



A.I

ABSOLUTELY INCREDIBLE

HILAL & CHIOMA & CELLYN



# BRIEF

REMAINING UNBIASED

18 - 24 YR OLDS

INSPIRE

JUNE 8TH 2017

VOTE

# PROBLEM

OUR PROBLEM: 18- 24 YEAR OLDS VOTES DO NOT MATTER

EXAMPLES OF YOUNG VOTERS COMMENTS REGARDING THE GENERAL ELECTION:

'MORE EVIDENCE THAT POLITICIANS WILL HAVE TO MAKE A LONDON ADJUSTMENT IN THEIR POLICIES.

NOT ALL VOTERS ARE EQUAL - GEOGRAPHICALLY SPEAKING'.

'AM I THE ONLY ONE WHO JUST WANTS THIS ELECTION TO END'

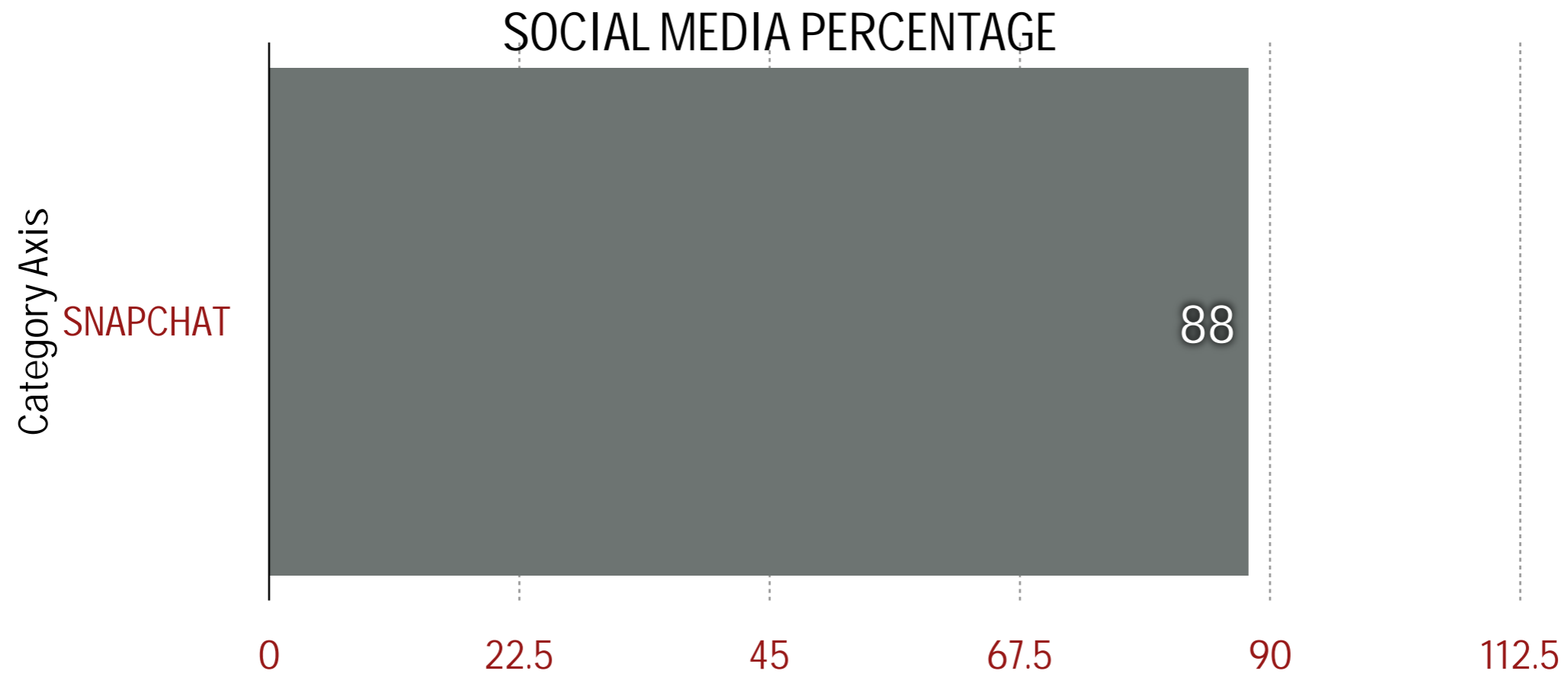
SOLUTION

**‘YOUR VOICE MATTERS’**

# RESEARCH OUTCOME

PERFORMATIVE

MOBILE INDIVIDUALS



Adweek

# EXECUTION

'WE ARE GIVING THEIR VOICE A PLATFORM'

# SOCIAL MEDIA

1: **SNAP CHAT** - CREATE STORIES IF THEY WERE IN POWER WITH OUR PERSONALISED FILTER.



# SOCIAL MEDIA PART 2

2: #I'M VOTING - BY USING THIS HASHTAG, YOUNG VOTERS MAY POST SNAPCHAT FILTER ON INSTAGRAM & TWITTER.

3: TARGETED FACEBOOK ADS.

4: A CUT OF SNAP CHAT FILTER WHERE YOUNG VOTERS CAN TAKE A PICTURE OF THEMSELVES.

5: HOLOGRAM.

6: COLLABORATION WITH MINISTRY OF SOUND WITH #YVM.





THE END...

