

# European Elections 2024



# Agenda

**1. Introduction**

**2. Objective**

**3. Messaging strategy**

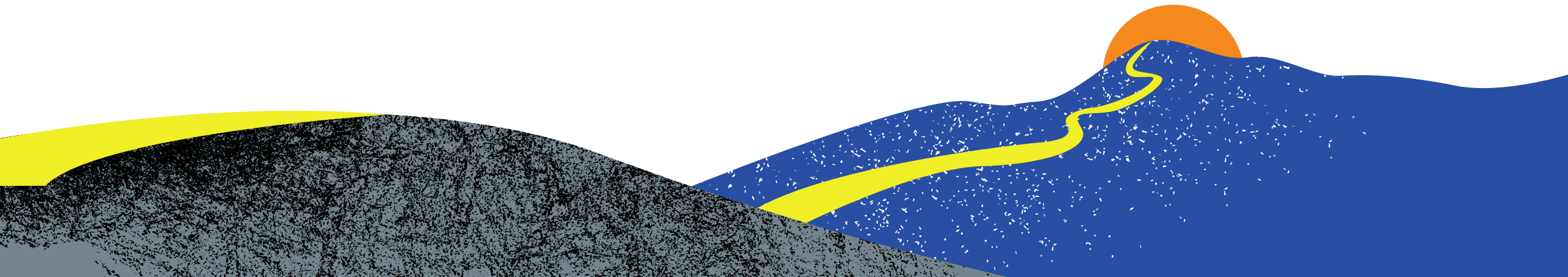
**4. Communication strategy pillars**

**5. EE24 ground game**

**6. Timeline**

# Context

- Unprecedented context
- Elections set the direction of the future of Europe
- Impact of the decisions on people's lives



# General insights



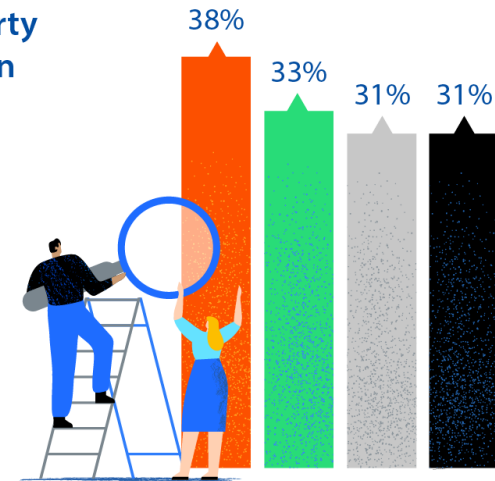
Source: EP Spring 2023 Eurobarometer (99.1)



## Which topic should be a priority for the European Parliament?

(respondents in EU, four answers possible)

- Fight against poverty and social exclusion
- Public health
- Action against climate change
- Support for the economy and the creation of new jobs



Source: EP Spring 2023 Eurobarometer (99.1)



# Objective

# 01



European Parliament

Objective

# Purpose of the campaign

**Inform** as many citizens as possible about the elections, why voting at the European elections is important and when they take place

**Engage** as many citizens as possible for the democratic process



# Messaging strategy

# 02



European Parliament



Messaging

# Delivery



- Show the impact of EU decisions on people's lives
- Importance of voting
- Fundamental aspect of the democratic process



# Democracy

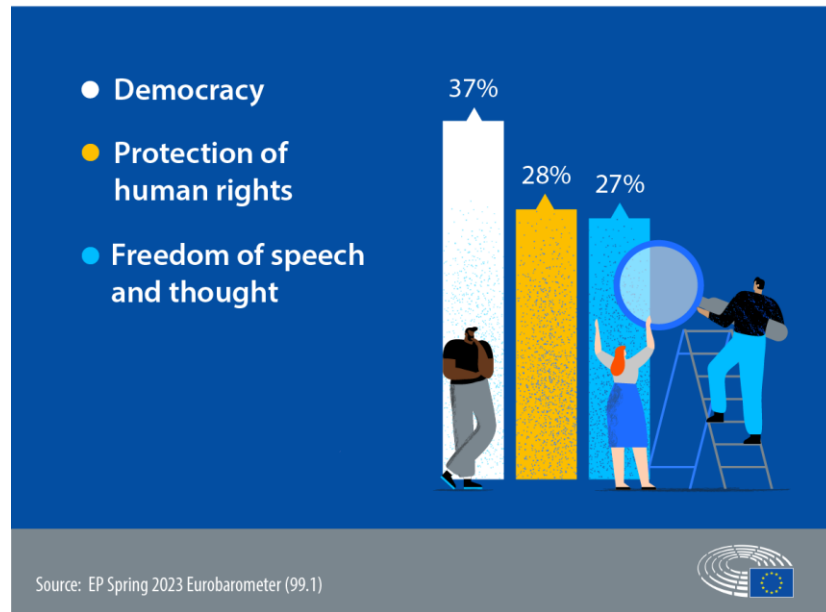


- Importance of democratic engagement beyond voting
- Voting as a way to safeguard democracy

# Democracy

## Which values should the European Parliament defend as a matter of priority?

(respondents in EU, three answers possible)



- Democracy amongst the top value for citizens
- Importance of democratic engagement

# Communication strategy pillars

# 03

**Support to MEPs**

**Media relations**

**Multipliers**

**EE24 advertising campaign**

**Own channels**

# Support to MEPs / Political groups

- In their own communication efforts during the last month of the legislature
- Streamlined across all of DG COMM's relevant touch points
- EE24 toolkit

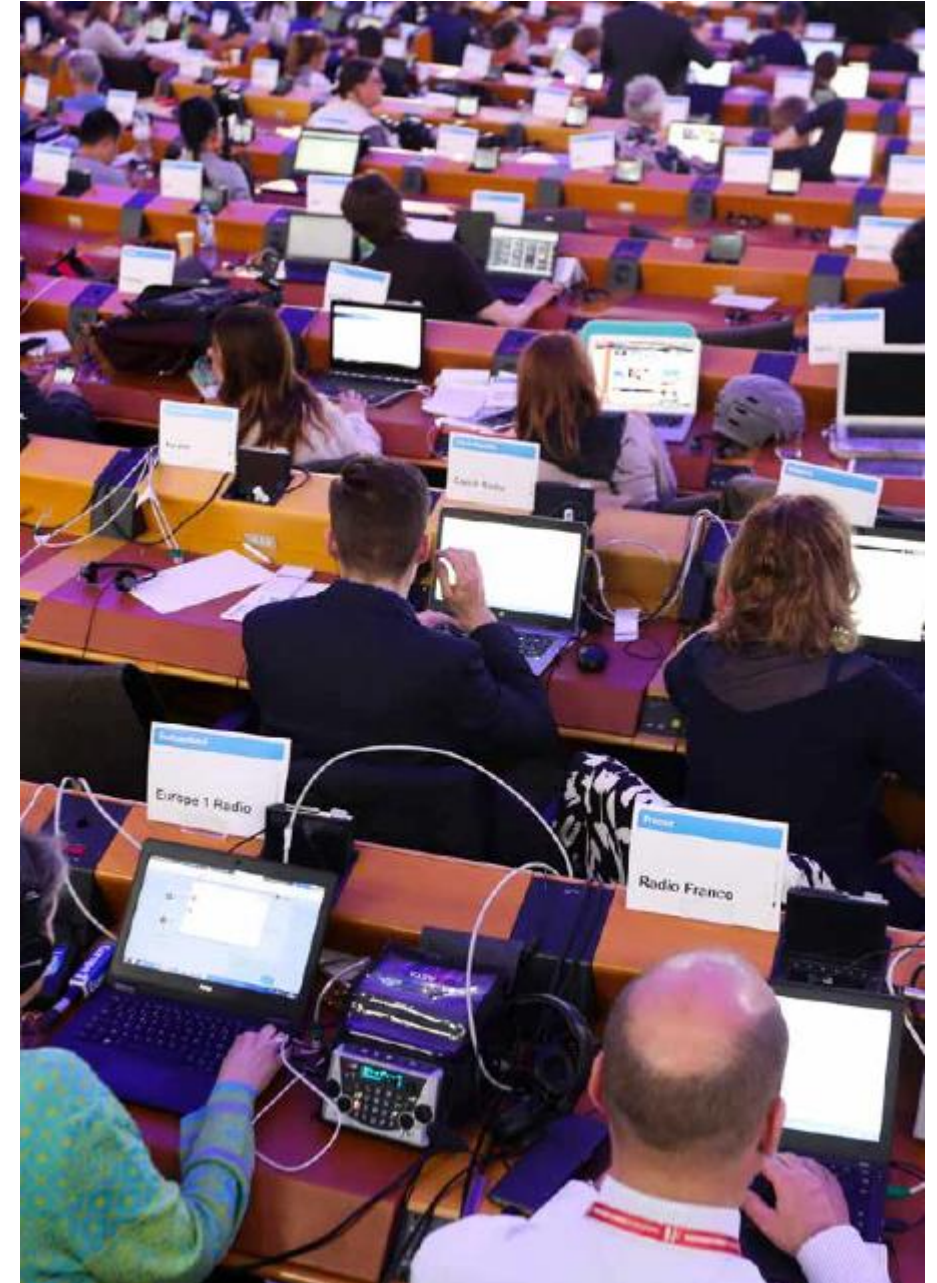




## Strategy pillars

# Media relations

- Best way to reach a wide and varied audience
- Media mapping
- Focus on strategies and activities more aligned with citizens' actual concerns, priorities and expectations
- Media tours
- Media toolbox



# EE24 advertising campaign

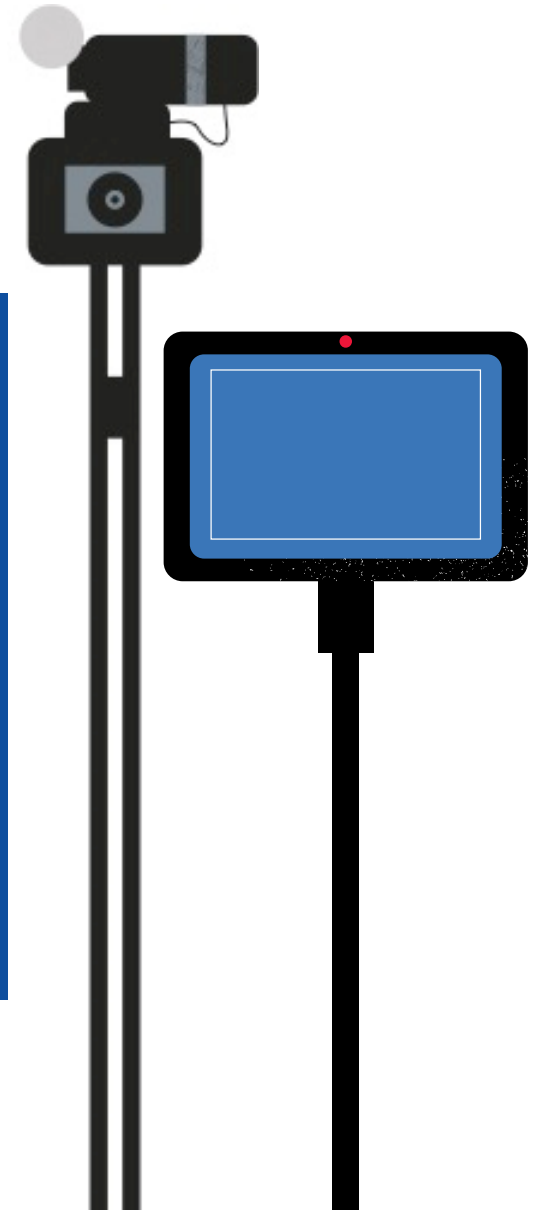
- Full integrated, multi-channel pan-European advertising campaign
- In the final weeks before the elections
- Importance of voting at the European elections
- Remind voters about voting practicalities
- More on this coming in Autumn 2023



# Own channels

**Social media** is a key communication asset of the European Parliament, with a record 6,5 million follows across a range of social media platforms.

**Websites** continue to be a key asset in providing citizens, media and stakeholders with full information on all key areas in relation to the elections





# Multipliers

- We need to work with as many multipliers as possible
- We group these multipliers into the following categories: public and private organisations, influencers, visitors, institutional partners, staff



# Public and private organisations

- Build on 2019
- Encourage them to spread elections related messages
- Grants
- Mobilising private companies in their network



# Influencers and celebrities



- Sources people trust and look up to
- To reach new audiences
- Engage with celebrities and obtain their endorsement of the EE24 communication strategy



# Ground game

- Together.eu
- Way to mobilise the existing community to engage for the elections
- Bridge to reach more citizens and motivate them to become active members, volunteers or to pledge to vote



# Visitors

- Transform the online and offline visitors into EE24 ambassadors
- Ensure visitors conclude their visit with a greater willingness to engage in the European democratic process
- And to convince their friends and family to do the same



# Institutional partners

- Natural first circle of allies
- Build on 2019
- Mobilise the other institutions' own internal and external networks to promote EE24 communication strategy
- Cooperation among visitors' facilities of the various institutions





# EP staff

- Parliament staff as ambassadors for the European elections
- Clear understanding of the overall strategy and its goals
- DG COMM's existing bodies, platforms and tools for sharing information



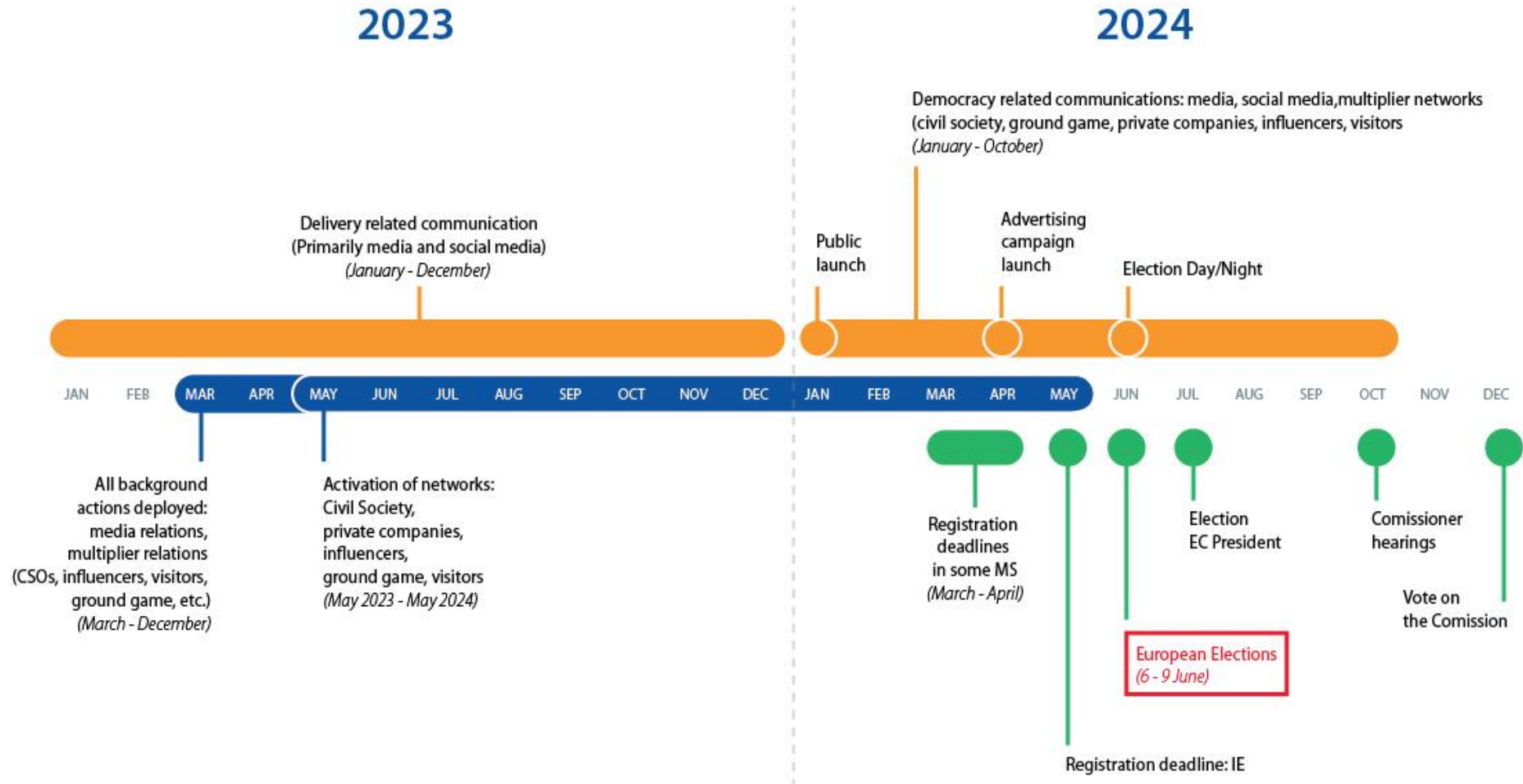


# Timeline

# 05

# Timeline

- Communication milestones
- Organisational milestones
- Political milestones



**Thank you**