



# The public awareness campaign

The 2012 London Elects campaign seeks to engage London's 5.8m registered voters and promote the Mayor of London and London Assembly elections on Thursday 3rd May 2012. London Elects will use a variety of methods to reach as many people as possible in the most effective way.

The campaign aims to:

- appeal to all Londoners, regardless of gender, race, age or political persuasion
- be free of political bias
- raise awareness that an election is taking place
- provide accessible and easy to understand information on aspects of the election process including:
  - what is the Mayor of London and London Assembly
  - when and where to vote
  - increase understanding of how to vote
  - looking out for the Mayoral booklet
  - how to find your polling station
  - make sure you get to the polling station in time
  - how to fill in your three ballot papers.

## Advertising campaign

London Elects are working with creative agency WCRS&Co to deliver a wide-reaching advertising campaign which will launch in April 2012. The campaign will raise awareness of the election date and highlight some aspects of London life over which the Mayor and Assembly have influence. Nearer the election date, the focus will be on when to vote and how to fill in the ballot paper. The campaign will be displayed across radio, print, online and outdoor.

## Digital marketing

The London Elects website ([www.londonelects.org.uk](http://www.londonelects.org.uk)), developed in conjunction with Reading Room, will be a key tool used in the campaign. By navigating the site according to audience category (voter, candidate, community group, journalist or electoral administrator) the site seeks to direct the user to the information most relevant

to them. The site is fully integrated with social media, including Facebook, Twitter, Flickr and Youtube. The website will be the place to go for the full election results and lists of candidates.

## PR campaign

London Elects are working with London Communications Agency to run a PR campaign to secure coverage in newspapers, online, on radio and television. Activity will also include briefings for journalists, media interviews, press releases and bespoke events to help raise awareness of the elections, and give voters information on how to take part.

## Media management

London Elects are also responsible for coordinating communications and media management during the counting of votes and announcement of results. This involves streaming the progress of the count live on this website, and on screens across City Hall and the three count centres. The team will also be responsible for accrediting journalists and managing media within City Hall during the count and results announcement.

## Working with charities and communities

For many marginalised or hard to reach groups, the person delivering the message is often as important as the message itself. For that reason, London Elects is working with a large number of charities and community groups across London. In October 2011, an initial meeting was held with representatives from a number of organisations, which helped the team to understand more clearly some of the challenges different groups face and what these community groups need from London Elects in order to help raise awareness.

London Elects will be producing a variety of publications in advance of May 2012 including a quick guide and detailed factsheets relating to the elections, leaflets and posters, training materials for election staff, guides for candidates, and regular updates.

Materials will also be produced in 16 different languages as well as Braille, large print and audio.

There are estimated to be well over 250 languages spoken across London. For budget and time reasons London Elects are unable to translate into every language or every available format. The team have therefore looked at the most commonly spoken languages across London as well as speaking to stakeholders and local charities to understand which groups are most likely to have trouble accessing information which is only in English. This has included using both the Labour Force Survey 2009 and the Annual Schools Census 2011 to give an idea of non-English first languages spoken in London. In addition, London Elects has reviewed electoral registration and other electoral data to ascertain which communities are already known to have lower levels of engagement in the process. Finally, London Elects spoke to London borough communication teams to obtain information on which languages they translate into.

Translated languages are: Arabic, Bengali, Chinese (simple and traditional), French, Gujarati, Hindi, Lithuanian, Polish, Portuguese, Punjabi, Somali, Spanish, Tamil, Urdu and Yoruba.

### The Mayoral Address Booklet

London Elects are responsible for the production of the Mayoral Address Booklet, which contains 'mini-manifestos' written by Mayoral candidates, the names of London Assembly candidates, and information on how to vote. We will deliver these, as required by law, to each of London's 5.8m registered voters.

The booklet is A5-size and will contain a two-page spread on each Mayoral candidate, or one page if there are more than 15 candidates. All Mayoral candidates are entitled to put an address into the booklet. If they want their mini-manifesto to be included, candidates must pay £10,000 towards print and distribution. If they choose not to be included, their name will still be included in the list of candidates contained in the booklet.

The booklet will also contain lists of all the London Assembly candidates and details of how to vote. An electronic copy of the booklet will be available to download on [www.londonelects.org.uk](http://www.londonelects.org.uk) as soon as it has been sent to print.

London Elects will dispatch booklets to voters in mid April.

### Downloads

In the run up to the election, we will be posting resources for voters, candidates, journalists, community groups and electoral administrators on our website.

Anyone will be able to download and use these resources to encourage people to get involved in the elections – whether on their website, social media channels, or in local community centres.

Resources must not be altered in any way (although parts of them can be used provided that they are not selected or used misleadingly), and they must not be used to promote or criticise a candidate or party.