

Campaign Description

For a democracy, we need citizens' participation. Voter turnout is the most important indicator of such. However, in Latvia it continues to decrease. We created a campaign to reignite civic engagement among young people, as they are the most open-minded.

Instead of frightening, shaming or trying to explain democracy's complex principles, we created a campaign based on the strategy of positive competition. If Latvia can be among the world's leaders in sports, culture and IT, why not in voting?

Just as in the Olympics, parliamentary elections take place every four years. A country's performance is dependent on both the individual athlete and on the team.

The campaign slogan: I'm Voting 100%

Instead of just speaking to our audience, we created a set of tools, including a viral video, Facebook posts, posters and a flashmob, etc, so youth could become involved and inspire others.

Launch and Execution

The campaign was launched in social media 8 days before the elections. Sharable fact pictures about low voter participation were created on a daily basis, using the Olympic metaphor.

In a viral video Latvian celebrities showed how they are "in training" for the elections, just as athletes prepare for the Olympics – they are sharpening their pencils, flexing their fingers, etc. The humorous situations are explained with a voiceover by Latvia's most famous sports commentator. This video was followed up by further celebrity endorsements.

Concurrently, posters and other printed material were distributed in Riga's most trendy bars and cafes, including transparent stickers on bathroom mirrors with the "I'm Voting 100%" logo, so young people could take and share selfies.

Finally, the afternoon before the elections a flashmob line in front of the central polling station created broader hype.

Results

The campaign was a hit from the first day! Young people used the "I'm Voting 100%" logo as their profile picture. The viral video saw a record-breaking 50 000 youtube views in the first 2 days and was shared again and again. There was even a parody, and many cafes took our message further by offering free drinks to those who have voted.

We were published in the most influential regional and national news portals and on public television's most watched evening news program. Our message reached an estimated 800 000 people, within the campaign week.

Discourse in the media shifted from negative to positive and the drop in voter turnout stopped. Some reports even saw a slight increase among our primary audience.

By giving youth the tools to inspire others, for a week we turned Riga into one big creative agency.