

SERBIAN PROGRESSIVE PARTY

CASE STUDY

THE CLIENT

SNS (the Serbian Progressive Party) is a right-wing political party, founded in October 2008, and one of the two most popular parties in Serbia. Opinion polls held at the beginning of February 2012 revealed a value around 30% for SNS; a few percentages above the leading party at that time, the Democratic Party.

THE BRIEF

We were asked to be a part of the political campaign team in the Serbian electoral year of 2012, when the country organized local, presidential and parliamentary elections. We focused on supporting SNS for the parliamentary elections, Aleksandar Vucic for the local elections in Belgrade and Tomislav Nikolic for the presidential elections.

THE PROJECT

Strategy

Every political campaign we embark on starts with analyzing the political context of the country and of the use of traditional and online media by politicians.

This analyze we conducted revealed that the traditional media such as print and TV media were dominated by the party in power. But the party in power was not yet using the online in a consistent way, which means we had to be one step ahead.

More and more political parties and representatives started acknowledging the potential Social Media (mostly Facebook and Twitter) has and started using it. Social Media means instant communication with the electorate helps generate opinions and activate people and helps better spread the message.

We have decided that SNS must profit on the instant communication with the electorate and must take advantage of the huge potential Social Media has in politics. So, the SNS dedicated more than 80% of the campaign budget to Social Media.

The integrated online communication campaign we created consisted of:

- Tactical analysis and strategy
- Web presence (development of the official website, micro-sites, blogs, mobile sites and landing pages)
- Display advertising
- Search engine marketing (SEM)
- Search engine optimization (SEO)
- Social media campaign (mostly Facebook and Twitter).
- 18 Facebook applications that connected supporters, gathered opinions, spread information and generated support for the party.

We also developed a plan for the future, as the need to organize supporters using the online medium is a constant one. Our plans include:

- Disseminate the party's messages;
- Share party's content (images, texts, videos);
- Send invitations to their social networks friends;
- Communicate with other members (emails, forum and chats).

Vesna Pešić o Tadiću:
slobodnaevropa.org



"Zato što imate novog Miloševića, što imate nekoga ko je stavio sve pod svoju kontrolu."

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Team setup

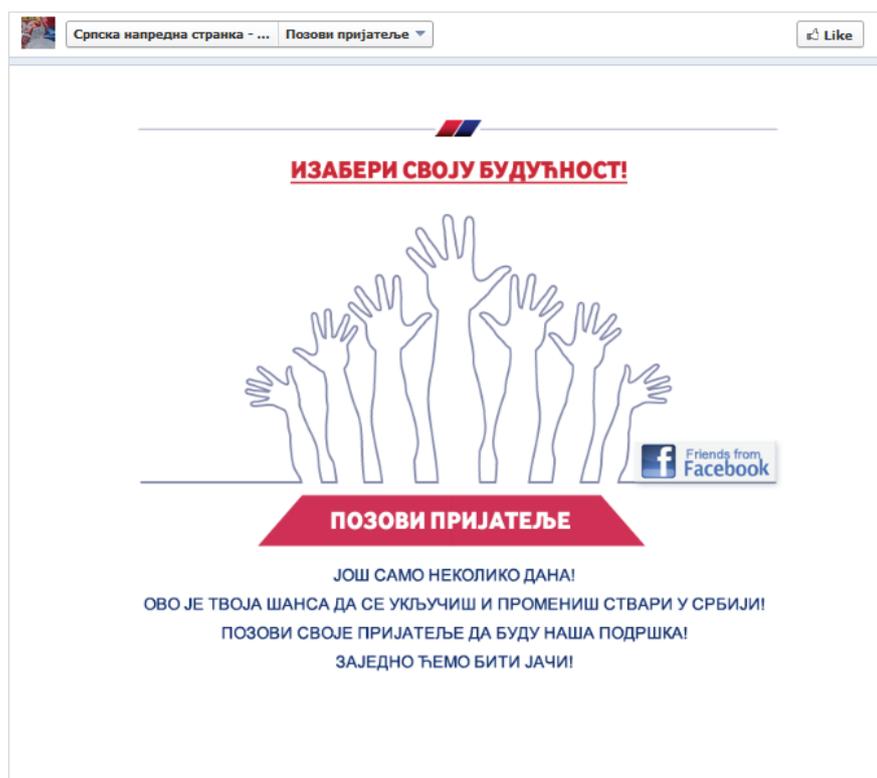
One of the first challenges of party/candidates online presence was to create the Serbian Internet Team, a team able to communicate with our specialists, provide us insights from the local environment and content, help us implement technology and ideas. So, we have established an internet R.A.C.I. matrix consisting of 15 people (7 Serbians).

We also created a special Kondiment Task Force that worked closely with the Serbian Internet team and that was delegated to Belgrade for the final period of the campaign.

THE RESULTS

- 1 billion impressions on Facebook and 0.5 billion impressions on Google Display Network for ads displayed in the final 3 months of the campaign.
- Over 300 ads generated over 3 million actions on the Facebook page/web page
- Ads reached 72% of the Facebook users that were over 18 years old.

When the final votes were counted, it was revealed that Tomislav Nikolic has gathered 49.51% of the total votes and is now the president of Serbia. SNS party now has 24.04% of the National Assembly members.



Српска напредна странка - ... Позови пријатеље

Like

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ПОЗОВИ ПРИЈАТЕЉЕ

ЈОШ САМО НЕКОЛИКО ДАНА!
ОВО ЈЕ ТВОЈА ШАНСА ДА СЕ УКЉУЧИШ И ПРОМЕНИШ СТВАРИ У СРБИЈИ!
ПОЗОВИ СВОЈЕ ПРИЈАТЕЉЕ ДА БУДУ НАША ПОДРШКА!
ЗАЈЕДНО ЋЕМО БИТИ ЈАЧИ!

Friends from Facebook



Žutica

Žutica je bolest prljavih ruku. Saznajte istinu o Demokratskoj stranci.

Sellerator Ro likes Žutica.

Буди број један!

Најпопуларнија смо странка на фејсбуку. Придружи нам се и победићемо заједно.

Sellerator Ro likes Српска напредна странка - званична страница.