

**Passionate . Different . Fun .**



# **The Brief**

You get the government you deserve. Vote.

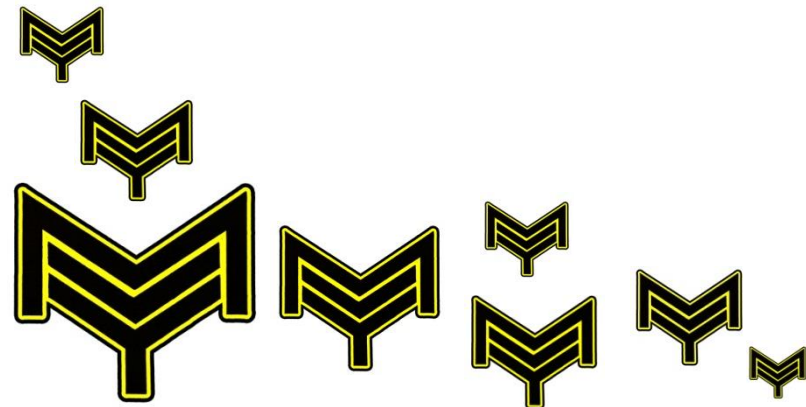


Young Voters Movement



# Background

- ✦ **One in every three** people in an Indian city is part of the youth.
  - ✦ Population in the age-group of 15-34 years has increased by approximately 100 million in the last ten years.
    - ✦ **21 per cent** of the Indian population is in age-group of 18-25 years.





# Urban Population

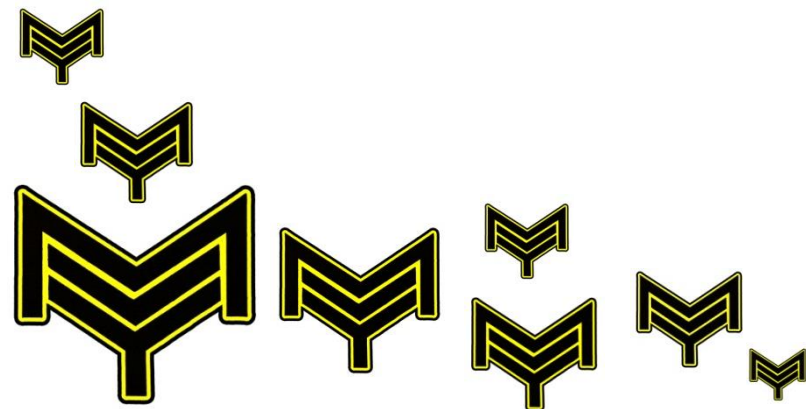
Mumbai – 18,414,288 – 62.8%

Delhi – 16,314,838

Kolkata – 14,112,536

Chennai – 8,696,010

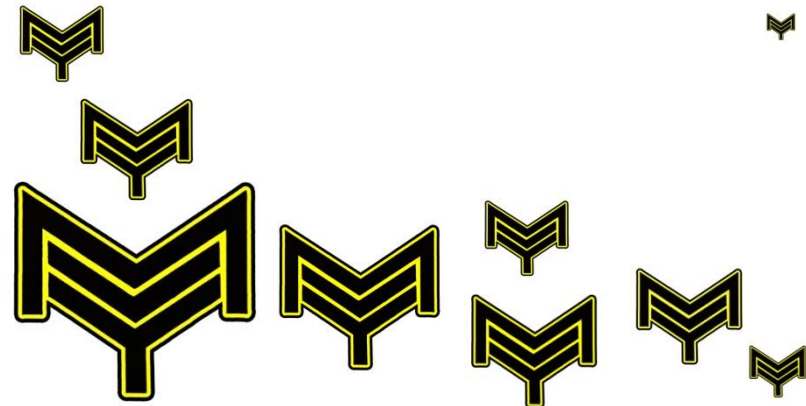
Bangalore – 8,499,399 – 64.2% youth





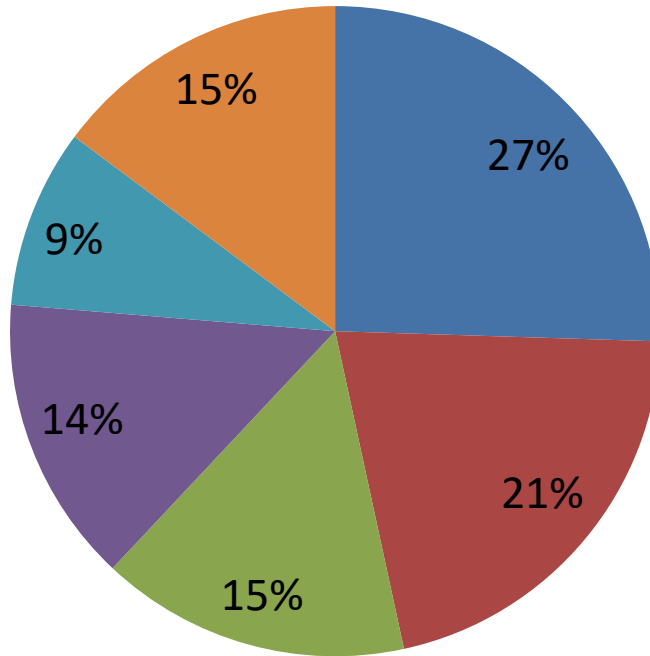
# Challenges

- ✦ Unaware of registration procedure.
- ✦ Lack of required documents.
- ✦ Delay in receiving id after registration.
- ✦ Names not found in enrollment register.
- ✦ Out of town during elections.
- ✦ Long lines at the voting booths.
- ✦ Voting day is a holiday
- ✦ And apathy, of course.

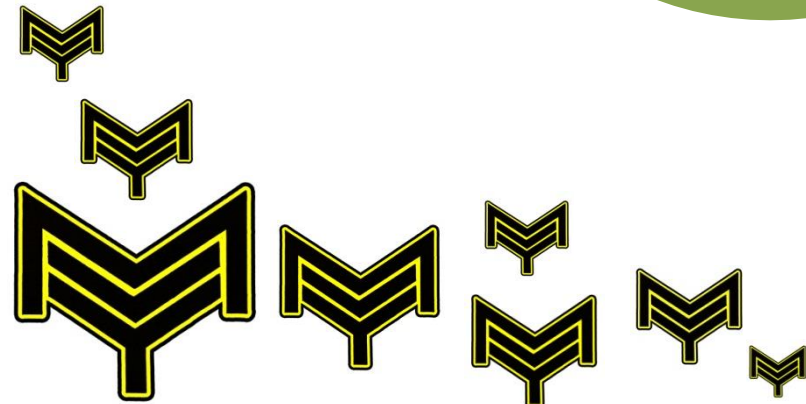




# Youth Concerns



- Price Rise
- Corruption
- Job
- Women Safety
- Education
- Not Sure

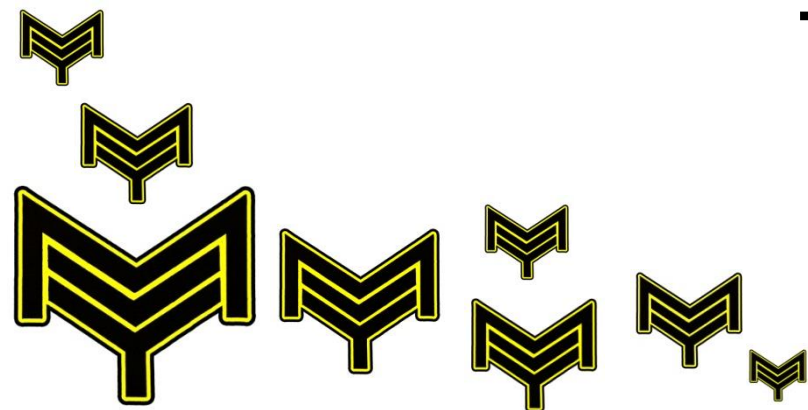




# The Young Voters Movement **brand**



**Y** TONE Fun

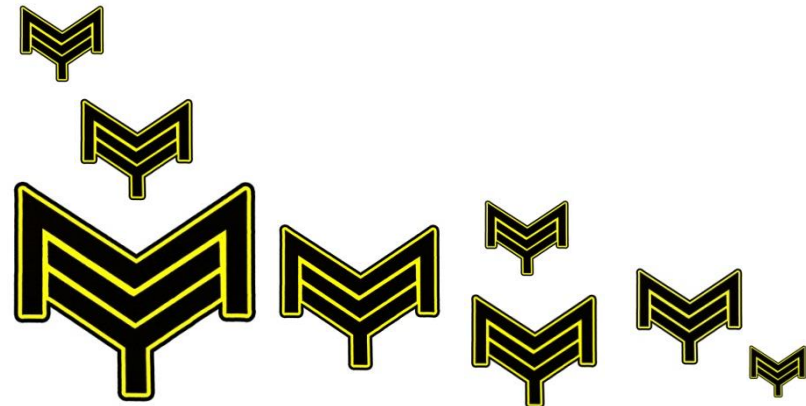






# Objectives

- ✦ To **excite the youth** about the act of voting.
- ✦ To change the attitude of the youth about voting  
...to make it seem **“COOL”**





“Are you going to do it?”





“Do it because it’s the  
**RIGHT** thing to do.”

**VOTE**

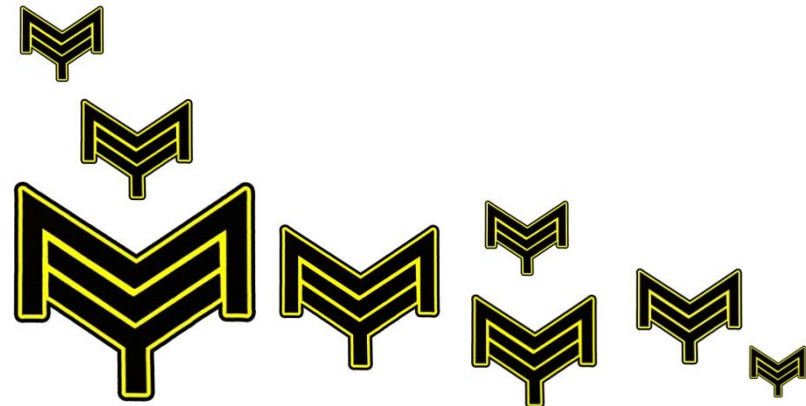


# Target Audience

18 – 25 years

Urban registered voters

Students and working professionals





## Demographics

Sonali Gulati

18 years old

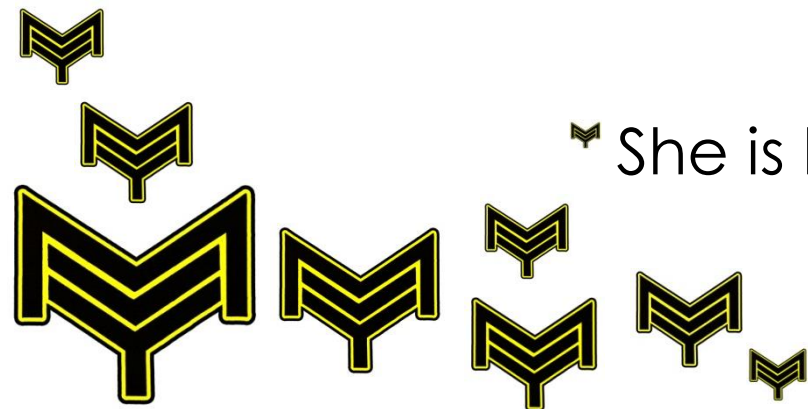
Student

≈ INR 7,000 per month

Bangalore

## Psychographics

- ✦ Lives with family
- ✦ Gets pocket money
- ✦ Active on social network
- ✦ Likes to party, shop and dance
- ✦ Owns a smart phone and ipad which she uses for music, playing games and keeping in touch
- ✦ She is beauty conscious and loves animals





## Demographics

Harish Kumar

25 years old

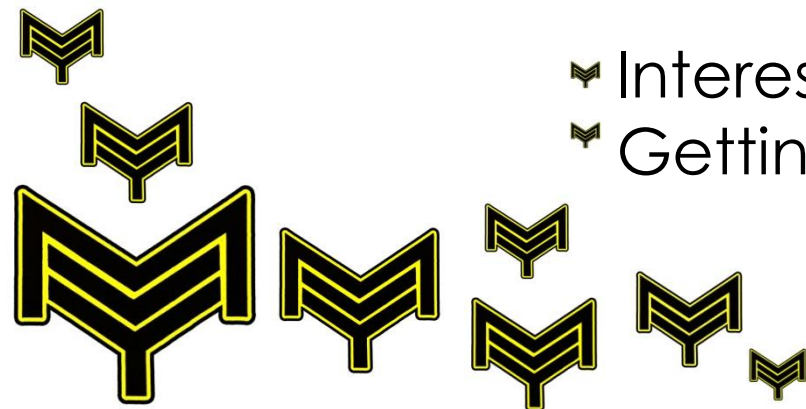
Software Engineer

≈ INR 50,000/month

Bangalore

## Psychographics

- Been working for three years
- Living with roommates
- Active on social network
- Likes to party
- Owns a smart phone which he uses for work, networking and news
- Interested in Football and music
- Getting a job after graduation was his main objective so he could earn and live an independent life





# Consumer Insights

“Never found a good candidate, and so I didn’t feel like exercising **a pseudo-democratic right** where a corrupt party wins either way.”

“I have my voter’s ID **for legal duty.**”

“Missed two chances to register and then started to wonder ‘**Do I really want to make the effort.**’”

“Too lazy, don’t care about the state of my country ...well, **too lazy to care.**”



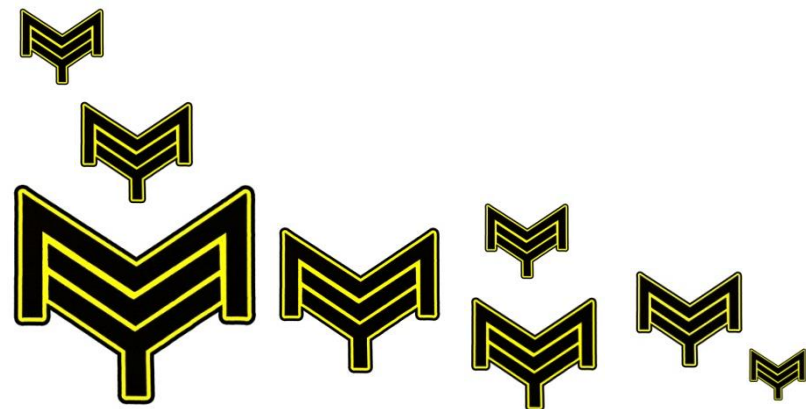


# Campaign Brief

One Word Equity **Action**

Single Minded Proposition

**Get out and do it!**



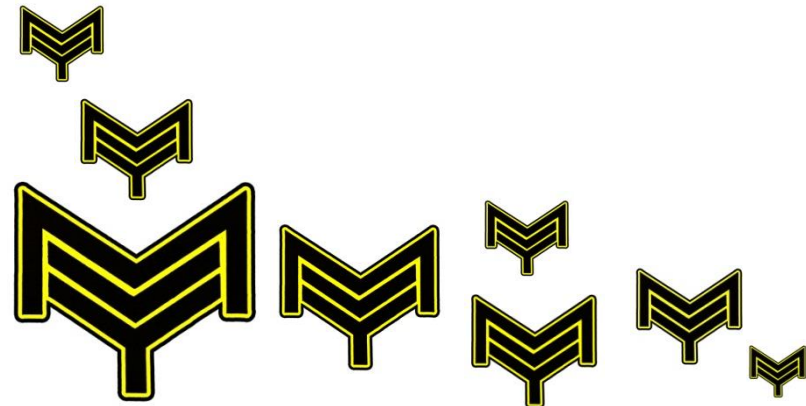




# Reason to believe it will work

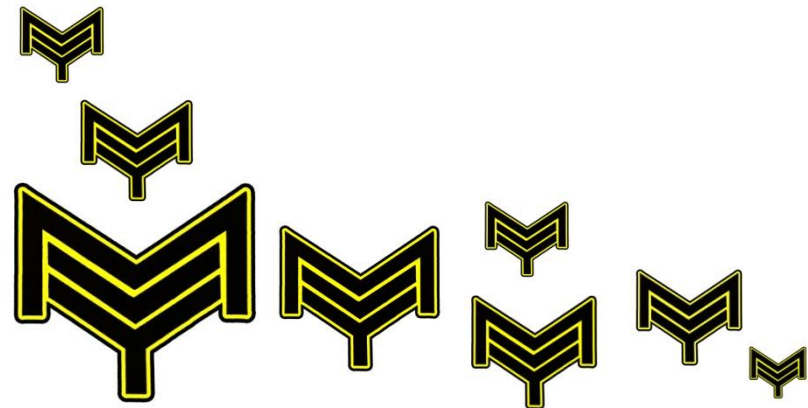
People need motivation.

We believe our campaign provides that.





# The Creatives





## TVC #2 Girl Talk

A group of girls are sitting around a table chatting when suddenly, one girl asks another girl, “Have you done it yet?”

The girl replies, “I’m thinking about it.”  
She pauses and says, “But doesn’t it take too long?”

Another girl answers, “Well my first time did take a while, but it shouldn’t take too long if you know what you’re doing.”

A girl who’s been silent then quietly says, “I did it yesterday.”  
“SERIOUSLY?” they exclaim at which time the girl puts up her finger which has a voting mark.



# TVC #3 *Hurry, she's waiting*



The protagonist is walking casually when two guys jump from behind and scream, “Dude, what are you doing here?! Nisha is waiting for you?!”

He replies, “Oh yeah, yeah, I’m on my way.” The boy is now walking faster when a girl bumps into him and says, “Nisha is ready you know, she’s getting impatient. Hurry up!”

Now the guy starts running. His expression turns to worry when another guy bumps into him and says, “Other guys are waiting their turn too you know.”

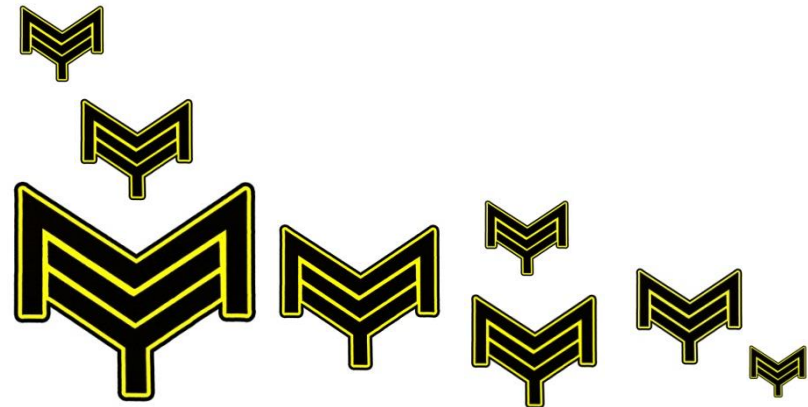
At that, the guy starts running...AND CUT

The next scene shows him arriving at a voting booth where Nisha angrily points at her watch says, “There are other guys waiting as well.”





# The Teaser





“Above 18?  
Don't you want to do it?”





“We’ve done it once,  
and we’re going to do it again”





"She's going to do it"







“Are you going to do it  
or not?”





# The Message





Young Voters Movement  
haveyoudoneyet.com

“Do it because it’s the  
**RIGHT** thing to do.”

**VOTE**





Young Voters Movement  
haveyoudoneyet.com

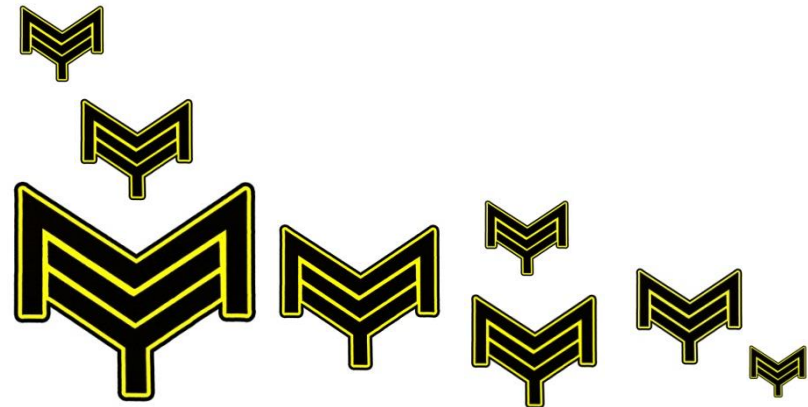
“Do it because it’s the  
**RIGHT** thing to do.”

**VOTE**





# The Reminder



“The time is **NOW**. Go out and do it.”

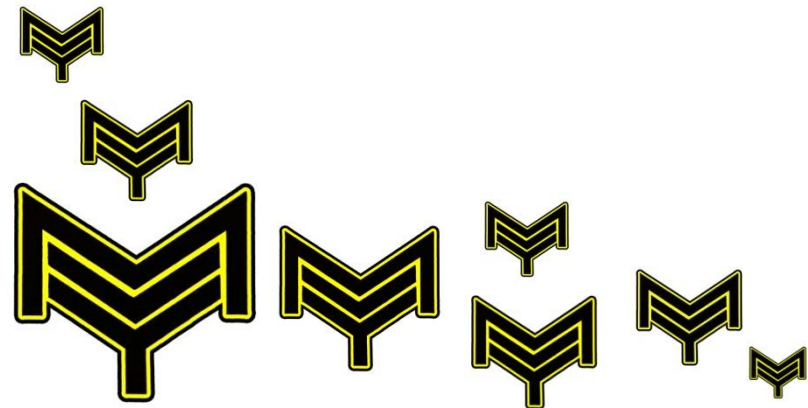
**VOTE**



Young Voters Movement  
[haveyoudoneyet.com](http://haveyoudoneyet.com)



# The Pat-on-the-back



“YEAH! We did it!”

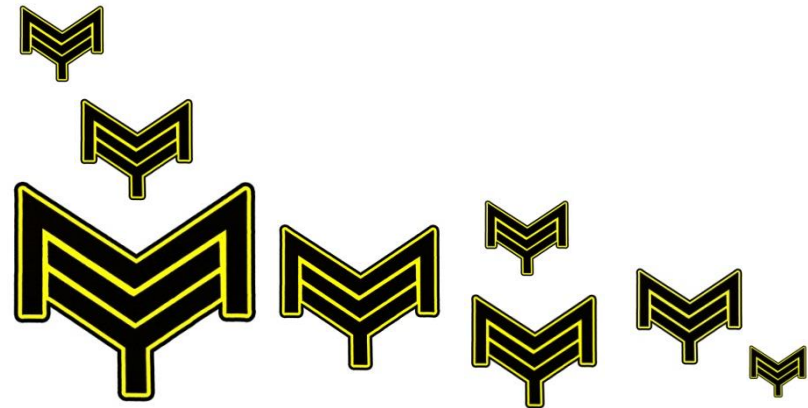


Young Voters Movement  
[haveyoudoneyet.com](http://haveyoudoneyet.com)





# Interactive Media





Young Voters Movement Timeline Recent

Admin Panel

Promote Page



Young Voters Movement

231 likes · 117 talking about this

Update Page Info

Liked

Following

Community [?]

We are called the Young Voters Movement, and our aim is to enlighten minds.

**Fact File :**  
By 2020,  
**India** will become the  
**World's Youngest Country.**

231

About

Photos

Likes

Highlights

Status Photo / Video Event, Milestone +

What have you been up to?



Young Voters Movement

22 hours ago

It's wonderful to see the page growing so rapidly. Today we're asking a question: Are you going to vote for the next government that is going to regulate our lives for five years?

Like · Comment · Share

3 people like this.

Write a comment...

90 people saw this post

Boost Post



Young Voters Movement

December 2

**Fact File :**  
By 2020,

37 Friends

Like Young Voters Movement



+28

Invite Your Friends to Like This Page

See All

Type a friend's name...

Invite

Show More



Young Voters Movement

December 2

Hello everybody and welcome to the Young Voters Movement. Through this page, we are hoping to mobilise the young people at hand and help you understand your role in the upcoming Lok Sabha elections.

We will inform you about public opinion through editorials written by experienced political commentators and we will try to address certain issues that directly affect you and me as a result of the government we choose.

Join us. Join the movement. And if at last you are convinced, the

Recent

2013

Recent

2013

See Your Ad Here

Young Voters Movement

It's wonderful to see the page Today we're asking a question

3

Advertise your page

- Tweets >
- Following >
- Followers >
- Favorites >
- Lists >

Who to follow · Refresh · View all

-  **ISB&M Gurgaon** @isbmgnn ×  
[Follow](#)
-  **What The F\*\*\* Facts** @What... ×  
[Follow](#)
-  **Shiv Aroor** @ShivAroor ×  
[Follow](#)

Popular accounts · Find friends

- Trends · Change
- #RIPNelsonMandela
  - #ShauryaDiwas
  - #JaiHoPosterToday
  - #RefreshingDrive
  - #HTSummit
  - Farooq Abdullah



**2** TWEETS    **29** FOLLOWING    **1** FOLLOWER    [Edit profile](#)

- Tweets**
-  **YVM** @YVM10 4 Dec  
India will become the world's youngest country by 2020 with 64% of the population in the working age group.  
[Expand](#)    [Reply](#)    [Delete](#)    [Favorite](#)    [More](#)
  -  **YVM** @YVM10 4 Dec  
YVM - Young Voters Movement is a movement for changing the attitude of young people towards voting and make them realise its importance  
[Expand](#)    [Reply](#)    [Delete](#)    [Favorite](#)    [More](#)



## WELCOME TO THE Young Voters Movement

[About us](#)[Programmes](#)[Volunteers](#)[Career](#)[Contact us](#)

The Young Voters Movement is an initiative to mobilise the youth of our country to vote. It aims at changing the attitude of the young people towards voting. It is a movement to make the youth realise the importance of voting and the right to vote.

Through this page, we are hoping to mobilise the young people at hand and help you understand your role in the upcoming Lok Sabha elections.

Join us. Join the movement.  
And if at last you are convinced, then VOTE.  
Make an informed decision.  
Make it count.

[NEWS FEED](#)[SIGN UP](#)[GALLERY](#)[ARCHIVES](#)

**JOIN!  
THE YVM  
PHOTO  
CONTEST**

[REGISTER FOR A  
VOTER'S ID](#)[AM I ELIGIBLE?](#)[KNOW YOUR  
CONSTITUENCY](#)[KNOW THE  
CANDIDATES](#)



# The YVM Photo Contest

IF YOU'VE DONE IT, PROVE IT!

Win a chance to have your photograph featured in Outlook and The Week magazines.

Send us a picture and caption under the following categories:

MY VOTING FINGER

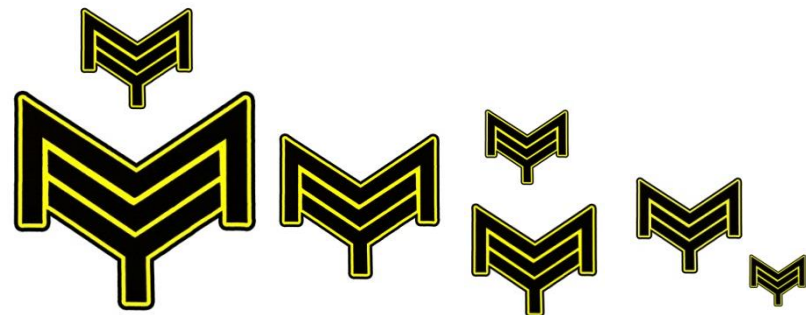
ELECTION LOCATION

CANVASSING ACTIVITY

**Two winners** per category:

People's choice and Editor's choice

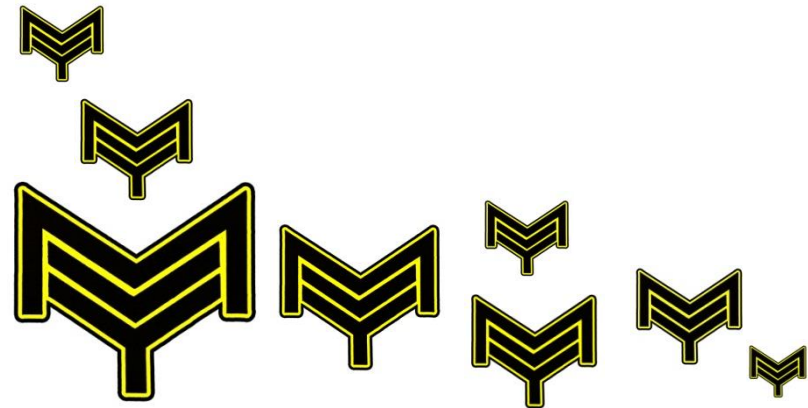
 The winning photos will also feature on YVM website and fb page.



Now let's see how creative can you get with the spirit of voting in you.



# Media Plan

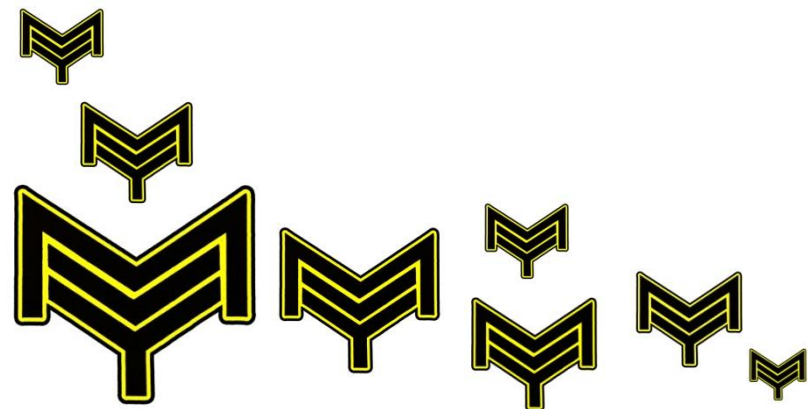




# YVM College Ambassadors

ONE COLLEGE. ONE AMBASSADOR.

- ✧ Will represent YVM in the college.
- ✧ Will conduct activities to engage her classmates in discussions about the state of the nation.
- ✧ Will be responsible to conduct an small inter-collegiate debate with one or two other colleges.
- ✧ Will conduct outdoor rallies to inspire the masses.





**Thank you for listening**

