

DRIVING INTERNATIONAL RESULTS

Preventing Adverse Legislation in Finland

The Engagement

The European Union (EU) Parliament had scheduled a vote on a bill, which would raise taxes and put thousands of jobs at risk—in particular, the jobs of our Europe-based client. With limited time, we implemented a powerful new technology solution to allow our client's country to contact Members of the European Parliament to voice their concerns over this bill.

The SeventTwenty Solution

Using our research-based methodology, we identified the potential barriers:

- Language: Given the region, our technology platform required a bi-lingual functionality.
- Brand: Our client required a complete rebrand to promote this advocacy campaign effort.
- Layout: The technology platform needed to serve a dual purpose: fully-educate advocates and drive them to take action in an easy-to-achieve way.
- Time: We had a six-week window before the vote was set to take place.

Combining our creative and technology prowess, we developed a unique brand for the campaign and initiated a website build which featured:

- Dual language functionality
- 13 content-rich pages which streamlined the education to take-action process
- Best practices in navigation and search engine optimization (SEO)
- Take-action features which allowed consumers direct outreach to Members of the European Parliament

Directly after launch, and in close collaboration with our client's direct-to-consumer marketing efforts, we drove consumers and stakeholders to our website.

The Success

In just six weeks, 15,000+ citizens visited the website. More impressively, the website had a conversion rate of 24.9 percent—nearly doubling the industry standard of 12-13 percent. And, by the end of our campaign, 38,000+ emails were generated, with each Member of the European Parliament receiving over 3,400 communications.

We received earned media coverage by numerous news outlets, both print and broadcast, which highlighted our outreach efforts. One Member of European Parliament publicly commented that he had never received so many communications about a single issue.

But most importantly, we achieved our client's goal. The key vote was delayed, as a number of MEPs requested additional time to review the potential effects of the bill.