

# MTV's +1 the Vote Campaign



Encouraging young people to vote

# The purpose of the campaign

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In 2018 “Trump Administration era”, young people were leading the charge for social change – from speaking up against injustice to marching for the causes that matter to them. To keep the momentum going, MTV created its first-ever midterm elections campaign, “+1 the Vote”. The campaign was based on research insight that friendship is one of the most powerful motivators for civic action – peer-to-peer influence is stronger than any ad. Instead of commanding the audience to vote, MTV gave them the tools and resources to vote, and to encourage friends to do the same.



# What makes the campaign successful?

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What makes the campaign successful is that it encouraged young people to go out and vote. The outcome of the campaign was huge with a Coverage in 80+ press outlets, influencer amplification on social (and countless shares), and an overall cultural trend in the idea of voting with a friend. And on November 6 2018, new voters showed up in record numbers.

According to the data from the CENTER (For Information & Research on Civic learning and engagement) “28% of Young People Voted in 2018, Our analyses found that, in every single state, young people’s turnout rate increased compared to 2014.”

<https://www.dandad.org/awards/professional/2019/branding/230879/mtvs-1-the-vote/>

# Strategies used to bring attention to this awareness ?

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- Heavy Social Media presence
- In 2018 it was estimated that many young adults were going to turn 18
- Celebrities

MTV was heading the same route with “ROCK THE VOTE” which was a non-profit progressive-aligned organization in the United States whose stated mission is "to engage and build the political power of young Americans." in the 90s.

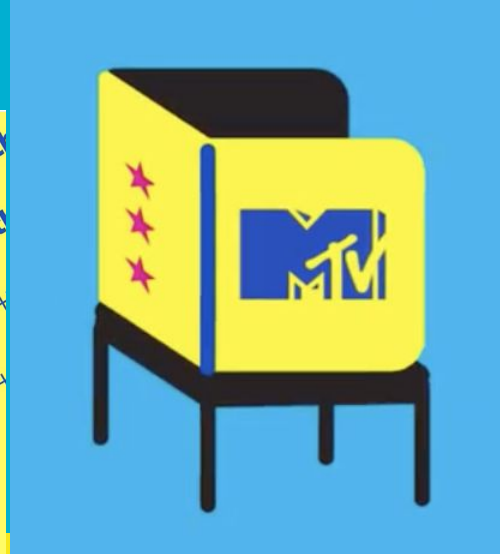
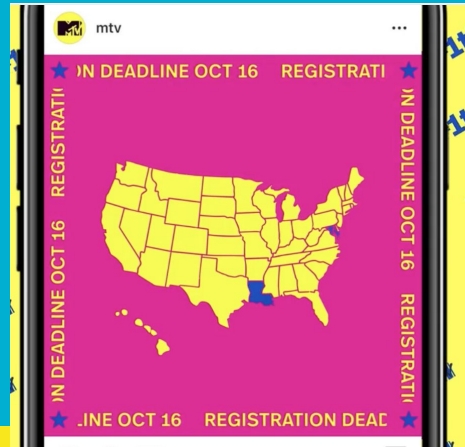
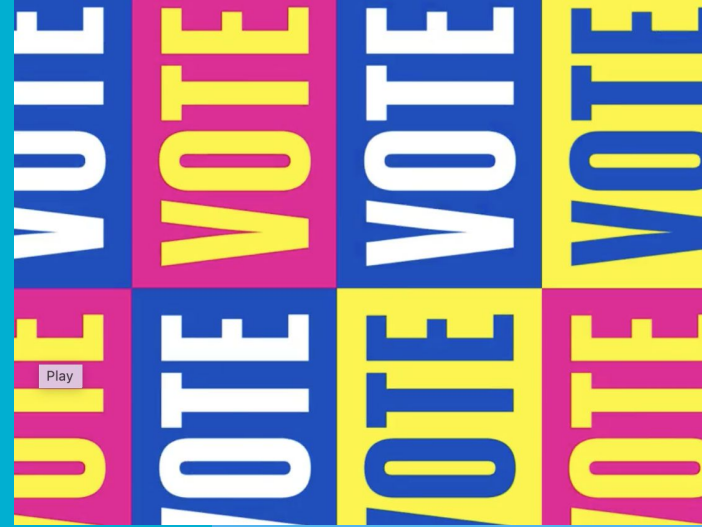
Video explaining how these strategies brought awareness to VOTING:



# Visually Compelling?

Absolutely, MTV is known for POP culture. & that is exactly what they did

- They used social media presence
- Bright Colors
- Influential people to encourage the youth



# Overall

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For this Final Project, I want to create posters that are **FUN, EYE-CATCHING** but yet **INFORMATIVE** to keep encouraging the young generation to go out and vote. I find this a really important issue since there's some people within the (18-28) age range who do not go out and vote.

SINCE

***“Young people don't feel involved because of the age gap. and often get little or no information about the candidates or their policies • Voting takes up to much time. Young people aren't taught about voting in school. Voting and who to vote for is not advertised affectively.”***

# Example Posters from Rock the Vote:

**REGISTER TO VOTE** MILLENNIALS & GEN Z COMPRISE NEARLY 40% OF THE ELECTORATE TRUTH TO POWER

**ROCK The VOTE**

**CHECK YOUR REGISTRATION STATUS** HOW ARE YOU VOTING?

**MAKE A PLAN. BE PREPARED**

WEAR A MASK, BRING HAND SANITIZER, AND PRACTICE PHYSICAL DISTANCING AT THE POLL! LEARN MORE & GET INVOLVED AT ROCKTHEVOTE.ORG

**FREEDOM OF THE PRESS**

**FREEDOM OF SPEECH**

**FREEDOM TO VOTE**

**GET ONE, GIVE ONE.**

Limited duo posters, now available.  
<http://bit.ly/RTVPOSTER>

**ROCK THE VOTE**

**EMPOWER YOURSELF TAKE PART IN DEMOCRACY**

**NOV. 6 TODAY**

**ROCK THE VOTE!**

**#WeWill ROCKTHEVOTE.COM #GoVote**

# VOTE NOV. 4TH