



*Campaigns Parliament 2017  
and Local 2018*

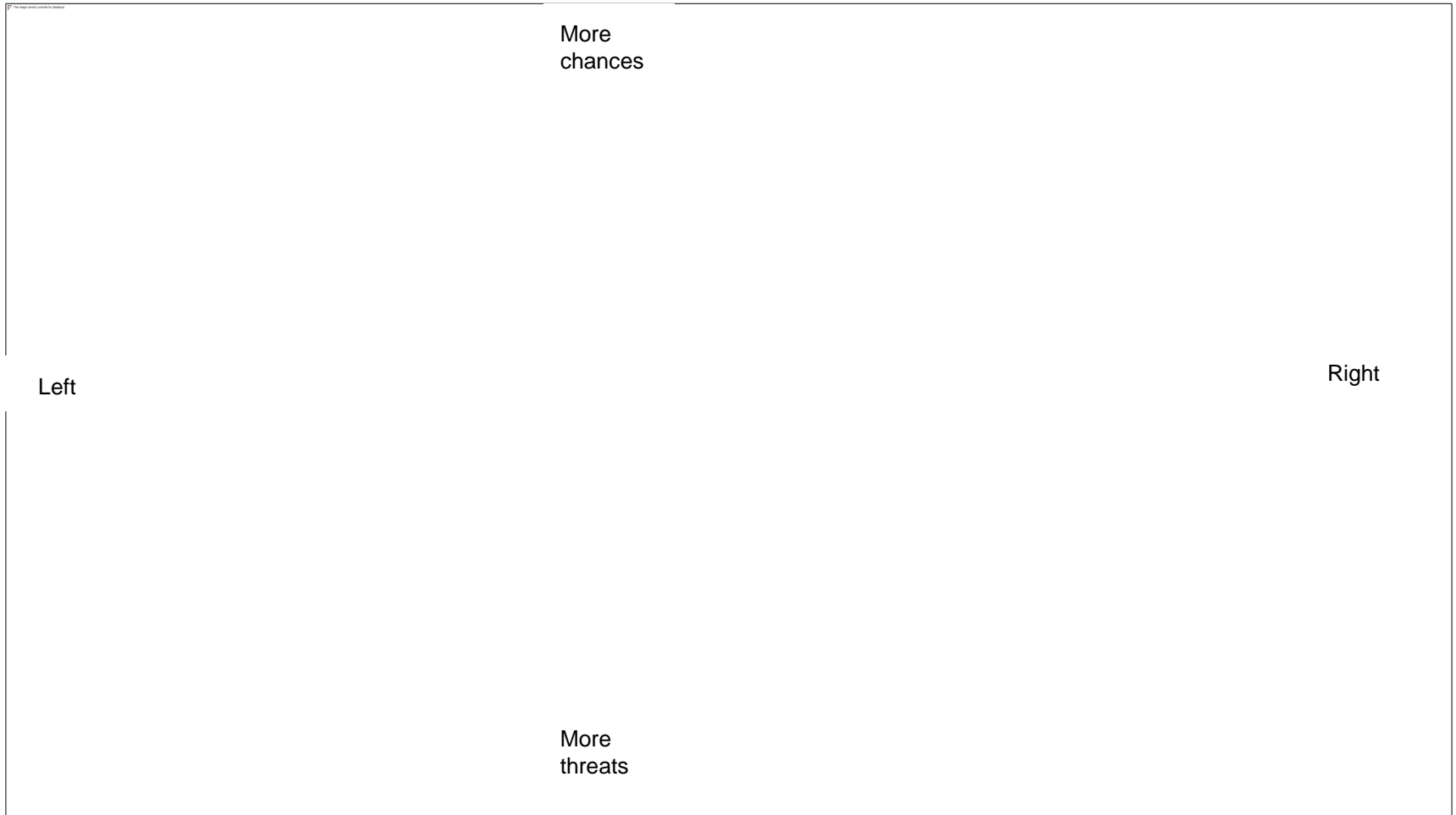
# *Four years of opposition*



» Sybrand Buma

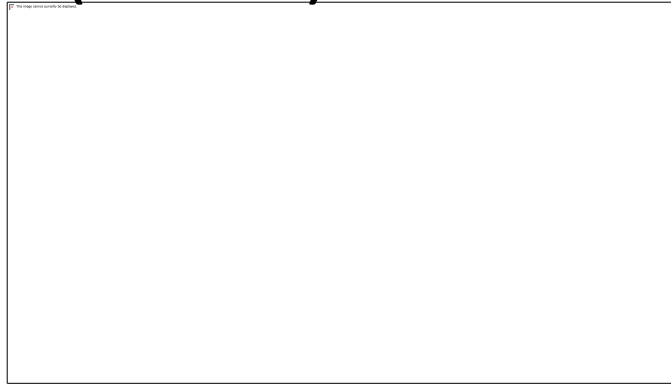


# *The Dutch Electorate*

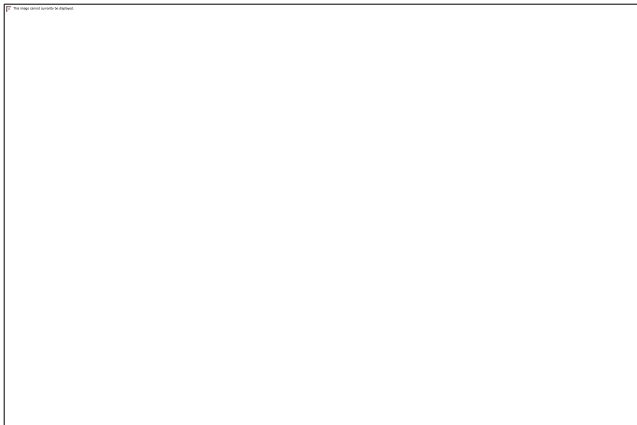


# *Main battle on (center)-right*

- Prime-minister Rutte (liberal)



- Geert Wilders (populist)



## *2 main goals in campaign*

### 1. Strategic:

Be there where most traffic is:

Prevent battle VVD-PVV

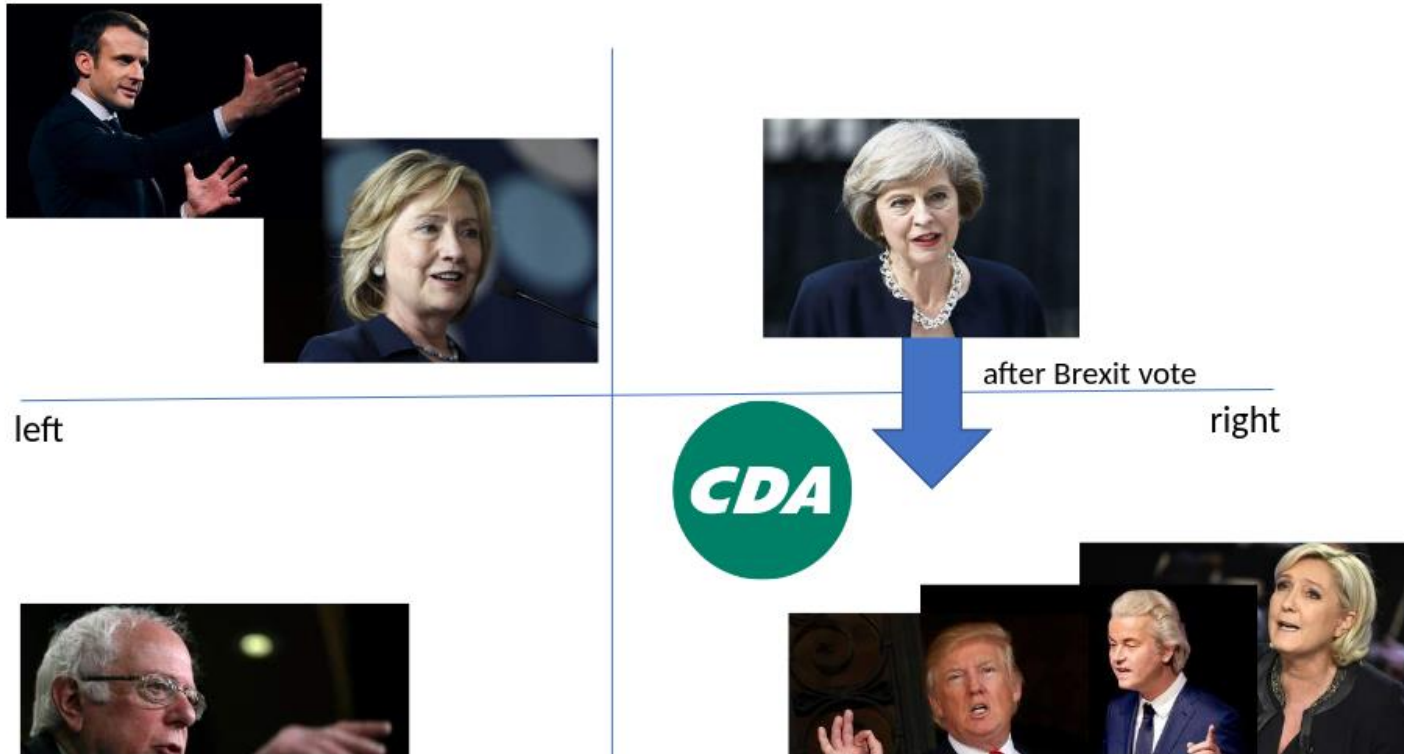
2. Values: our own story for the  
bezorgde kiezer

# *The strategy*

- Start early
- Be different
  - creative/ with guts
  - focus on the targetgroup
  - Clear main-message
- Buma moet het afmaken in de harde fase

# The targetgroup *(model via research)*

Opportunities of globalisation



# *Building the main message*

Worries about:

- Healthcare
- More and more flexible labour market
- How people live together

Our identity:

- familyvalues
- waarden en normen
- integrity/ reliable



# 5 CDA campaign issues

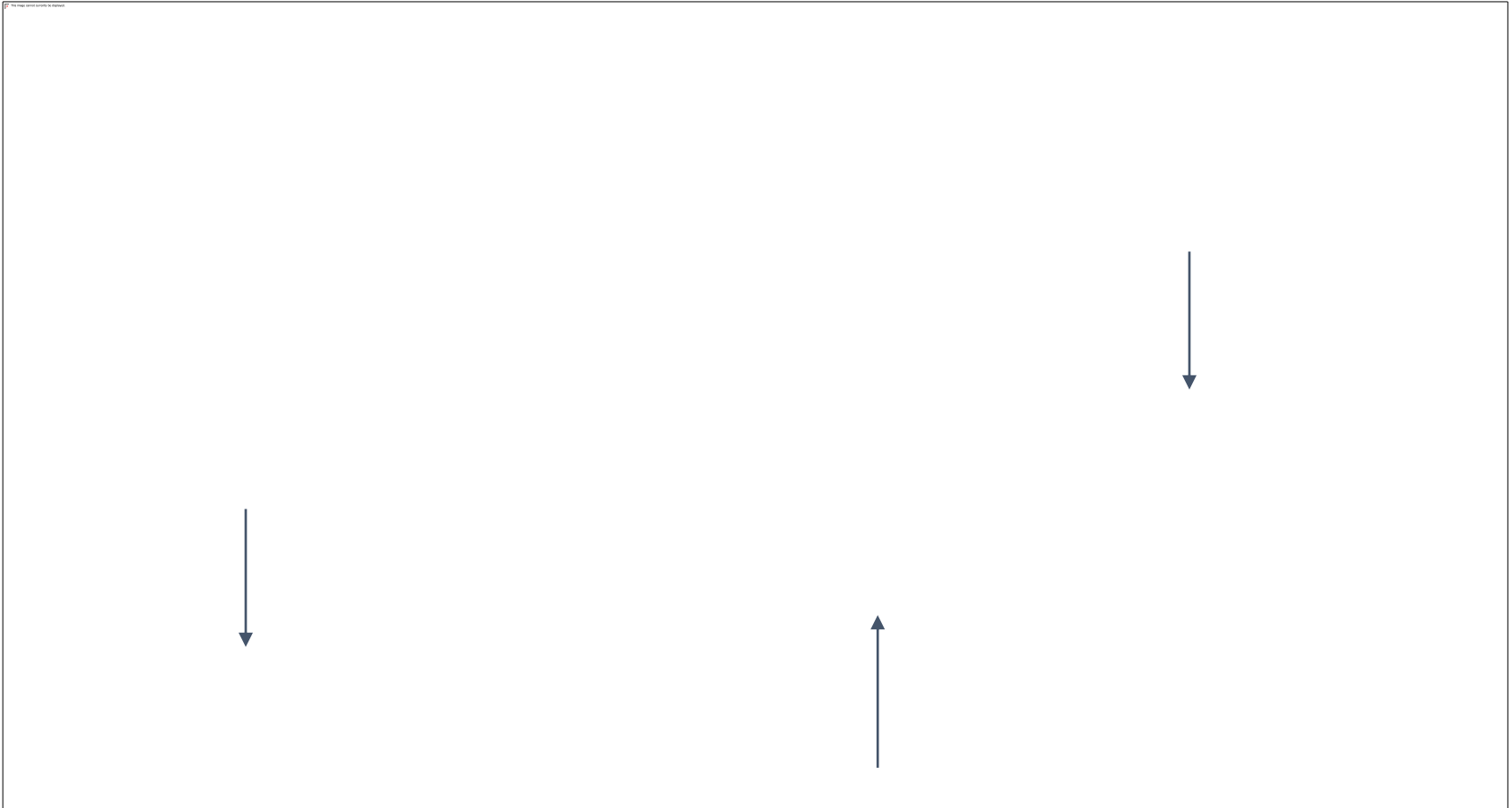
- family
- care
- strong society
- values & traditions
- fair play economy



*For a country that we want to pass along*  
[https://www.youtube.com/watch?v=-O6dult\\_KBY](https://www.youtube.com/watch?v=-O6dult_KBY)



# *Development of preferences*



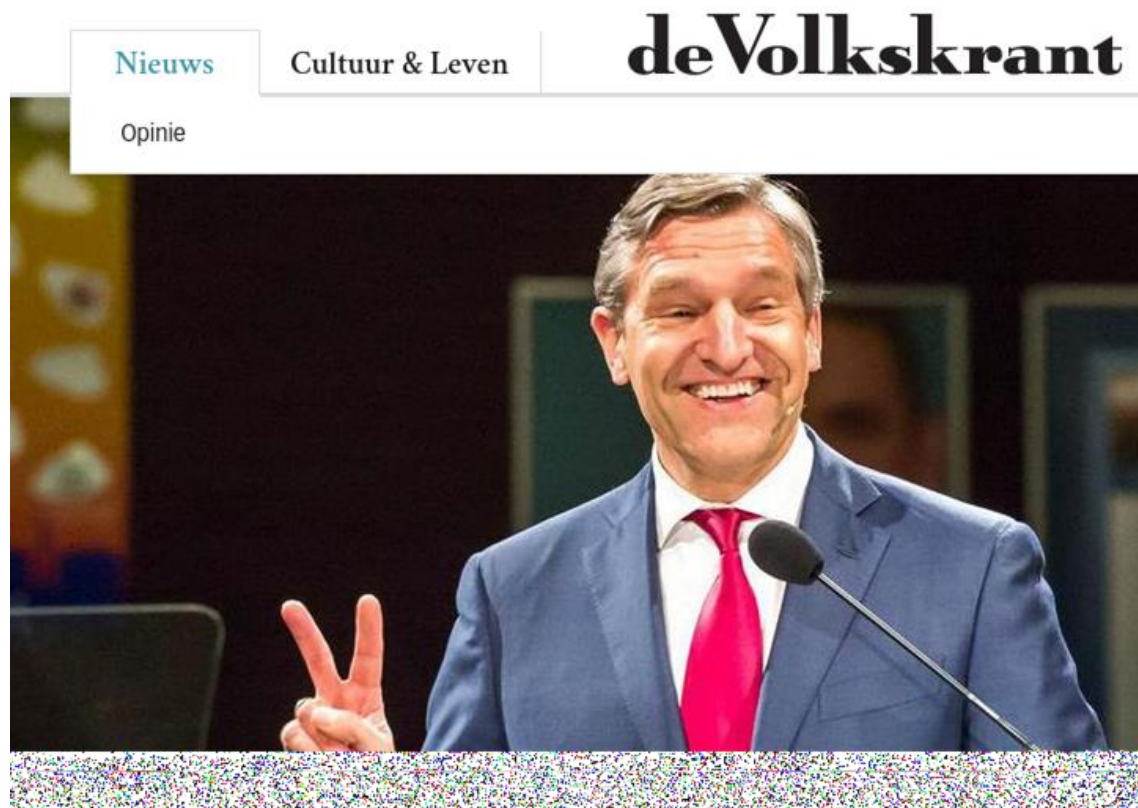
*#Bumor als ‘gamechanger’*

*[https://www.youtube.com/watch?v=YiY](https://www.youtube.com/watch?v=YiYH6EYnlw)*

*H6 EYnlw*

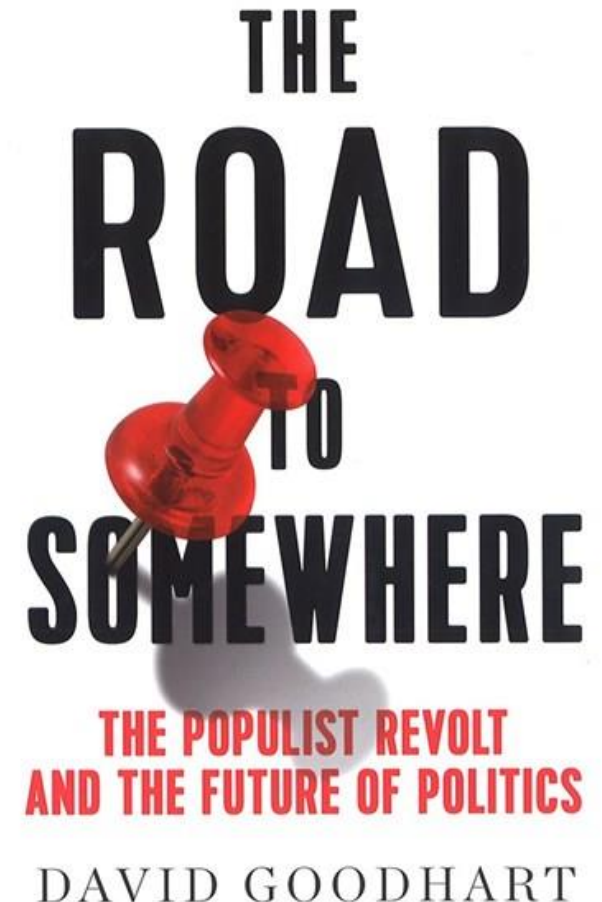


# *#Bumor as gamechanger*

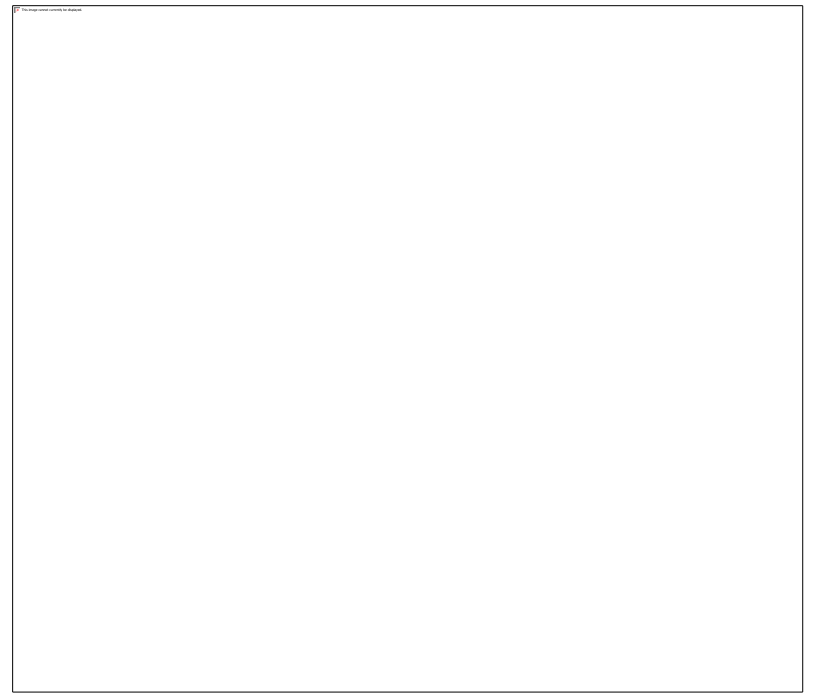
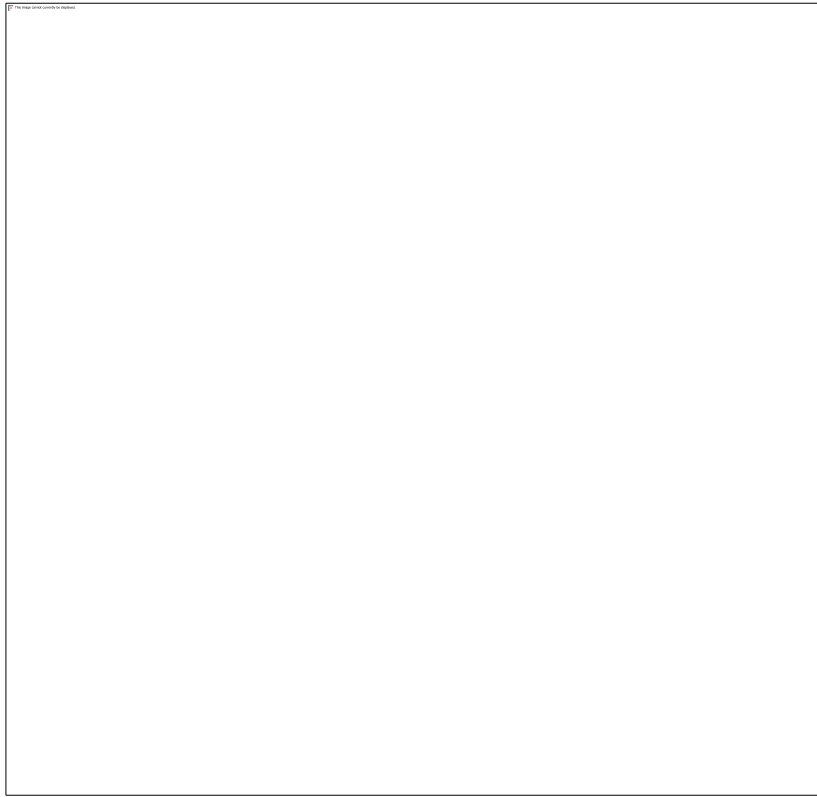


# *Most important issue CDA-voter*

'Challenging and illuminating.' — Will Hutton



# *Regional power*



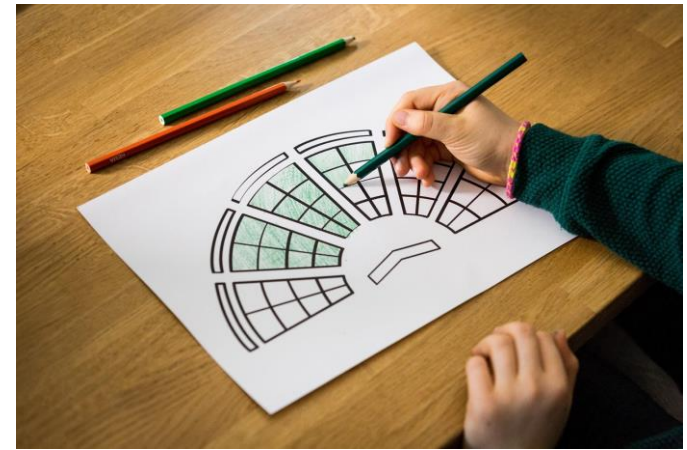
# *Brede volkspartij: wie koos CDA?*

Brede spreiding onder geslacht, leeftijd en opleiding





# *Lessons TK17 & GR18*



1. Strong focus on core issues/worries
2. Research and data driven: targeted!
3. Strike an emotional chord, show don't tell
4. Creative TV-campaign and viral video
5. Local/ Regional strength

# *Creative campaigning*



# *Creative campaigning*



# *Outcome recent local campaign '18*

## **1. CDA is the largest national party and beats the biggest competitor (VVD, liberals)**

- CDA wins its place in every municipality, including the largest cities. CDA becomes the largest in 65 municipalities (of 335)

## **2. Other winners:**

- the local parties
- DENK (Islam oriented party)

## **3. Biggest losers are:**

- PVV (populist, due to new populist party mainly on local level)
- D66 (social-liberal, coalition party)
- PvdA (social-democrats, opposition)
- SP (communists, opposition)

***CDA can rightly continue to call itself the *party of the people****



# *Questions for you:*

- What are the main worries of your (potential) electorate?
- How do you know?
- Who are your main competitors?
  
- What are the strong points of your first candidate?
- What makes your party different from others?