

Parliamentary Elections
London Kensington
June 2017

Removing a Conservative flagship seat from Tory control by tripling the LibDem vote

Were you still up for Kensington? The shock result of the 2017 UK general, and the story behind how a jewel in the Conservative crown was flipped through next generation campaigning.



In 30 days with only £4.5k



**2.5x election
result for the
LibDems**

**Unseating a
100 year old tory
stronghold**

**88 creatives, 750 tweets, 250+ Facebook
posts, 12 videos, 10 leaflets, 4 letters,
3 days of real-time digital conversation,
2 twitter feeds, 1 landmark
election result**

Achieved with a digital strategy based on a combination
of strategic approaches to achieve the best ROI.

**1. Use the lowest cost
media to reach and
profile audiences**

**2. Following up with
campaigns targeted towards
frequency and saturation**

**3. Constantly evolving messaging
in different formats creating an
evolving narrative**



Key Digital KPIs



Facebook:

£0,021

per saturated individual
with 2.3 impressions

YouTube:

£0.016

per saturated individual
with 2.9 impressions

Facebook CPA:

£0.01~£0.02

per individual engaging
with a post

**YouTube
View Rate
of 52%**

Through careful video
scripting for digital
audiences

**Facebook
Cost per Action
£0.08**

Through daily updated
creative with strong
relevance and rich
media

**Google Display Network
CPM cost of £0.54 ~ £1.2
with CTR up to 0.15%**

Through ultra precision
targeting and messaging
pre-tested on social media



750 tweets
250+ Facebook posts
88 creatives
12 videos
10 leaflets
4 letters
3 days real-time
digital conversation
2 twitter feeds
1 landmark
election result

Dynamic and evolving creative assets narrative

The people
you trust,
trust the
LibDems.



14k
reach

The Economist says
#VoteLibDem
this time

Kensington Election Reporter

On June 8th, VOTE ANNABEL MULLIN Fiscally Strong, Socially Responsible

MASSIVE SURGE FOR LIBDEM IN KENSINGTON

As Remainers Reject Tories

Since the Brexit vote a year ago, the U.K. has fallen from first to last place in economic performance in the G7. With the risk of further inflation, rising business rates, and job losses, Annabel Mullin is committed to fighting for Britain to remain in the Single Market.

"What are Labour and the Conservatives thinking? Do they want Brexit that much?" asked Mullin. "We need a strong, honest opposition to stop the damage they are doing to our economy. I will speak up for a Britain open to both business and people."

WHAT WILL HAPPEN TO KENSINGTON FAMILIES AS EU CITIZENS EXIT LONDON?

The Conservative MP was absent, just as she was when the vote came up in Parliament. Annabel Mullin said, "Let us all remember these include our NHS doctors and carers, our husbands, wives, and friends. They deserve someone who will speak up for them."



"Fundamentalism and terrorism will not be combatted by police cuts or leaving the EU but by the strength of our democracy and communities" Annabel Mullin



From the Economist:

"The whirlwind unleashed by Brexit is unpredictable. Labour has been on the brink of breaking up since Mr Corbyn took over. If Mrs May polls badly or messes up Brexit, the Tories may split, too. Many moderate Conservative and Labour MPs could join a new liberal centre party—just as parts of the left and right have recently in France. So consider a vote for the Lib Dems as a down-payment for the future. Our hope is that they become one element of a party of the radical centre, essential for a thriving, prosperous Britain."

STRONG ECONOMY & SOCIAL POLICIES: TWO SIDES OF THE SAME COIN

Kensington's economic prosperity goes hand-in-hand with social justice, education and good health care.

ANNABEL DECLARES "IT IS TIME TO MAKE SENSIBLE THE NEW RADICAL"

"THEY SAY IT'S NOT VIABLE, BUT IT'S ALWAYS VIABLE"
We cannot afford to not have affordable housing.

POLLUTION IS NOT A NUISANCE;
IT IS AN EPIDEMIC
Kensington's Conservative MP voted nine times against clean air. This is not just a vote against climate change; this is a vote against every breath we take.

AS A FORMER POLICE OFFICER AND NHS WORKER

I am worried about the government's actions; its constant flip-flops with the ill-advised dementia tax; the unconscionable removal of free school lunches; and cuts of 19,000 police officers from the force.

ANNABEL MULLIN IS CANVASSING AT ALMOST 21% ABOVE THE CONSERVATIVE INCUMBENT

There is everything to play for in the final hours as undecided voters make up their minds.

ON JUNE 8TH, VOTE LIB DEM.
EVERY VOTE COUNTS!

Hard Brexit, Lady Borwick, gave notice that she would be staying away from the 5 June hustings in Phillbeach after finding herself on the defensive at the first debate in Notting Hill where her voting record on Brexit, pollution, and immigration was challenged.



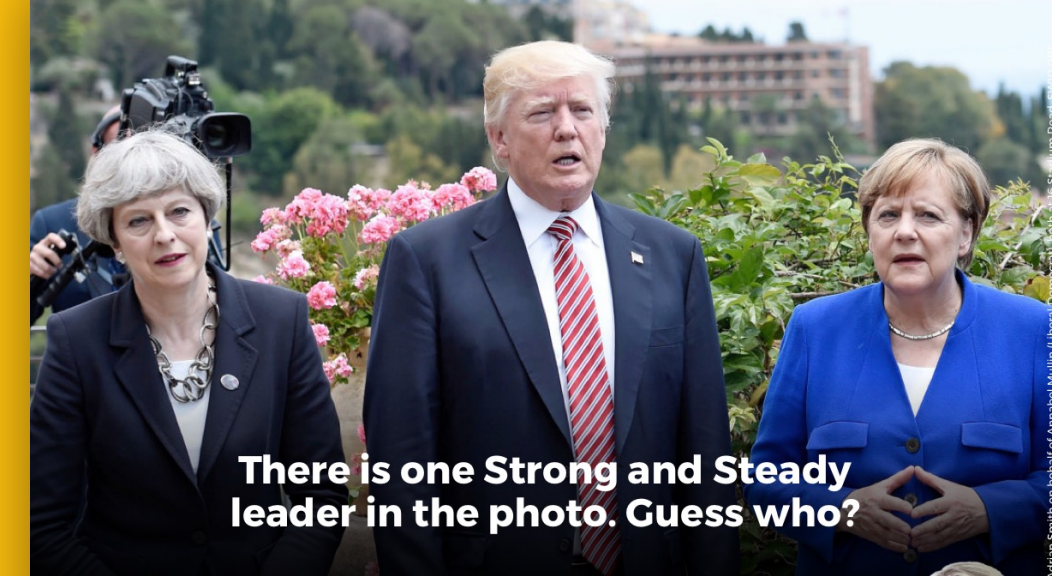
30k
reached

We Must
#HoldToriesToAccount
Annabel Mullin for Kensington



14k
reach

Take a stand
Vote Lib Dems
Annabel Mullin



There is one Strong and Steady leader in the photo. Guess who?



This time
#VoteLibDem



Some more creative examples



Angela Merkel:
Europe can
no longer rely
on the US



**We can be
#StrongerWithEurope**
Annabel Mullin for Kensington



We Can Win It

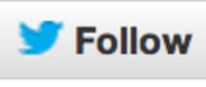
Which candidate are you likely to vote for?
www.facebook.com/votekensington/

Candidate	2017 Poll	2015 Result
Victoria Borwick...		
Emma Dent Coad (Labour)		
Annabel Mullin (Liberal...)		
Jennifer Nadel (Green Party)		
James Torrance (Independent)		

CON 32.5% 52.3%
LAB 19.9% 31.1%
LB 5.6% 28.7%
GP 4.1%

**We Can
#StopBadBrexit**



 **Annabel Mullin**
@AnnabelMullin 

The Police are now saying DON'T vote Conservative: chiefs furious after May's cuts. #LibDems now party of #law&order <http://www.mirror.co.uk/news/uk-news/hard-hitting-police-federation-video-5737751>

Impressions: 17,196, Media views 3,276, Total engagements 495, Media engagements 206, Profile clicks 78, Likes 71, Detail expands 63, Retweets 62

**Standing for
#KensingtonValues**
Annabel Mullin for Kensington



**Tory leaders
out of control?**

Show them
a yellow card

**This time
#VoteLibDem**



**En Marche.
Now May back
of the queue.**

#StopBadBrexit
Annabel Mullin for RBKC



 **Annabel Mullin**
@AnnabelMullin 

The Economist ditches Tories, urging you to #VoteLibDem as the safe hands for jobs, trade, Europe, Brexit, and your children's prosperity. pic.twitter.com/e9rmxCzwly

Impressions: 31,667, Total engagements 1,609, Media engagements 579, Retweets 372, Likes 299, Detail expands 208, Profile clicks 111, Replies 20

**Do You Feel
Represented?**

Kensington MP campaigns and votes for HardBrexit despite 69% voting Remain...

What do You Think?

**We Can
#StopBadBrexit**
Annabel Mullin for RBKC



**The people
you trust,
trust the
LibDems.**

**The Economist
says
#VoteLibDem
this time**



**"You've basically
changed your mind
about everything"**
Jeremy Paxman

Annabel Mullin
@AnnabelMullin 



**I wonder if it's
too late for one
more U-turn?**

Nope, we can
still do one on
housing!

**Vote LibDem on 8 Jun
#WeDeserveBetter**
Annabel Mullin for Kensington



**Please Theresa, May
I have some more**

**This time
#VoteLibDem**
AnnabelMullin for Kensington



May

Does not feel
your pain

Only a loss of a key seat can show her the personal pain of #Brexit

**We Can
#StopBadBrexit**
Annabel Mullin for RBKC



**In Kensington:
Lib Dems clear
favourites to
beat the Tories**

**In Kensington
the anti-Tory vote
is a Lib Dem vote**



@GordonKelly @M_Steeple @mamapie
@David_J_Beckett @JohnCleese
@backborwick No it isn't. Labour admitted last night they had no intention of wooing anyone from the conservatives. Want to win need both sides. We are.

Impressions: 32,128, Total engagements 168, Profile clicks 125, Detail expands 36

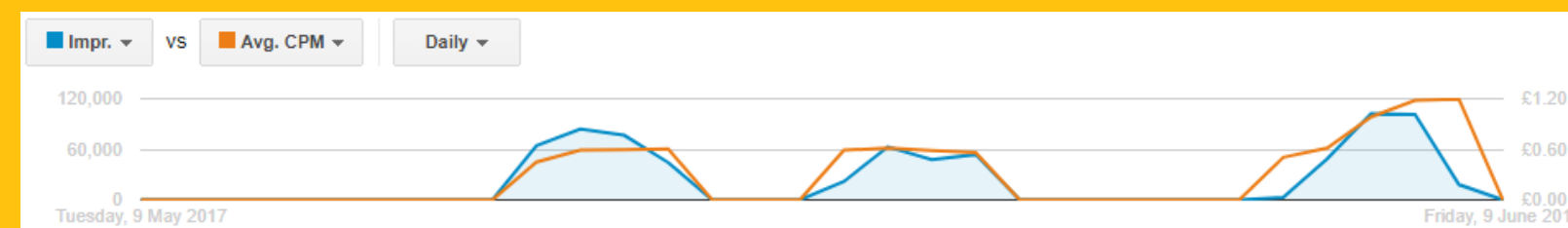
**The only viable
challenge in Kensington**
AnnabelMullin for Kensington



Strategy of Identification & Saturation

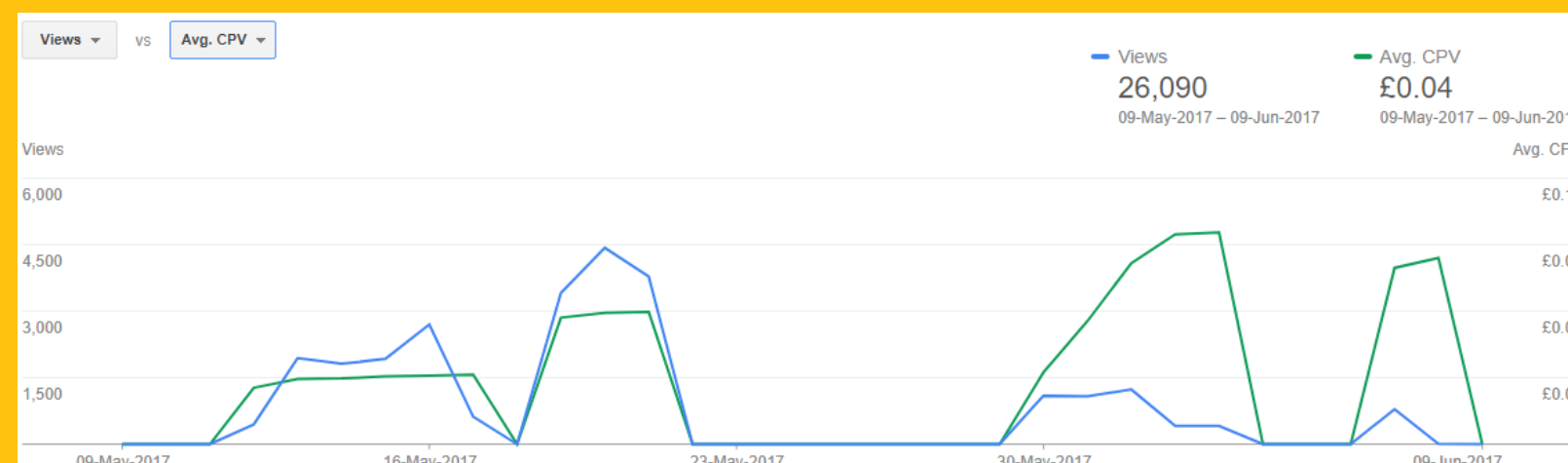


GDN



Focusing initial efforts to reach and engage the maximum potential audiences at the lowest cost was achieved via growth hacking techniques, exploiting weaknesses in the ads markets and using ultra precision targeting.

You Tube



Using the election week surge to focus exclusively on known audiences with proven conversion potential. Aiming to achieve maximum saturation with get-out-the-vote messaging.

Strategic long-term assets developed through the campaign



GDN: (google display network)

15,000 cookies
In 10 segmented
audiences

Facebook:
7,000 cookies
segmented in
8 issues

540 days
audience
validity

The driving force in this digital project



Campaign messaging

Annabel Mullin
*for leadership and
inspiration*

Danny Meadows-Klue
& Piotr Mazurkiewicz
*for communications strategy
and direction*

Carol Grose
*for message curation,
mailing list management
and candidate prep*

Ceri Carlill
*for data analysis
and image
production*

Harry Geoghegan
*for social media
audience
management*

For digital strategy execution

Ilyan Kovatchev
*for digital campaign
direction, execution and
production*

Accella Digital
*for campaign management
& growth hacking and
audience collection*

Todor Gaidarov
*for rapid site
development and
deployment*

Special Thanks

Giso van Loon and Adrian Smith
*for providing the legal and party
support for the campaign*

And to the wider Kensington Team,
*an enormous thank you to those who
gave us their time and skills.*

Strategy adoption

Iliyana Geosheva, Luxoft
*for pioneering the segmented audience
collection strategy*

Branimir Bratanov, Carlsberg
*for piloting the segmented dynamic
messaging strategy*

