

## CAANZ Beacon Awards 2015

### Case Study

**Agency Name:** Starcom  
**Advertiser Name:** Electoral Commission  
**Gold Beacon Award Category:** Best Collaboration

#### *“Vote Compass”*

*Flying in the face of diminishing voter engagement and turnout, the Vote Compass campaign proved a real success story that earned Starcom a Gold Beacon Award in the Best Collaboration category.*

#### Background

The 2011 General Election saw the lowest voter turnout in over 100 years. Almost a quarter of voters enrolled to vote didn't show up on the day. This was a wakeup call for the Electoral Commission and a situation that they didn't want repeated in 2014.

The objective for Starcom was clear: improve voter turnout at the 2014 General Election.

#### Campaign Objective

In order to improve voter turnout for the 2014 General Election, Starcom first needed to understand the reasons why enrolled voters didn't vote on the day.

Extensive research amongst non-voters identified one particular concern: Voters were paralysed with indecision due to clouding of issues; “I'm confused about who stands for what. I wasn't sure who to vote for so I didn't vote at all”. These voters were engaged; they just didn't feel they had enough knowledge to make the right decision.

Starcom knew that if they were to improve voter turnout, they needed to empower registered voters with the clarity and confidence they needed to cast a vote.

## Campaign Overview

The campaign focussed on providing voters with access to simple, credible, impartial information that would enable them to make an informed vote decision. The information on voting issues needed to be converted into straightforward layperson terms that could be delivered to the individual.

The conception, development and deployment of Vote Compass required intense collaboration from multiple parties. Input was secured from the Electoral Commission, the media partner and political experts.

All political parties were given the opportunity to submit their policies and eight of the major parties responded. This information was turned into questions that covered all of the major issues and policies affecting the New Zealanders.

Starcom selected a media partner, who could source, collate and deliver credible political information to voters in a personalised and interactive way. The TVNZ news and current affairs stable – ONE News, Breakfast, Sunday, Seven Sharp and Q&A - provided access to a significant volume of voters across both on air and online assets.

## Media Strategy

Central to the success of the campaign was Vote Compass - an interactive online hub that provided impartial information to potential voters and accessed anytime, anywhere. Housed on the TVNZ website, the hub was promoted through all TVNZ news and current affairs assets. Interaction was tracked so that news segments could be designed around the issues that really mattered to New Zealanders.

The tool gave voters the confidence to vote by navigating users through a series of questions relating to their point of view and clearly showing them which political party was most closely aligned to their thinking.

In essence, the Vote Compass was a political match-maker. Whilst individuals could use the tool to help decide their vote, opted in users could also be polled for opinions on current issues. Poll results were then amplified out on TVNZ assets which in turn would drive more traffic in – making the whole campaign self-perpetuating.

Execution elements included daily or weekly segments on TVNZ assets showing voters how to use the tool, results of opinion polls, and more call to action enrolment messages.

## Results

Vote Compass delivered results. The primary objective of increasing voter turnout was achieved – 5.4% more voters cast their vote in the 2014 General Election.

But beyond increased voter turnout, Starcom's campaign to effectively engage with voters was a real success story. Hundreds of thousands of voters used the Vote Compass tool and the tool proved a key driver of traffic to the Commission's website driving both new voter enrolments as well as updates to voter details.