



Digital advertising helps win electoral seats

The Māori Party (Te Pāti Māori) is a political party in New Zealand advocating indigenous rights and centre-left policies.

The party won four Māori seats in the 2005 election and went into Opposition. After the 2008, 2011 and 2014 elections, the party won five, three and two Māori seats respectively. The Māori Party failed to win seats in the 2017 election.

Objective Generate enough votes in the 2020 election, to win a seat in parliament for the next term.

Insight There were 4 key Electorates that had a high number of votes in the 2017 election and had the best opportunity for the party to win a seat:

- Te Tai Hauāuru (40% of votes in 2017)
- Waikariki (46% of votes in 2017)
- Ikaroa-Rāwhiti (36% of votes in 2017)
- Tāmaki Makaura (29% of votes in 2017)

Strategy A Geo-targeted strategy to shift on-the-fence voters, no voters and retain existing voters by providing relevance of core political topics that were important to New Zealand Māori. Utilise key channels for cut through during awareness with multiple messaging across Video, Audio, drive content and relevancy through Native, Display, and Conversions through Social & Search strategies with an additional Video layer focus for alignment and evoke emotional engagement.

Utilise Google Trends around core search terms relevant to political positioning for Māori Party like jobs, climate change, freshwater, housing and wage subsidy. Understand positive and negative sentiments and utilise tech platforms to listen in on conversations and influence audiences.

2

Seats won

13%

Voter influence
increase from 6%

50x

Number of website
visitors

20%

Low bounce rate

Takeaways

- Combining all the data sources including geolocation, ensured we reached the right people, in the right place, at the right time with the right message
- Digital advertising created awareness and action orientated results (votes), versus traditional only able to create reach and awareness