



YOUNG LIONS 2017

AGENDA

FACT
CHALLENGE
STRATEGY
IDEA
INSIGHT
CAMPAIGN PHASES
MEDIA SNAPSHOT

FACT

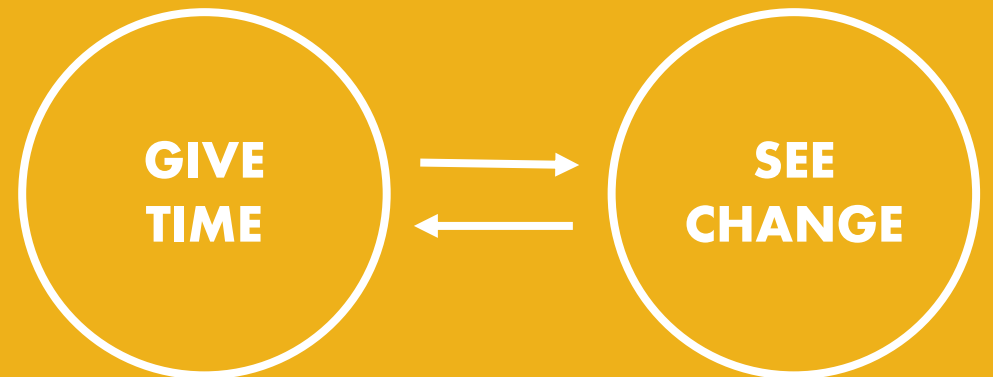
**Other countries
fight for
democracy.
In Canada, we
take it for
granted.**



CHALLENGE

GET CANADIAN YOUTH TO:

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





BUT HOW?

MEDIA STRATEGY



**START CONVERSATIONS
THAT ARE
CONDUSIVE 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.

/ˈbämˌʃel/

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.

/ˈbəkˌlɑʃ/

a strong and adverse reaction by a large number of people

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.

/ˈbiNGgö/

used to express satisfaction/surprise at a positive outcome

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 <i>Get people rattled</i>	BACKLASH <i>Get people talking</i>	BINGO <i>Get people involved</i>
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



STRONGER DEMOCRACY. BETTER CANADA.

THANK YOU