EUROPEAN ELECTIONS 2019 CAMPAIGN
Turnout

The chart shows the turnout percentages for various years and EU regions:

- 1979 EU9: 61.99%
- 1984 EU10: 58.98%
- 1989 EU12: 58.41%
- 1994 EU12: 56.67%
- 1999 EU15: 49.51%
- 2004 EU25: 45.47%
- 2009 EU27: 42.97%
- 2014 EU28: 42.61%
EU: 42.61%
SLO: 24.55%
6 KEY STRATEGY PRINCIPLES:
• pro-European campaign
• data-driven communication
• personalised slogan
• from door to door
• 3rd party speaks for you
• emotions
1. PRO-EUROPEAN CAMPAIGN
70% of Slovenians believe that Slovenia benefits from EU membership

24% turnout in the 2014 European elections
2. DATA-DRIVEN COMMUNICATION

WEAK ABSTAINERS

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Pro-Europeans who do not vote:

1. Youth
2. Professionals, managers...
3. 55+
3. PERSONALISED SLOGAN

this time I’m voting

for investment

for the earth

for us

thistimeimvoting.eu
4. FROM DOOR TO DOOR

300+ EVENTS
5. THIRD PARTY SPEAKS FOR YOU
400 VOLUNTEERS
European Youth Card Association
11 de abril · 🇪🇸

Our Board is meeting in Madrid these days and they have some words of wisdom for all young people in Europe: #GiveAVote in the EuropeanElections2019 and in all elections.

Give A Vote

30+ ORGANISATIONS

Simona, Romania

Enzo, Italy

MLADINSKI SVET
SLOVENIJE NATIONAL YOUTH COUNCIL OF SLOVENIA

IF YOU GIVE A S**T
#GIVEAVOTE

European Youth Card

MOVIT

EQUPO EUROPA
#estavazvote

YOUTH

FEST

DEMOCRACY
ALIVE

YOUNG EUROPEAN FEDERALISTS
VIPs, INFLUENCERS

55 VIDEOS WITH INFLUENCERS

35.000.000 impressions
100.000 link clicks
PROFESSIONAL FOOTBALL PLAYERS

Simona, Romania
Enzo, Italy
6. EMOTIONS

'Choose your future' video

47 articles containing video link
135 million views online
Results

SLO: 28.9%

- highest turnout to date
- increase of 4.3 pp
...and will continue
Thank you!

mag. Manja Toplak
Head of EP Liaison Office in Slovenia