

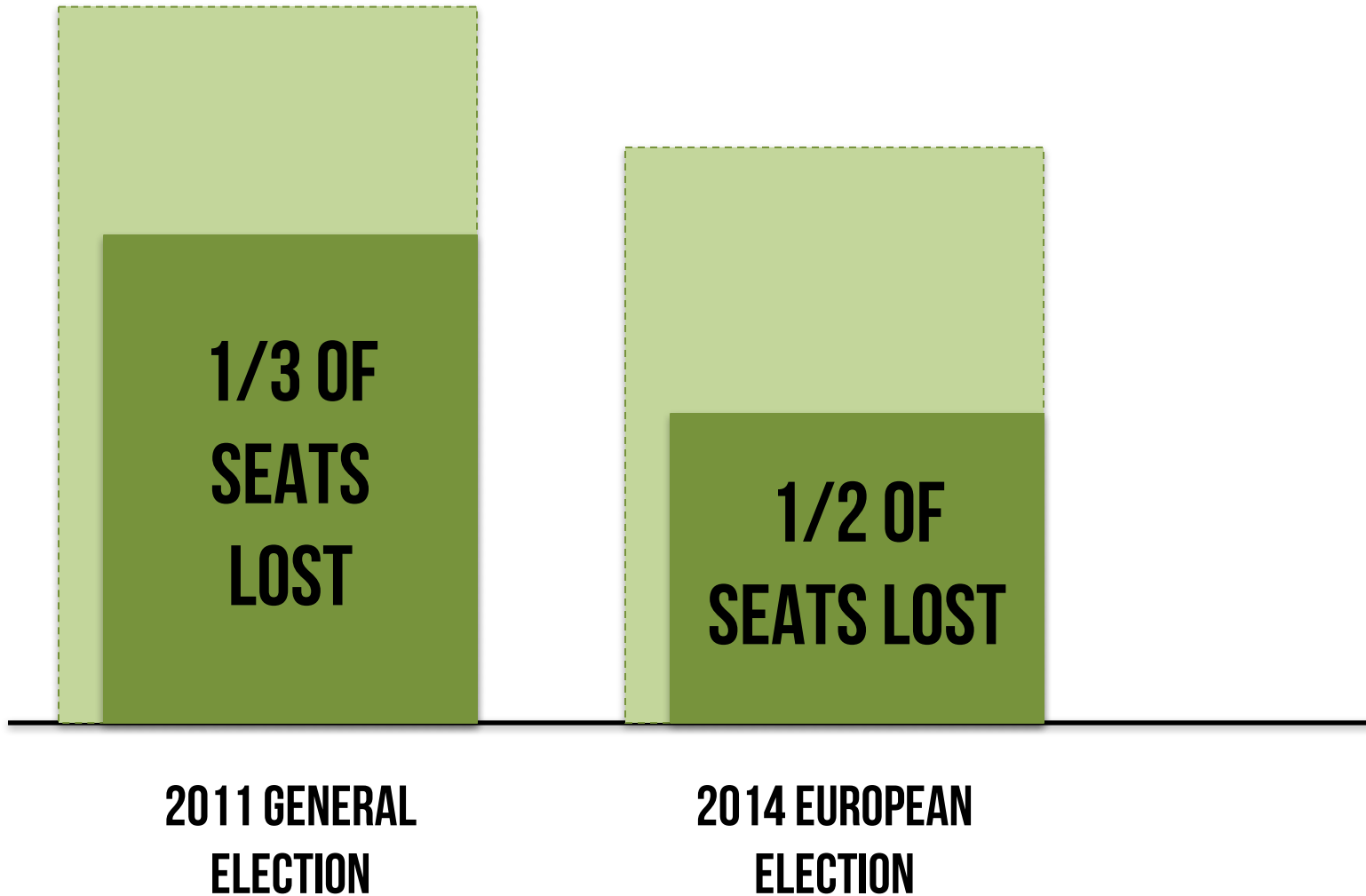


WINNING BIG

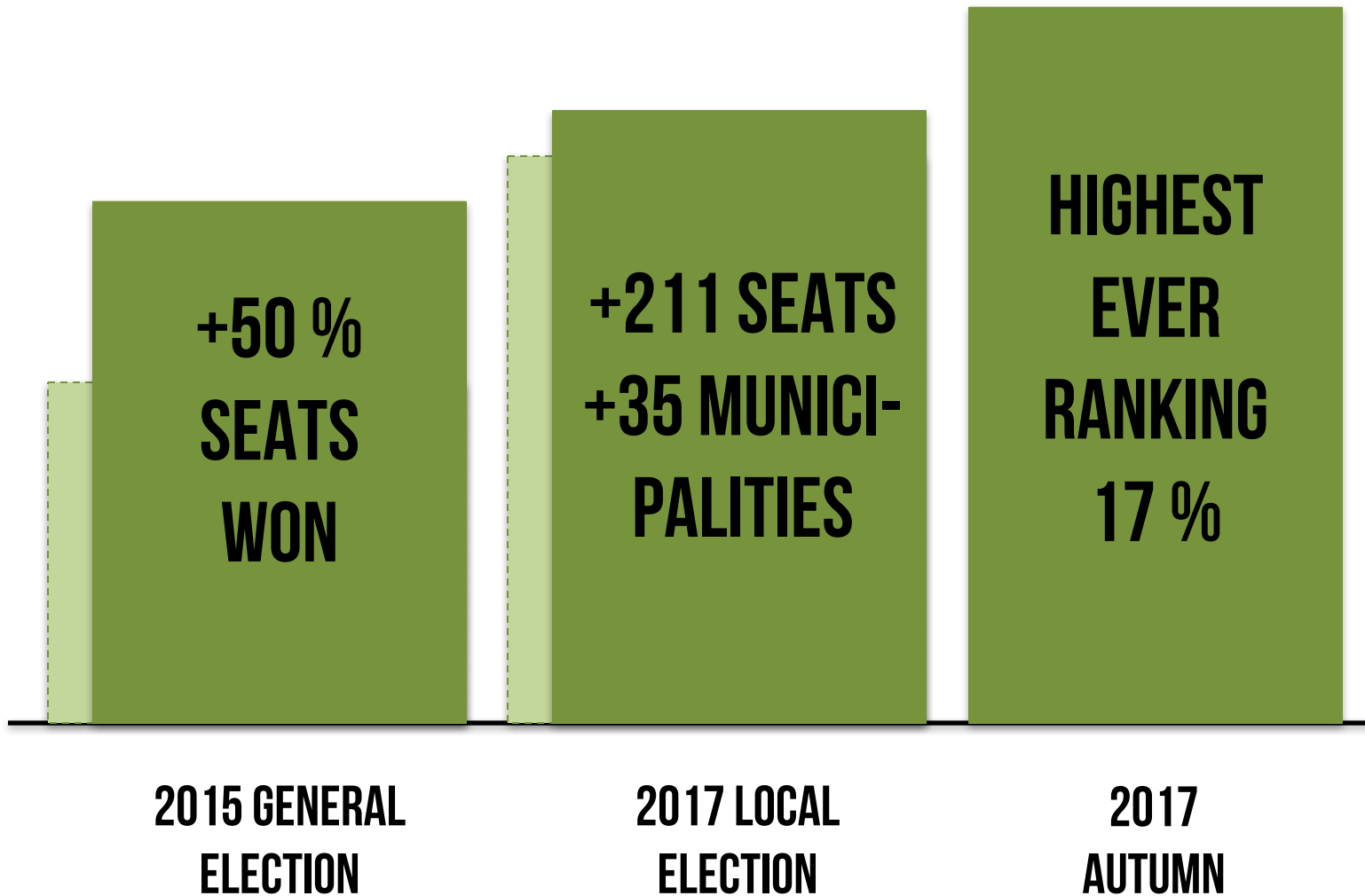
KAISA HERNBERG 24 NOV 2017

Vihreät De Gröna

FROM CRASH AND BURN...



...TO SERIOUSLY BIG



UNDERSTANDING WHO MIGHT VOTE GREEN

TWO LARGE VOTER STUDIES



OBJECTIVE: IDENTIFY DISTINCT GROUPS WHO ARE LIKELY TO VOTE GREEN

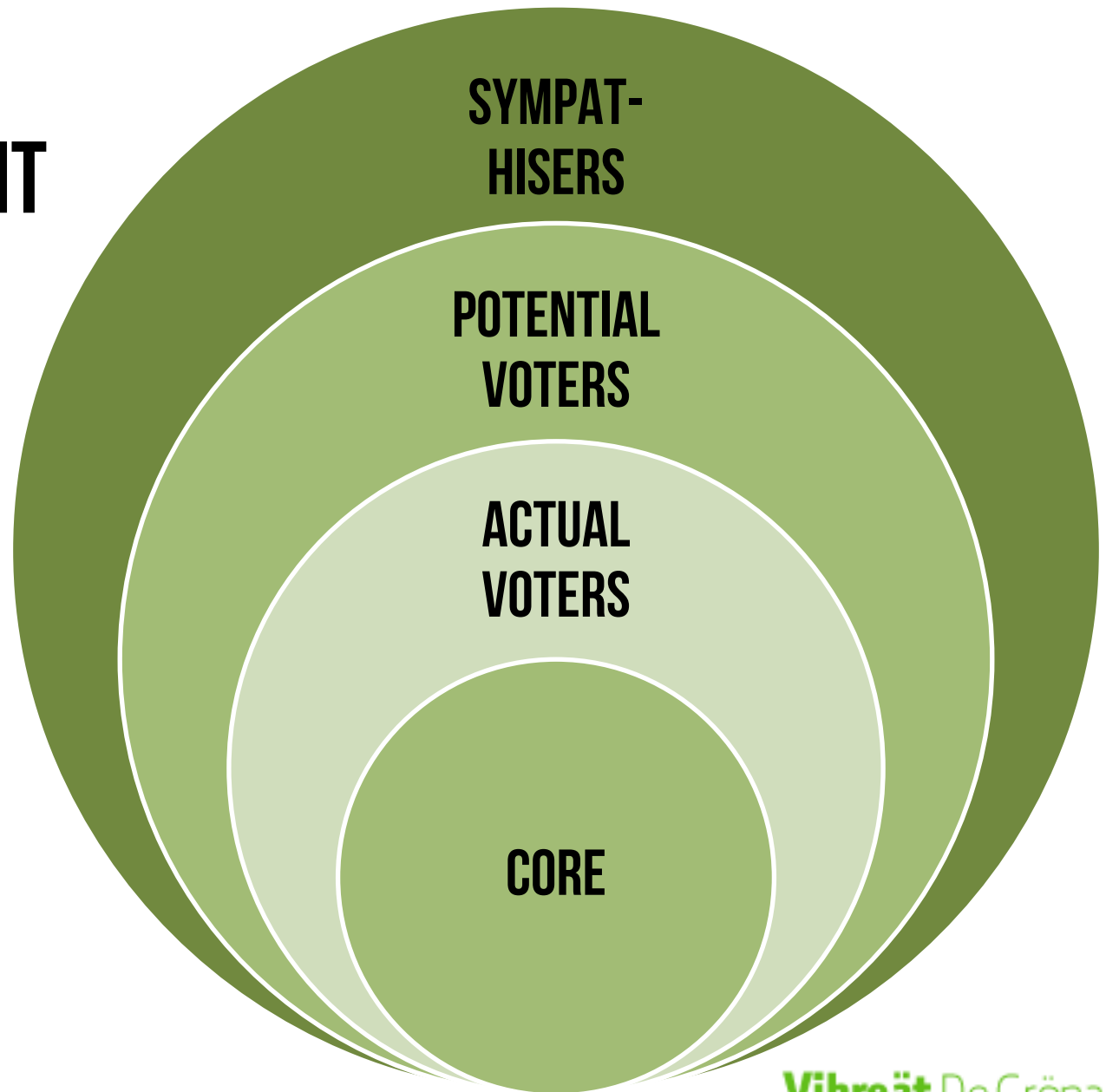


FOCUS: VALUES, ATTITUDES AND LIFESTYLES



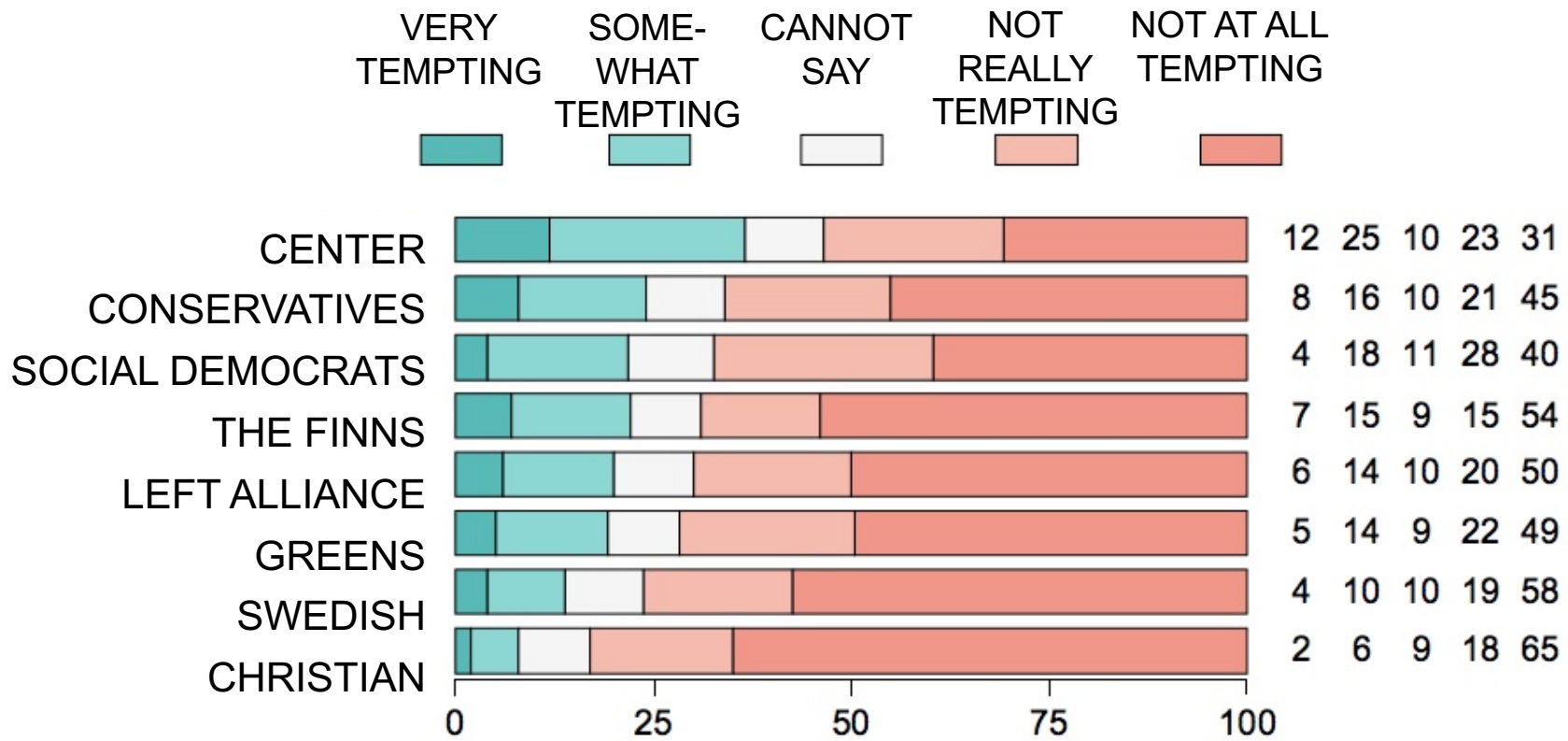
RESULTS: 8 SEGMENTS – 2 CORE, 2 LIKELY, 4 UNLIKELY

VOTER ENGAGEMENT



Party Barometer Autumn 2014

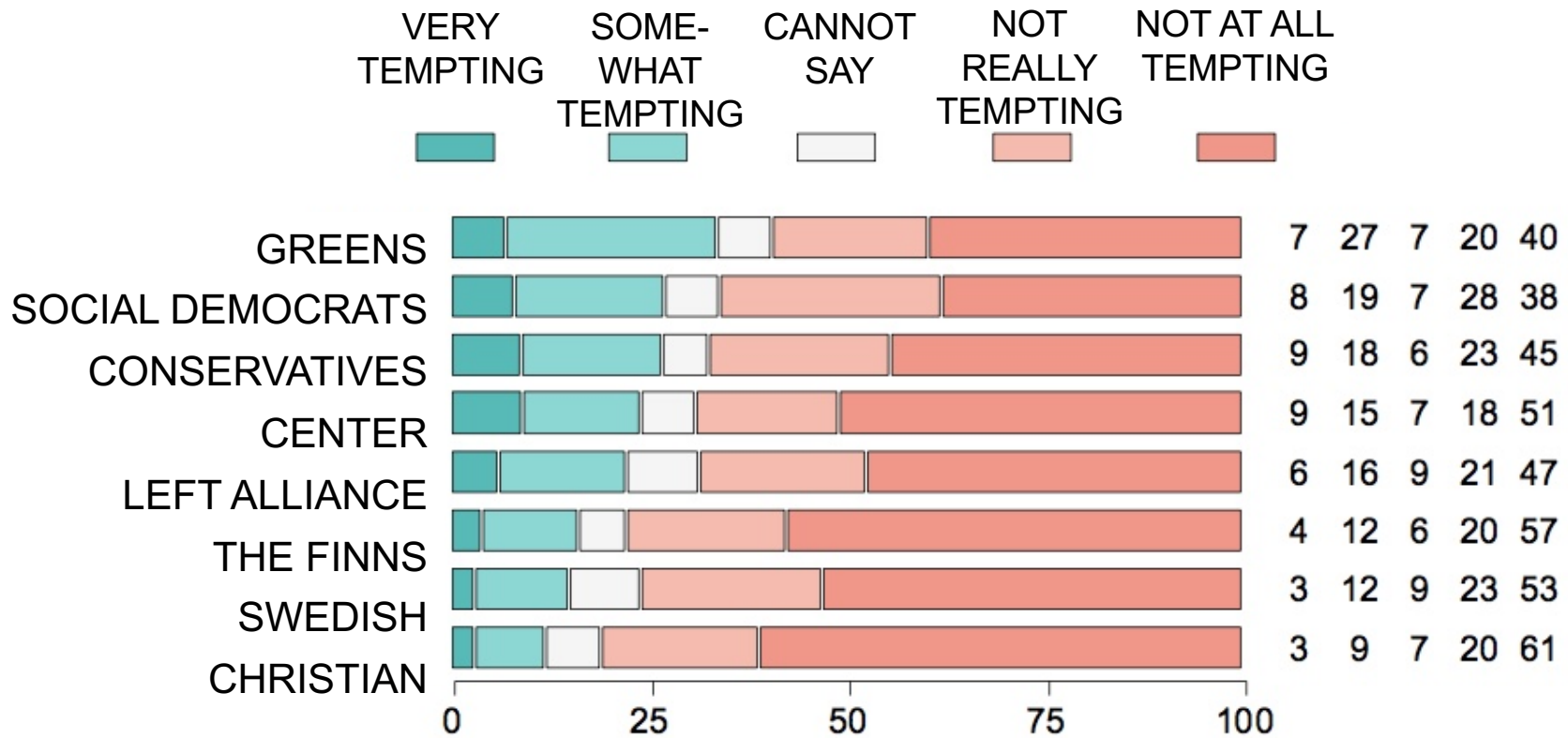
Image 5 HOW TEMPTING WOULD IT BE TO VOTE FOR THESE PARTIES (% of people aged 18 or older)



TNS Gallup Oy 2014 / PGraphics

Party Barometer Spring 2017

Image 5 HOW TEMPTING WOULD IT BE TO VOTE FOR THESE PARTIES (% of people aged 18 or older)



TNS Gallup Oy 2017 / PGraphics

KEY LEARNINGS

THERE ARE ENOUGH PEOPLE, WHO ARE INTERESTED IN VOTING GREEN

- We don't need to convert anyone
- We don't need to diverge from our core values or key messages to convince new target groups

POLITICAL PARTIES DO NOT "OWN" PEOPLE

- We need to focus on who are the people who might vote green and what they are like

THE BEST POSSIBLE POLITICAL COMMUNICATION

BUILD A GREAT STORY



BUILD A BRAND IDENTITY

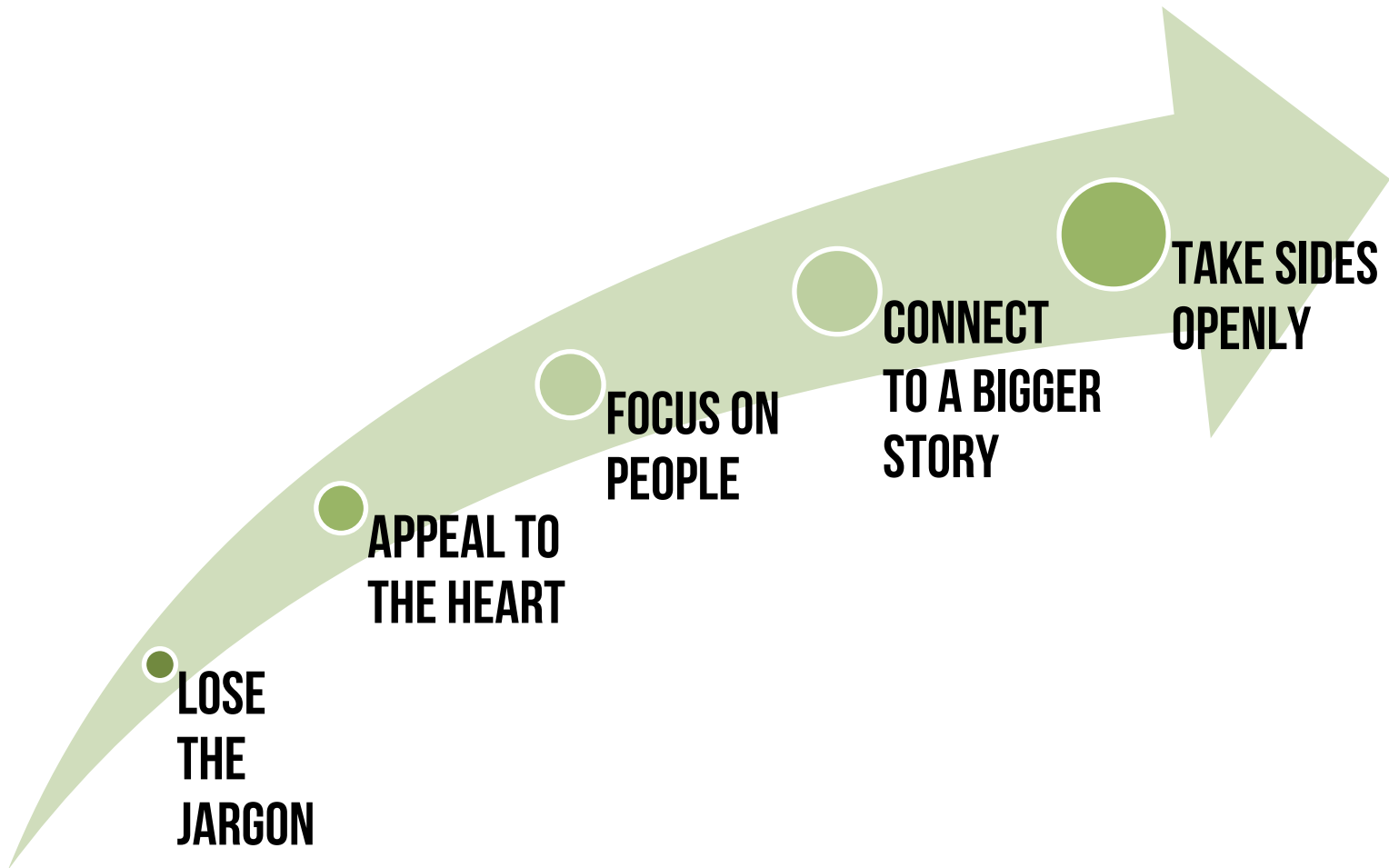


ILLUSTRATE IT WITH GREAT PICTURES



STICK TO IT!

SIX STEPS TO SUCCESS



AN ENGAGING VISUAL STORY

**APPROACHABLE-
LOOKING PEOPLE**


NO POSTURING

**ENGAGING IN
EVERYDAY
ACTIVITIES**

HAVING FUN

**SOCIAL
ENGAGEMENTS**

A QUICK RECAP

- 
- UNDERSTAND YOUR VOTERS — DON'T JUST THINK YOU DO**
 - BUILD AN ENGAGING STORY AND BRAND**
 - FOCUS ON PEOPLE — AND THEIR HEARTS**
 - INVEST IN VISUAL COMMUNICATION**
 - BUILD CONTINUITY WITH CAMPAIGNS**