EXPLOITING THE MEDIA MIX
IN THE EUROPEAN ELECTIONS
REINFORCED COMMUNICATION WITH MEDIA

BRIEFINGS ON EU ELECTIONS
OVER 12,000 JOURNALISTS BRIEFED

MEDIA TOUR
222 DIRECTORS AND CHIEF EDITORS REACHED IN 21 MEMBER-STATES

INVITATIONS TO #EPLENARY
195 JOURNALISTS/SESSION

SEMINARS
LOCAL AND CENTRAL
PRESENTATION TITLE COMES HERE

DECENTRALISATION
EU FOR DUMMIES DOES NOT WORK EVERYWHERE 😊

- Targeting
- EP agency style
- Creating a movement
- National teams-
national angles

Briefing “EE19 for dummies” to journalists from the national broadcaster DR in Denmark
Creating a virtuous circle between social media, influencers, traditional media and this time i´m voting volunteers
JOINT SEMINAR FOR JOURNALISTS AND INFLUENCERS

• More than 40 reports in media

• Joint reach of influencers: 1 million people
OUR VOLUNTEERS NOURISHING THE MEDIA CAMPAIGN

"Article on TTIV volunteers "Activists for Europe", El País, Spain."

Walk for Europe: French activist Valérie Thatcher walked 750 km from Lyon to Brussels to encourage people to vote in the EE19

TTIV volunteers invited to participate in the press seminar “Choose your future” in Brussels

ZDF Morgen magazin moma („First time voters for Europe“) featuring two TTIV volunteers
MORE PERSONALITIES JOINING

https://www.youtube.com/watch?v=oiQ_DWeCtLc
Thinking outside the box
QUizzes, Tabloid Campaigns, Competitions in Popular Radio

Coverage in Vogue "European Elections: These personalities are campaigning for higher turnout"
THE MOST POPULAR TABLOID IN SLOVAKIA „Nový čas“
FERO JOKE

- Seen by 250 000 people
DON´T SHUP UP AND VOTE - DON´T BE A COUCH POTATO
FROM A SOAP OPERA IN BULGARIA TO 3-HOUR TALK SHOW IN CZECHIA

**Bulgaria:** Placement of the EE19 in TV series "Stolen Life".

**The script**

A young patient, who has to be admitted in the hospital before the European election night on 26 May is persuading the hospital administration to open a voting section in the hospital. He insists on the fact that every vote counts and is important, even if being only one. As a result the hospital will open a voting section for the European elections.

"Thanks to the wonderful relationship of EITC Sofia with NOVA TV and the producer of their flagship doctors’ TV series "Stolen Life", they have produced and broadcast on 16 May an episode that was dedicated to the European elections and the importance to vote and the choices in life as general. The TV series has an average of 500,000 viewership and is the most recognisable and highly rated TV series on NOVA TV.

B. Tzanecheva, K. Veltchova, Bulgaria"

**Czechia:** TV Nova 3 hours live morning show from the EP studio in Brussels. It was the first time ever that the biggest private TV was involved in a such way in the promotion of the EP elections.

**Croatia:** Eurodebates organized in cooperation with Croatian Radio HRT influencers and young professionals as guest speakers, as well as high-level decision makers and government representative, once a month from January to May.

**Bulgaria:** Political talk show "120 Munites" aired from Strasbourg 120 days before the elections (800,000 viewership).
SPECIAL GRANT PROJECTS WITH MEDIA

- TY programme for young people
- Euractiv project
- Presidential debate on European topics
CAMPAIGNS

- 100 days
- Eurobarometer ahead of elections
- Start of national roadshow
- Go to vote phase-video Choose your future

Three of protagonists of the „Choose your future“ video, Lene, Andres and baby Wili Emil Molgaard Rasmussen. Their presence attracted a great deal of interest and curiosity from journalists

The informal setting of the “100 days to go” media briefing in Belgium was welcomed by all participants

Press officer Ingelise De Boer at the TTIV media launch in Amsterdam

The TTIV volunteers acted like ambassadors of the institutional campaign and thus our message regarding the role of the young people in the European project was conveyed in a more credible and natural way.

B. Barta, A-T. Tarna, Homana
The Snowball effect
MEDIA BECOMING EU AMBASSADORS

Slovak daily DennikN offered discount on subscription amounting to double the percentage of the turnout that Slovakia would score.
INFLUENCERS AND PERSONALITIES BECOMING EU AMBASSADORS

Greek singer Ypoxthonios encourages people to vote

Bulgarian singer advocating the importance of voting

Andreea Esca și Selly ies împreună la vot. "Nu suntem toți la fel, dar suntem toți în Europa"

Article on Andreea Esca, TV Anchor and Selly, the most followed vlogger in Romania and first time voter
STARS FROM SOAP OPERA IN SLOVAKIA „OTECKOVIA“ RECORDED A VIDEO WHY THEY WILL VOTE IN THE EE19
SLOVAK POLITICAL SATIRE PAGE WITH ANONYMOUS ADMINISTRATORS "ZOMRI" FOLLOWED BY 200 000 MOSTLY YOUNG PEOPLE POSTED A INSTRUCTIVE VIDEO SHOWING HOW PEOPLE SHOULD VOTE IN THE EE

➤ https://www.facebook.com/zomriofficial/videos/2088328731296701/
choose the europe you want me to grow up in

european elections 23-26 may 2019
thistimeimvoting.eu
Coverage has doubled

A year ago, we thought that 50 articles per day in our daily press alert about the Elections in the German media (print & online) were a lot. At the end of 2018, we were at 100 to 200 hits per day. It rose to 500 per day since February/March and first breached the 1000 per day mark at the beginning of May, peaking at more than 4600 hits on 25 May.

J. Herceg falvi, P. Bauer, T. Kunzemmann, Germany
PRESENTATION TITLE COMES HERE

ELECTION NIGHT

Zagreb

Bratislava

Berlin

Viena
RESULTS

- Unprecedented media interest and media coverage
- Reputational effects (EU and EP becoming cool, fashionable, positive)
- Increased turnout
- Higher participation of young voters

Source: Pixabay
Thank you.

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