are we there yet?
evaluating a
‘campaign of firsts’
#thistimeimvoting
#chooseyourfuture

Did we have anything to do with it?

'14 42.61%

'19 50.66%
» EU turnout increased by 8p to 50.6%
» ‘Soft abstainers’ went to vote
» 70 out of 97 target groups showed turnout increase
» 52% of target groups outperformed national level
» Overall TG turnout at 58.3%, 8p higher than EU turnout
Young citizens, ‘first-timers’ and students drove turnout
42% of the age group 16/18–24 years voted
Youth participation doubled compared to 2014

<table>
<thead>
<tr>
<th>Country turnout</th>
<th>Aged 18–24 (TG1)</th>
<th>Students (TG3)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ES</td>
<td>43,81%</td>
<td>61%</td>
</tr>
<tr>
<td>DK</td>
<td>56,30%</td>
<td>66%</td>
</tr>
<tr>
<td>PL</td>
<td>23,80%</td>
<td>45,70%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Country turnout</th>
<th>Aged 25–39 (TG1)</th>
<th>Students (TG3)</th>
</tr>
</thead>
<tbody>
<tr>
<td>NL</td>
<td>37,30%</td>
<td>41,90%</td>
</tr>
<tr>
<td>RO</td>
<td>32,40%</td>
<td>51,10%</td>
</tr>
</tbody>
</table>
» 44% of respondents remembered EP messages encouraging them to vote
Turnout by respondents, who did NOT remember messages from the EP encouraging people to vote in the EE2019

Turnout by respondents, who did remember messages from the EP encouraging people to vote in the EE2019

Turnout (total)
goal achieved – but how?

» Continuous reporting
» All #EE19 campaign activities covered
» Monitored via a four pillar model
four types of activities

» Media
» Digital & Social
» Public Events
» Journalist Events
four pillars of reporting

» Reach
» Engagement
» Resonance
» Impact
<table>
<thead>
<tr>
<th>Activity Type / Indicator / Outcome</th>
<th>Description</th>
<th>Reach</th>
<th>Engagement</th>
<th>Resonance</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Media Activity</td>
<td>Advertising or exposure with offline media like TV and press</td>
<td>Activity Tracker, Teletax</td>
<td>Social Listening</td>
<td>-</td>
<td>Google Trends, POMU Post Electoral Survey</td>
</tr>
<tr>
<td>B. Digital and Social</td>
<td>Online advertising, exposure and newsletters including across social networks and communities, influencers and websites</td>
<td>Activity Tracker, Paid Media performance</td>
<td>Groundgame app, Owned media performance (Webmaster on-site behavior), Webcomm and EPLO inputs, Google Adwords</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>C. Public Events</td>
<td>Debates, seminars, exhibitions, stakeholder dialogues or similar types of face to face experience</td>
<td>Activity Tracker</td>
<td>-</td>
<td>Dedicated &quot;Post event&quot; questionnaires</td>
<td>-</td>
</tr>
<tr>
<td>D. Journalist Events</td>
<td>Press conferences and briefings and other journalist specific events</td>
<td>Activity Tracker, MSU summary</td>
<td>-</td>
<td>-</td>
<td>MIU: Number of articles across key sources</td>
</tr>
</tbody>
</table>
continuous activity tracking

» 275,000 lines of data
» 27,000 activities tracked
» Bi-/multilateral interviews
» 11 in-campaign reports
» Shared with stakeholders
track. control. correct.

» Strategy executed according to a clearly pre-defined set of phases

» Reporting helped to track, control and correct the phased approach to building momentum

» Attention to sustaining and building activity reach, engagement, resonance and impact week by week

» Overall picture: A steadily accumulated activity over the full period, with a pronounced increased rate of change occurring during the ‘100 Days to Go’ phase.

holistic. always on. agile.
» evaluation improves the effectiveness of your communications

» evaluation can help you effectively engage with your audience

» situations change – strategies and tactics may need to change as well

» evaluation helps you allocate resources wisely