

Registration Motivation

UMass AdLab

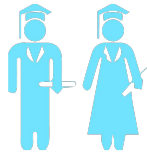
Facebook.com/UMassAdLab

The Situation

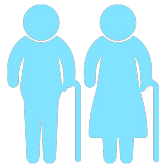
In the last election, college students made up the second smallest portion of the voter population.

2012 Election

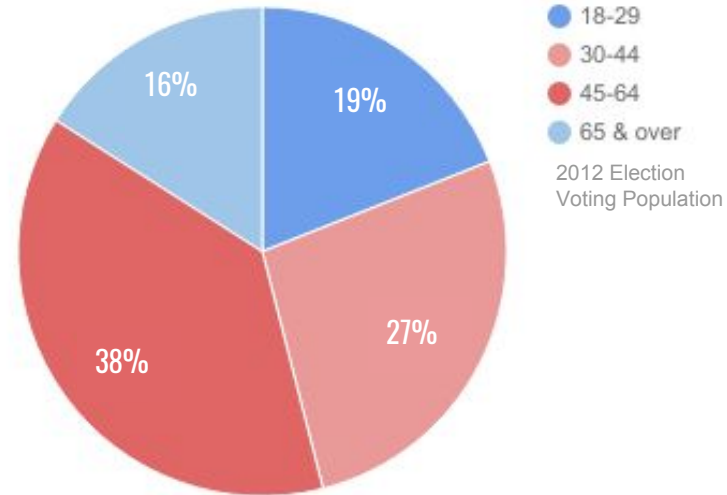
Who Voted?



16.3% of **18-29** year olds



54.9% of Americans over the age of **60**



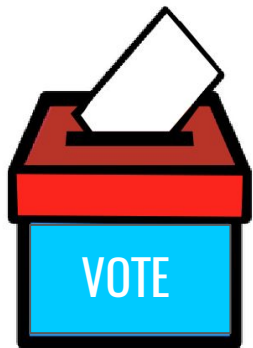


**Given the controversial
nature of the 2016
Presidential Election and
its Candidates, it was
time that we encourage
our fellow classmates to
exercise their rights.**

The Objective

Our goal was to **increase voter registration** among young adults at the University of Massachusetts Amherst.

*"It is our **responsibility**, as college students, to **motivate** our peers to recognize the importance in **voicing** their opinions in the form of a vote" - Student, UMass Amherst*



Based on the 2012 election turn out, the college demographic had a lot of room for improvement.

Target Audience

University of Massachusetts Amherst Students



23,000 undergraduates

18-23 years old

22,195 U.S. Residents

All eligible to register

The Strategy

Students claim the act of registering to vote is either **too confusing** or **time consuming**. So, we developed a campaign to challenge this mindset, and educate students on how **quick** and **easy** registering to vote is.

- We personalized the registration process, tailoring our campaign specifically to UMass students and their daily experiences on campus
- We kept the campaign light-hearted; students seemed sick of the aggressive election season
- We avoided any, and all, political commentary or opinions
- We used social media platforms as our main distribution channels

Minimalistic

Politically
Neutral

UMass

The Execution

Our “**Faster Than, Easier Than**” campaign was **live for 8 days** leading up to the voting registration deadline (October 19th)

- We published a series of 15 graphics on social media
- Our team promoted the campaign through the UMass AdLab Facebook page, and UMass Amherst “Class of” groups - which have 20,000+ members combined
- UMass Amherst’s official page shared the album with their almost 80,000 followers
- AdLab members, along with other students, temporarily changed their profile pictures to their favorite campaign graphics to increase visibility



Faster than walking around
campus construction.

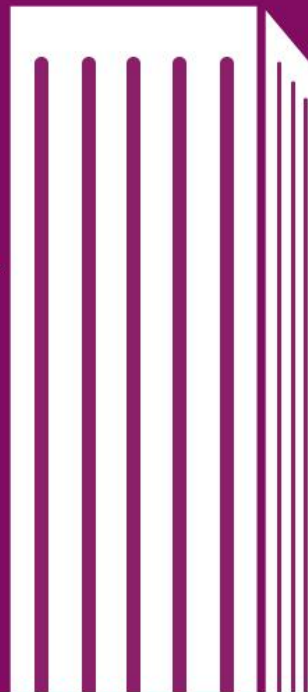


Register to Vote Today.

www.VOTE.GOV

Registration Ends Wednesday, October 19th

Faster than the Du Bois elevators.
Register to Vote Today.



www.VOTE.GOV

Registration Ends Wednesday, October 19th

Easier than finding a
table at Hamp.
Register to Vote Today.



www.VOTE.GOV

Registration Ends Wednesday, October 19th

Faster than appealing that parking
ticket (that you totally deserve).



Register to Vote Today.

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Registration Ends Wednesday, October 19th

Easier than getting on the
Campus Story.



Register to Vote Today.

www.VOTE.GOV

Registration Ends Wednesday, October 19th



Faster than connecting to Eduroam.

Register to Vote Today.

www.VOTE.GOV

Registration Ends Wednesday, October 19th

Easier than learning the Bus Schedule.
Register to Vote Today.



www.VOTE.GOV

Registration Ends Wednesday, October 19th



www.VOTE.GOV

Registration Ends Wednesday, October 19th

Faster than the bus to Gillette.
Register to Vote Today.



www.VOTE.GOV

Registration Ends Wednesday, October 19th

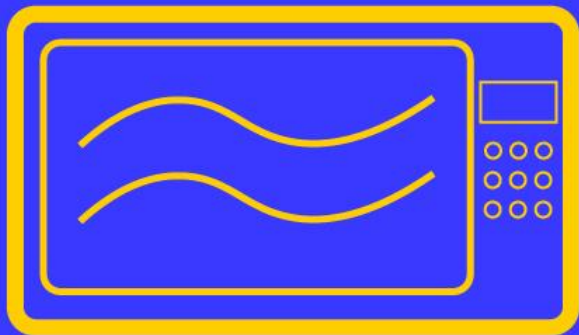
Faster than walking up Orchard Hill.
Register to Vote Today.



www.VOTE.GOV

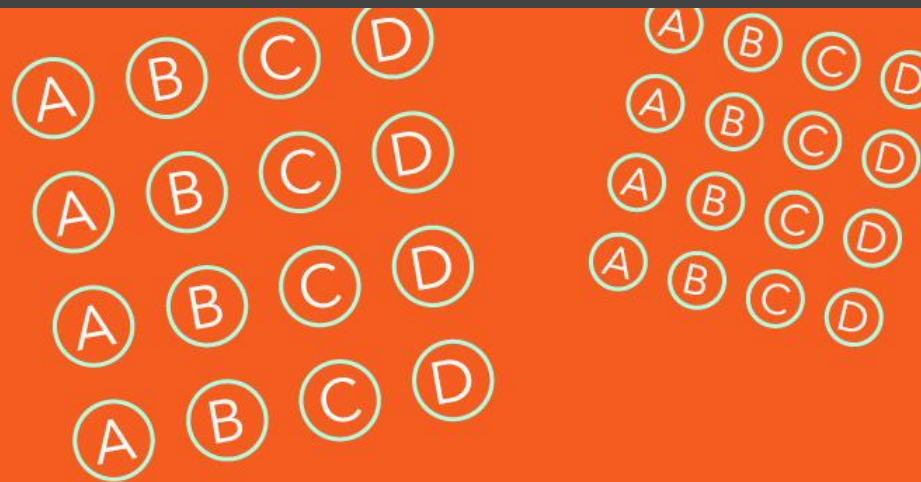
Registration Ends Wednesday, October 19th

Faster than making Easy Mac.
Register to Vote Today.



www.VOTE.GOV

Registration Ends Wednesday, October 19th



Faster than filling out a scantron.
Register to Vote Today.

www.VOTE.GOV

Registration Ends Wednesday, October 19th

Easier than snagging an
open laundry machine.



Register to Vote Today.

www.VOTE.GOV

Registration Ends Wednesday, October 19th

Easier than finding your
car in Lot 12.



Register to Vote Today.

www.VOTE.GOV

Registration Ends Wednesday, October 19th

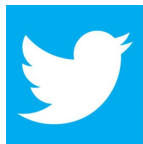
The Impact

Total Number of Impressions

134,908



86,729 Facebook Impressions, **100+** Shares



48,179 Twitter Impressions

2 Colleges



6 Campus Organizations



77.8% of post-campaign survey participants had seen it while live



Campaign Reach

The Impact

Post - Campaign Survey Results

61% of students found this campaign to be a helpful reminder to register to vote

“Amusing”

5.5% of respondents registered to vote as a result of seeing this campaign

“Good way to promote the need to vote”

“Funny twist to promote registering to vote!”

“Clever”



UMass**Ad**Lab

2016 - 2017

A stylized graphic consisting of several thin white lines radiating from a central point, resembling a starburst or a stylized sun. The lines are of varying lengths and angles, creating a dynamic, multi-directional effect.