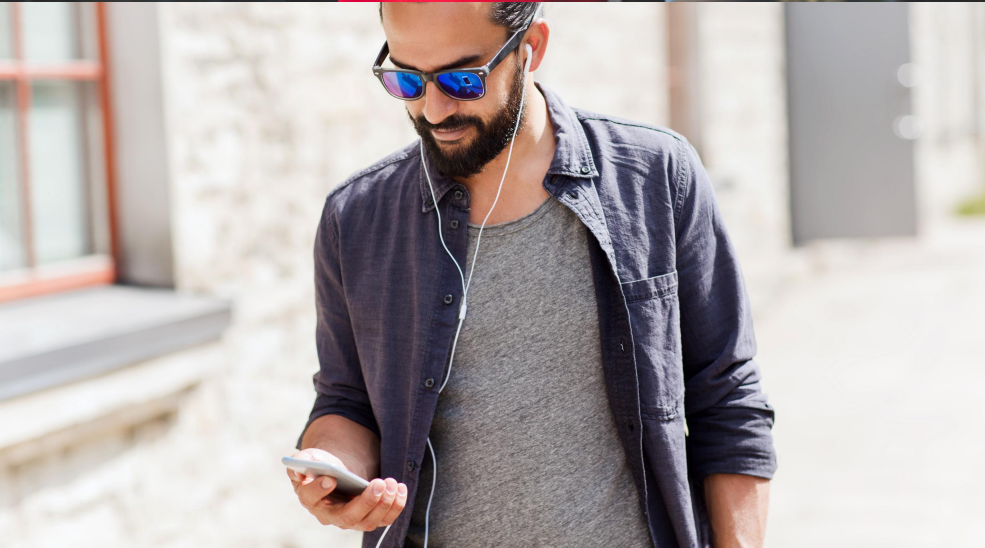
Bringing Data to
MPs' Doorsteps

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**.