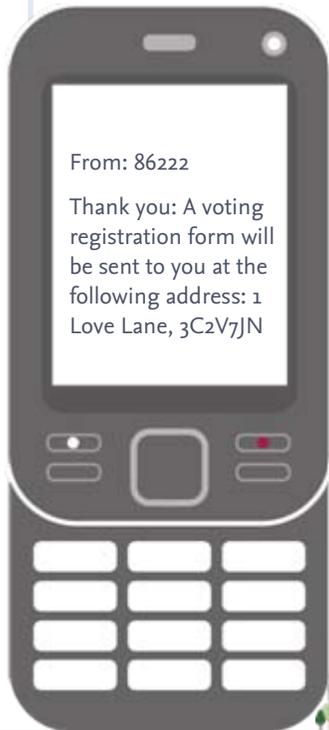


1824 Collective uses mobile to encourage young people to vote

Business need

To raise awareness of London local election.

To target urban youth to and encourage them to vote by allowing them to request a voter registration form via SMS.



The solution

The campaign comprised a core media mix of:

- a recorded music track, also available as a ringtone and promotional video;
- radio advertising, posters, flyers and give-aways;
- internet microsite;
- voter registration via text message.

Voter Registration forms are requested by texting VOTE plus name, house number and full postcode to 86222 (campaign now closed).

The latest Post Office 'Postcode Address File' is used to validate addresses.

Functions

- 88% of 18-24 year olds own a mobile phone*
- Allows instantaneous response
- Measurable results using various media channels to prompt text response
- Significantly outperformed a control group DCA project in the midlands.

* Source: Ofcom

