

European Elections 2019. Choose your future

In the months leading up to the elections, we filmed **real birth all across Europe**. It was an idea and a feeling with the power to unite Europe.

REACH

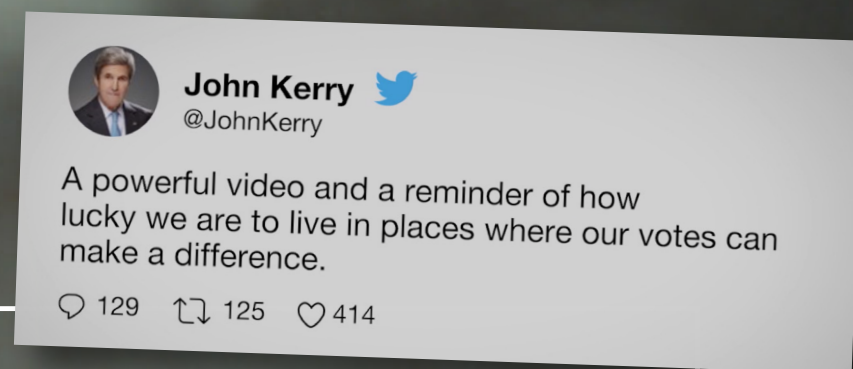
Campaign OTS: **3.44Billion**.
44% of Europeans recall the campaign.
27% of Europeans saw the film

IMPACT

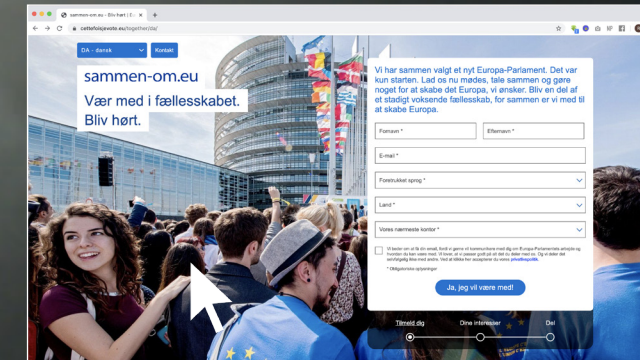
Europeans who recall the campaign were
24% more likely to vote.
Those who specifically saw the film were
28% more likely.

RESULT

Voter **turnout increased by 19%**
(8 percentage points) to a 20-year high.



TV, CINEMA & RADIO:
84 national TV channels in 27 countries aired the spot more than 2500 times. + 1343 cinemas across Europe + Radio across Europe.



GROUND GAME: Campaign elements to activate more than 173.000 supporters across Europe, such as thistimeimvoting.com



OOH: Outdoor in 27 countries



PRESS: Earned media exposure: €9.466.667



SOCIAL: More than 135.000.000 views on social media and 600.000 shares, comments and likes.



PRESS EVENT: Mothers from the film were part of one of the pan-European press conferences in Brussels.

Birth video becomes a viral hit.

SPIEGEL

It will surely touch your heart and make you take action for changing the world.

Forbes