

# POOR OLD MUM

VOTE NO  
to the end of life act

RISKYLAW.NZ

## Saying NO to Euthanasia

Risky Law NZ is a collective of concerned citizens that were against the legalisation of Euthanasia in New Zealand in the 2020 Elections. They wanted to shift public opinion away from voting YES to voting NO. Acquire was engaged to create an online campaign that shifted public sentiment.

**Objective** Shift public opinion away from YES to NO. Pre-referendum polling showed that the YES vote had a 74% majority over the NO vote.

**Insight** Voters can be broken into 3 blocs; the firmly Yes, the firmly No and Swing Voters. Swing Voters were identified as being the group that we could most easily influence without being wasteful with media spend.

**Strategy** To maximise media spend, Acquire needed to identify those New Zealanders who are most likely to change their mind on the Euthanasia issue. A Rich Media Quiz Banner was used to identify people who were a firm YES, firm NO and Swing Voters. Based upon the answers that were provided to 3 different questions, a user was identified as not being firmly in the YES or NO camp. Once Swing Voters were identified, audience modelling was used to create look-a-like audiences of Swing Voters who would then receive the Display, YouTube and Facebook Videos.

9.8%

Net gain for Vote No

540%

Engagement rates above  
benchmarks

200%

Engagement rate for long  
format video ads

### Takeaways

- Persuasive messaging works best when you have an audience that is receptive to it.
- Comprehensive audience profiling leads to better engagement with ads.
- Traditional media audiences don't always translate into the digital environment.
- High quality creative significantly impacts engagement rates.