BRAND	Electoral Commission / COI	PROJECT	JOB NO		AUTHOR	Buckley/Calum
TYPE OF WORK		BUDGET	WIP DATE		DATE	28/01/2011
DELIVERABLES				NEW IDEA	✖	EXISTING IDEA

THE CHALLENGE

WHERE ARE WE NOW AND WHY
WHERE DO WE NEED TO BE
THE CHALLENGE TO GET THERE IS...

For the first time in UK history, voters are being presented with the choice of a huge political game changer: a vote on how their vote should be counted. People will be asked whether they want to stick with the current system, First Past The Post (FPTP) or elect a different system, the Alternative Vote (AV).

Despite its importance, many are likely to dismiss it because it's boring (just abstract politics), too complex to be bothered with or just irrelevant to them.

How can we capture voters' attention to bring to life the impact of "your vote" under each system?

THE OBJECTIVE

ROLE FOR COMMUNICATION
HOW WE WILL ACHIEVE SUCCESS

Create a relevant, inherently sharable experience which simply explains the referendum to voters and how each system impacts the value of their vote.

OUR TARGET GROUP(S)

IDENTIFY THE GROUP(S) THE PROPOSITION TARGETS

The everyday punter, who's generally aware of politics in the context of everyday current events, but bored and disinterested by its complexities.

A new referendum is unfamiliar and confusing. Packaged as abstract and academic, it's seen as out of reach and irrelevant to their every day lives.

They're reluctant to waste their time on trying to get their head around something they're apathetic about and feel distanced from. They need a guide that can capture their interest by personalising the referendum to their frames of reference and which emphasises the value of their vote.

CURRENTLY THEY...

INSIGHTS INTO CURRENT PERCEPTIONS, USAGE, BARRIERS
WORTS AND ALL

…are unsure what a referendum is
…confused as to what the referendum means for them and why they should care
…disorientated by all the jargon and debate surrounding the referendum
…repulsed at the effort of trying to get their head round some complex voting system

WE WANT THEM TO...

USE CONSUMER VERBATIMS
TO DRAMATISE THE DESIRED IMPACT OF THE CAMPAIGN ON CONSUMERS

THINK	Now I know what I need to make **my decision**, I'll pass it on to my mate.
FEEL	**I'm curious** to understand **how it affects me**, I'll give it a couple of minutes of my time.
DO	**Share the experience** across my online social networks, mention it in the pub, recommend how useful and easy it is to use

PROPOSITION

OUR IRRESISTIBLE OFFER THAT THE CREATIVE NEEDS TO DRAMATIZE

Your choice on May 5th could change the way your vote is counted. Be informed.

BECAUSE

REASONS TO BELIEVE
(BULLET POINTS)

- Under FPTP you get one vote, no candidate needs an absolute majority (more than half) of all voters to win
- Under AV you can vote for multiple candidates in order of preference, a candidate must have the support of the majority of voters (more than half of first preference votes) to win.
- It's designed for the everyday punter, explaining what the referendum is about and why they should care
- It puts the voter at the heart of the experience, personalising the effect of their vote under the two systems
- It quickly and painlessly empowers the voter with the information they need to make an informed decision
- It's an objective and impartial guide produced by the Electoral Commission, it's their duty to ensure voters have the information they need to makeup their own mind

THE PERSONALITY

THE TONE THAT DEFINES THE CHARACTER OF THE COMMUNICATION

Simple, down to earth, human, non-scientific. Impartial and even handed.

SIGN OFF: CD ..... MGR/GAD ..... PD/HOP .....

glueisobar

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THE EXPERIENCE

THE FLAVOUR OF EXPERIENCES/CHANNELS THE CAMPAIGN COULD INCLUDE

THOUGHTSTARTERS AND EXAMPLES BOUGHT, OWNED, EARNED MEDIA

We are looking for an engaging**,** portable **experience** which **dramatises** the effect of **"my vote"** under the two systems, demystifying how they each work. It will be accompanied by a tool kit of corresponding ads (covered by a separate brief).

Thought starters…

- A clip/animation sensibly explaining the two systems through a schema from pop culture everyone can relate to e.g. could be told through sports analogies, x-factor style vote-offs, nursery rhymes, using cartoon figures.
- A quiz profiling your preferences for how you think decisions ought to be made which at the end delivers you your preferred voting system - see Green Party Policy Profiler
- A personalised election run by you and your friends through Facebook, using your friends as candidates or on topics of your choice

MANDATORIES

THINGS IDEAS AND EXECUTIONS MUST INCLUDE

- Objective and impartial, not being seen to favour one system over another.
- Embedded on the aboutmyvote website – on its own page, and linked to and from the homepage.
- Accessible by both standard browsers, as well via mobile browsers as part of a mobile optimised site.
- Embeddable across other web sites and across Facebook.
- Look and feel will have to incorporate Electoral Commission branding/logo

PLANNED EVALUATION

HOW WE WILL BE MEASURED AGAINST THE DEFINED OBJECTIVE eg. HARD, SOFT, BUZZ

- Increased understanding of referendum topic - quiz mechanic confirming understanding/satisfaction
- Number of views, shares and embeds of the experience across different platforms and accompanying sentiment of mentions/comments.
- Average dwell time with the experience

SIGN OFF: **CD** ..... **MGR/GAD** ..... **PD/HOP** .....

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