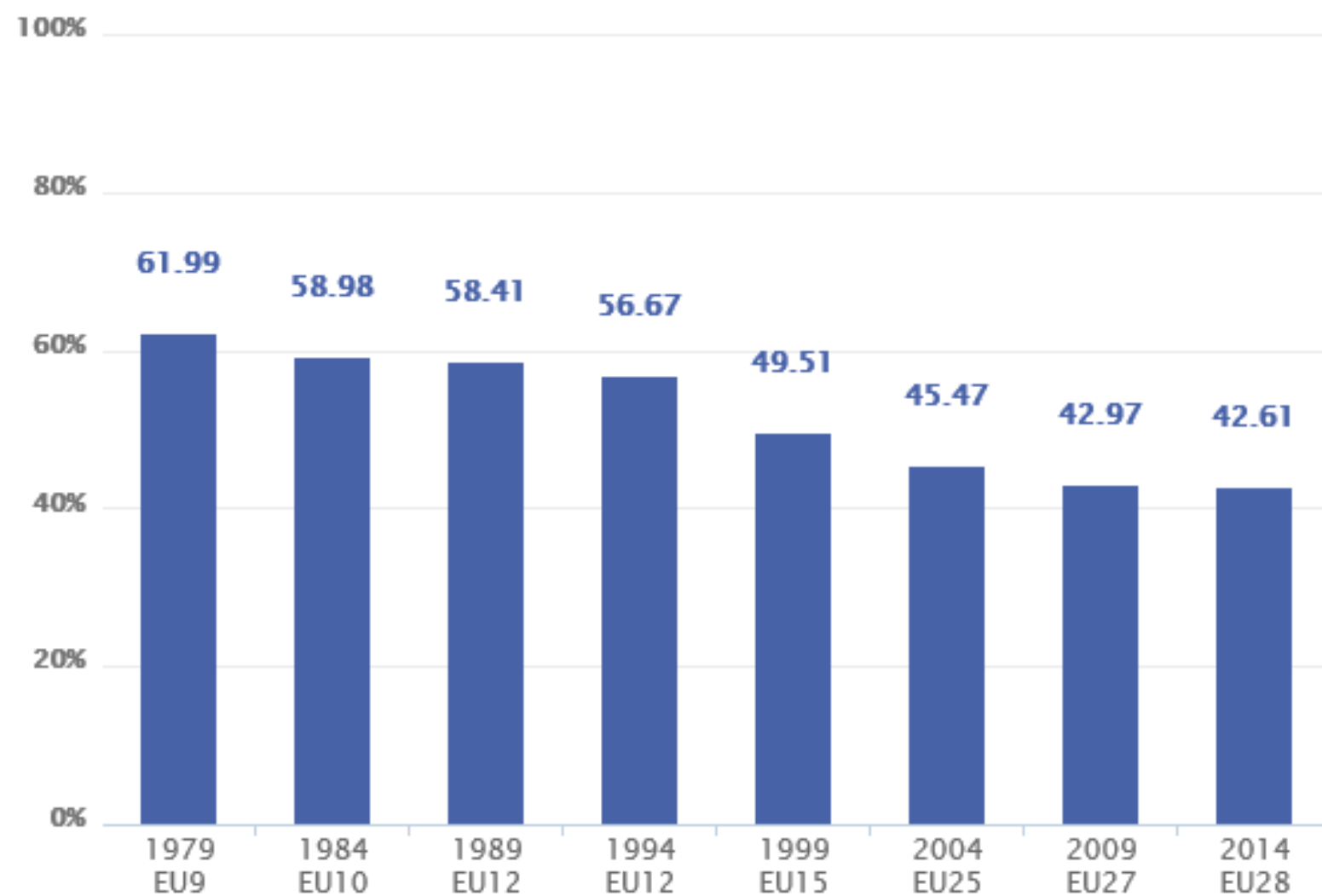




**EUROPEAN ELECTIONS 2019**  
**CAMPAIGN**

---

# Turnout



**EE 2014**

**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



## 2. DATA-DRIVEN COMMUNICATION

**70%** of Slovenians believe that Slovenia benefits from EU membership

**24%** turnout in the 2014 European elections

## 2. DATA-DRIVEN COMMUNICATION

### **WEAK ABSTAINERS**

=

Pro-Europeans who do not vote :

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

# 3. PERSONALISED SLOGAN

this time I'm voting



# 4. FROM DOOR TO DOOR

300+  
EVENTS



# 5. THIRD PARTY SPEAKS FOR YOU



400  
VOLUNTEERS



# 30+ ORGANISATIONS



MLADINSKI  
SVET  
SLOVENIJE  
NATIONAL  
YOUTH  
COUNCIL  
OF SLOVENIA

IF YOU GIVE A S\*IT  
#GIVEAVOTE



# VIPs, INFLUENCERS

## 55 VIDEOS WITH INFLUENCERS

35.000.000 impressions  
100.000 link clicks



# PROFESSIONAL FOOTBALL PLAYERS



# 6. EMOTIONS

'Choose your future' video



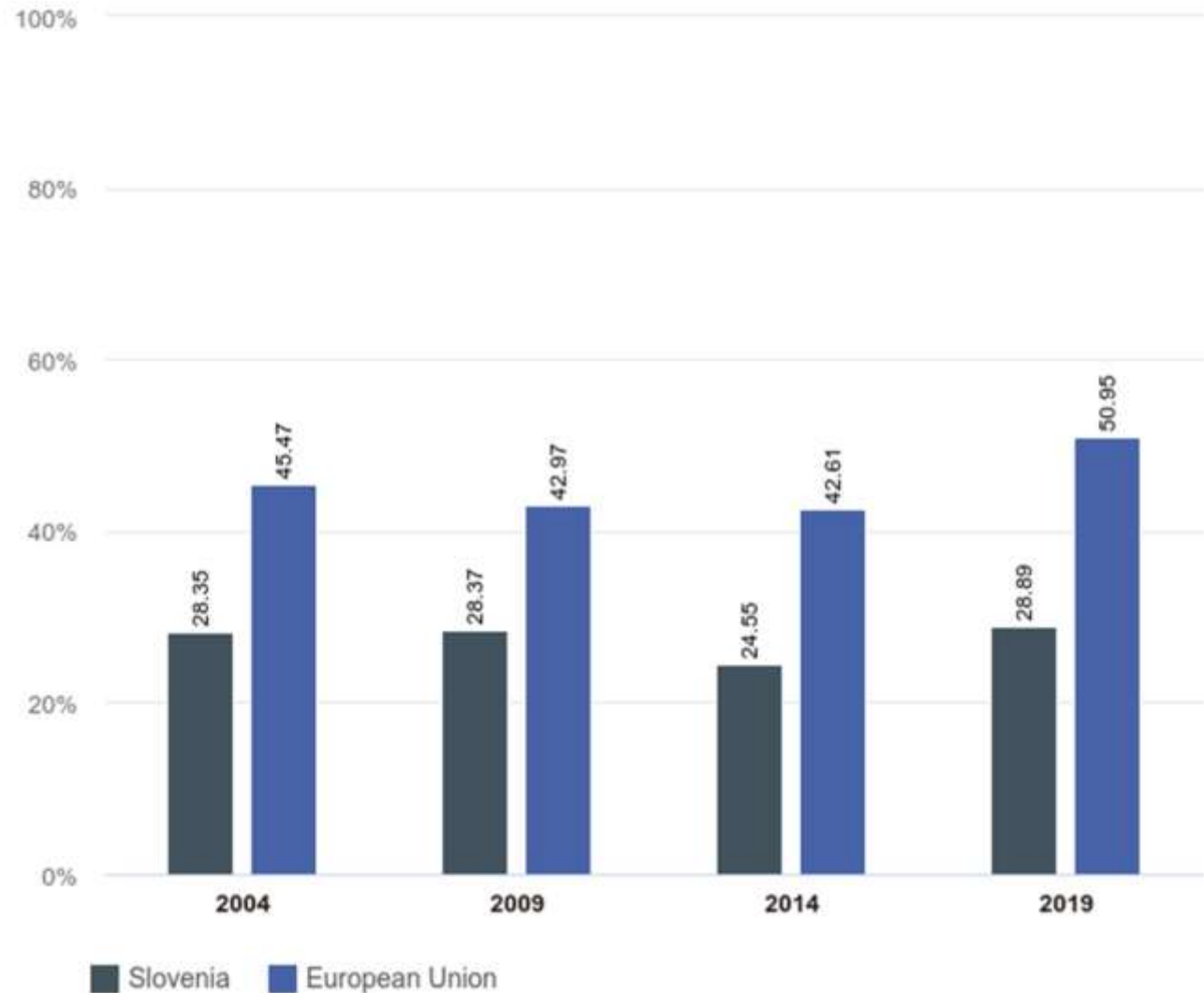
47 articles containing video link  
135 million views online

# Results

**SLO: 28,9%**

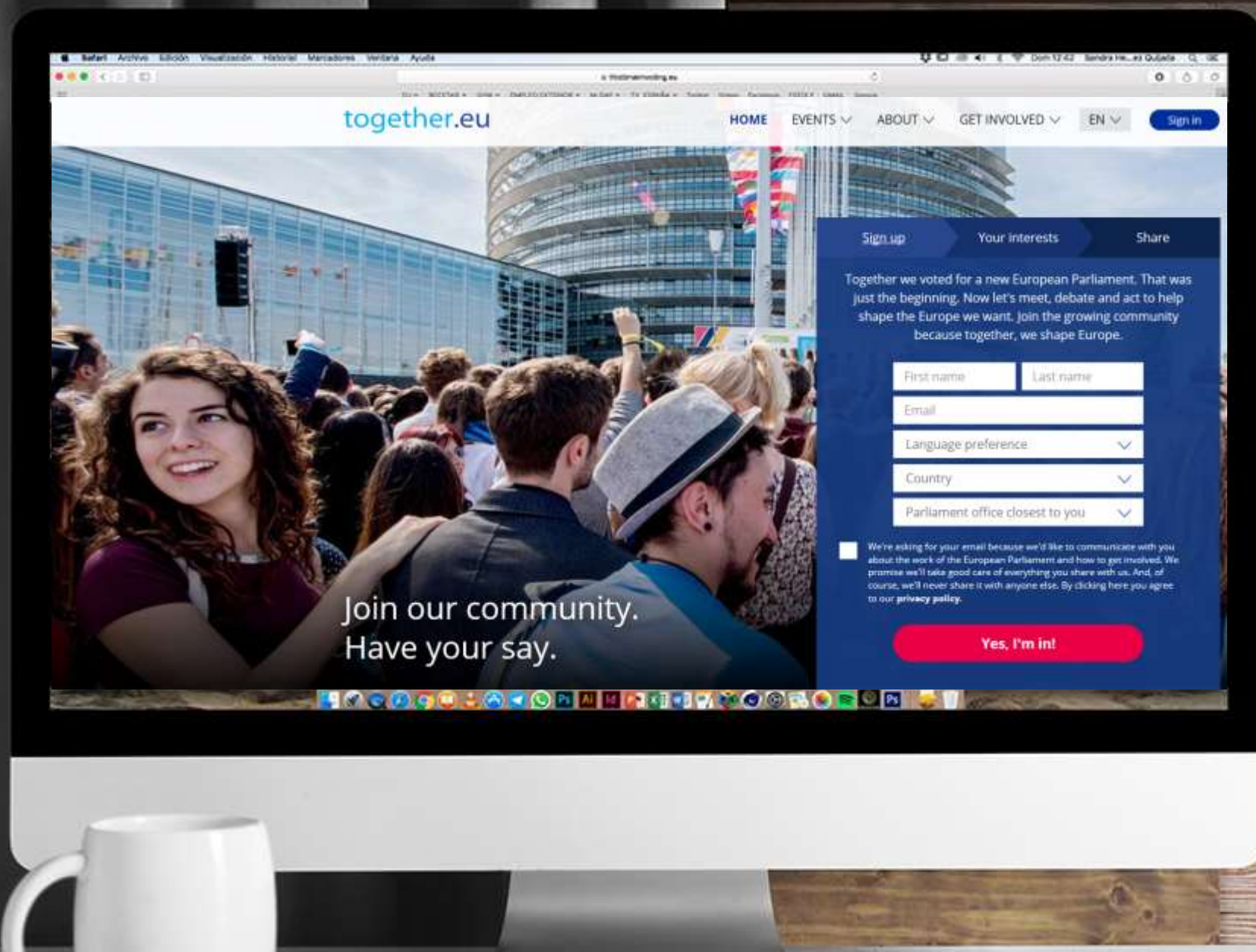
- highest turnout to date
- increase of 4,3 pp

Slovenia - Final results



...and  
will continue

together.eu



Thank you!

mag. Manja Toplak  
Head of  
EP Liaison Office in  
Slovenia

