

## Objective of the campaign

For a democracy, we need citizens' participation. Voter turnout is the most important indicator of such. However, in Latvia it continues to decrease. Our goal was to reignite civic engagement among young people prior to the parliamentary elections. We had to call attention to the importance of participation and motivate youth to share this message. 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?

## Development – concept to implementation

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 slogan: I'm Voting 100%**

Instead of just speaking to our audience, we created a set of tools, so youth could become involved and inspire others. They included a viral video showing celebrities "training" for voting, posters and other materials in bars and cafes (to encourage selfies), fact pictures and other sharable information on Facebook, culminating in a flashmob line in front of the central polling station the day before the elections.

## Why most relevant to our audience

Voter participation is lowest among the 18-25 group. Most "don't see the point" and make their decision immediately before the elections. They are the most skeptical, but also the most open to new ideas.

The campaign was created to directly involve youth in the environment in which they are most active – in social media and in social spots such as cafes and clubs.

Since voting is about participation, we created the campaign so it, too, is about participation. By creating tools, the audience could participate in the campaign and share our message.

## Success

Young people used the "I'm Voting 100%" logo as their profile picture. The viral video saw record-breaking views and shares.

We were published in the most influential news portals and on 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.