



KPI Analysis – Evaluation 01.01.2021 – 15.12.2021)
Federal Election MdB Florian Oßner (CSU)
A hybrid election campaign

CONCEPT



Oannes Consulting -
Media & Communication Consulting Ltd.
Oannes.eu

Link 



I. TARGET SETTING

By using digital asymmetric instruments, focussing on all the social media activities, and by including digital campaigners (taskforce), the following objective was defined.

1 A change in the client's profile perception in the context of cosmopolitan as well as traditional perceptions on the part of the electorate.

2 Distinctive characteristics that show authenticity have been analysed and were the main focus of the campaign; e.g. the dynamic, entrepreneurial, technology-oriented, value-oriented character of the client.

3 The abundance of various instruments, each with a different approach, was aimed in its entirety towards differentiating the client from the parent party and building up its own brand image (storytelling). The uniqueness of the client stood out.

4 A striking as well as professional colouring of the image perception of the parent party vis-à-vis the electorate was to be conveyed to the public.

5 With the support of a task force consisting of approximately 50 volunteer election workers, the algorithm on Facebook was to be influenced, broken down to regional level.

II. ANALYSIS SHORT

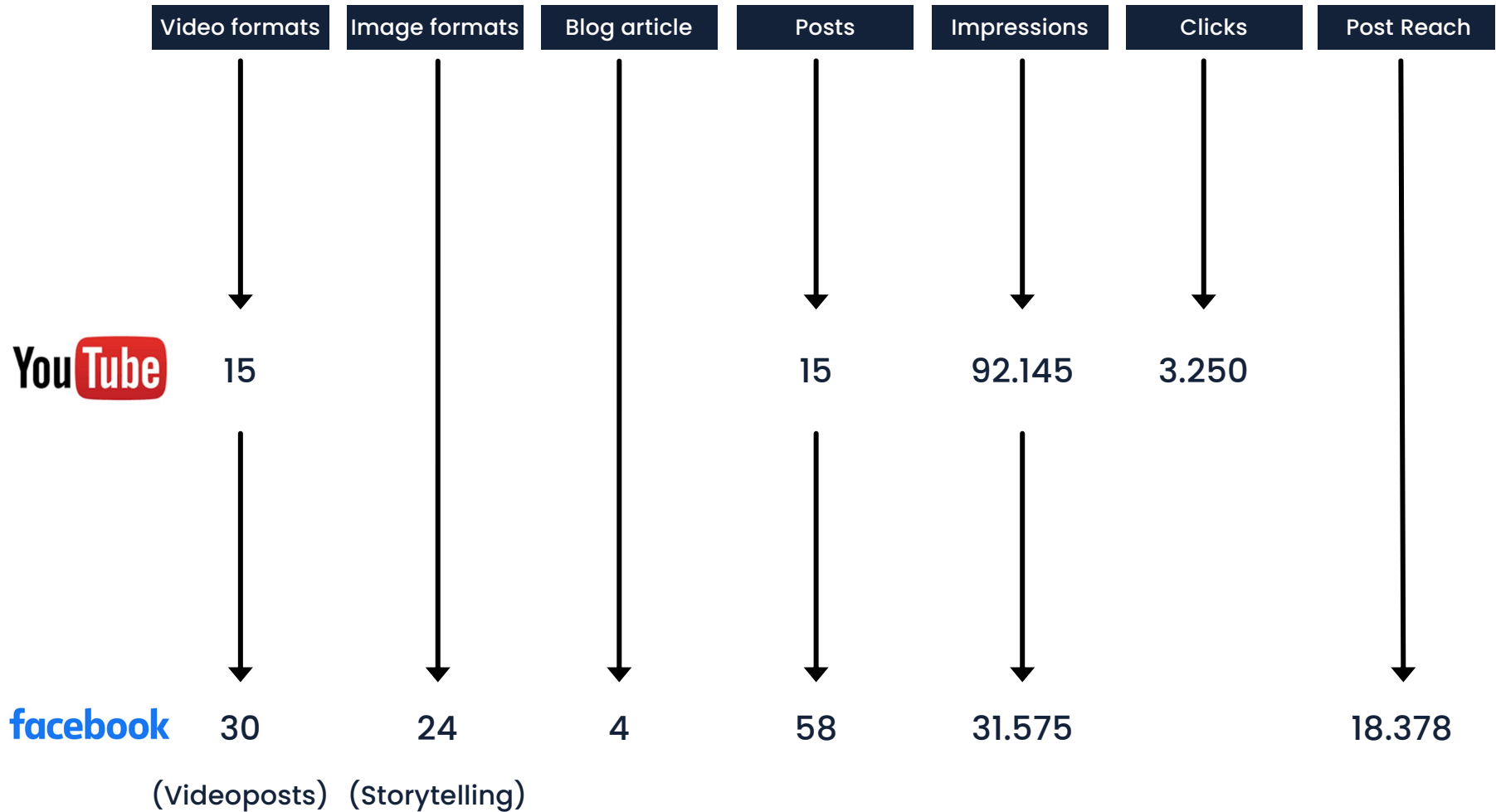
A summary of the relevant and significant data (KPI) for 2021, focusing on Facebook and YouTube. Instagram, Twitter and to some extent LinkedIn were included in the campaign, but are not reflected in the overall evaluation.

FOCUS



facebook

II. ANALYSIS KPI



II. ANALYSIS KPI

Impressions



Number of times the thumbnails of a video have been shown to viewers. Only includes impressions on YouTube, not on external websites or apps.



Number of hits on the posts.

YouTube

facebook

Clicks



Total number of views for the selected period, including other platforms (WhatsApp, Facebook...).

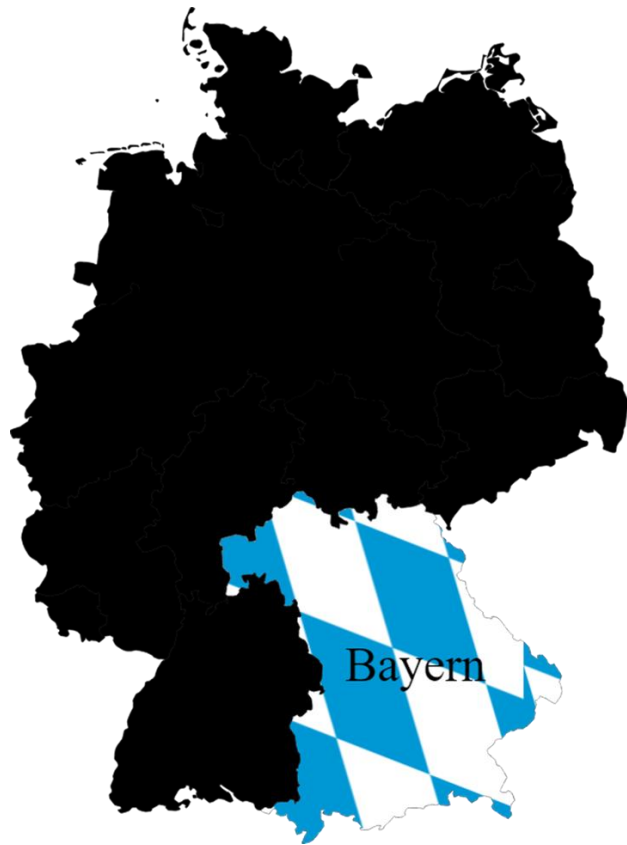
Post Reach



Number of individuals who have seen a post.

III. ELECTION RESULTS

2021 BAVARIA – STRUCTURE



Population: 13.14 million, 2020

Total area: 43.838 mi²

Population density: inhabitants per. mi²: 306, 2020

Average age: 44 years

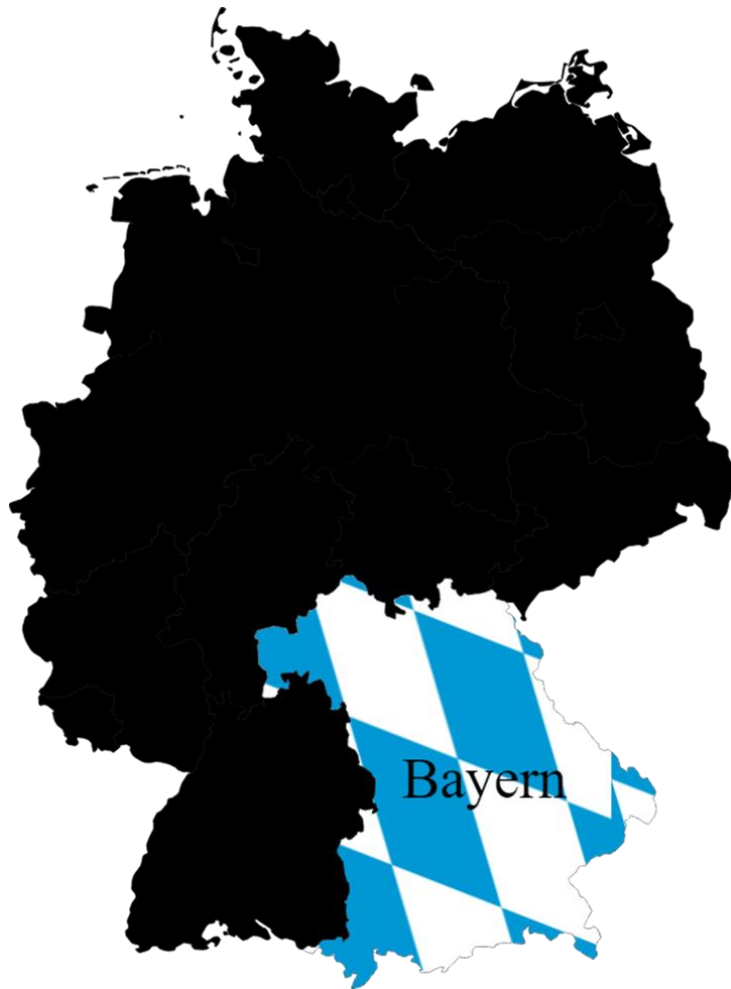
Unemployment rate: 3.3% - 2021

Religious affiliation: Catholics 55 %, Protestants 21 %, Muslims 4%, other denominations: 20%.

GDP: 2020 - 686 billion \$

III. ELECTION RESULTS

2021 BAVARIA – STRUCTURE



Economic sectors:

- Automotive
- Mechanical engineering
- Electrical engineering
- Aerospace
- Bio-, Environmental- and Energy Technology
- IT & Communication
- Robotics
- Tourism
- Forestry & Agriculture

III. ELECTION RESULTS

2021 BAVARIA – STRUCTURE



Universities:

State	11
Ecclesiastical	3
Private	1

Art colleges:

State	8
Ecclesiastical	2

Universities of applied sciences:

State	18
Ecclesiastical	2
Private	11

III. ELECTION RESULTS

2021 BAVARIA – STRUCTURE



Expenditure R & D:

2017	21.03 \$ Billion	3.09 % GDP
2018	22.16 \$ Billion	3.18 % GDP
2019	24.41 \$ Billion	3.41 % GDP

III. ELECTION RESULTS

2021 BAVARIA – STRUCTURE



Future Technologies:

- Digitalization & ICT
- Intelligent Transportation Systems & Mobility
- Aerospace Technology
- Energy (System) Technology
- Nanotechnology
- New Materials & Materials Technology
- Industry & Production Technology
- Biotechnology
- Health & Medical Technology
- Nutrition & Food Technology

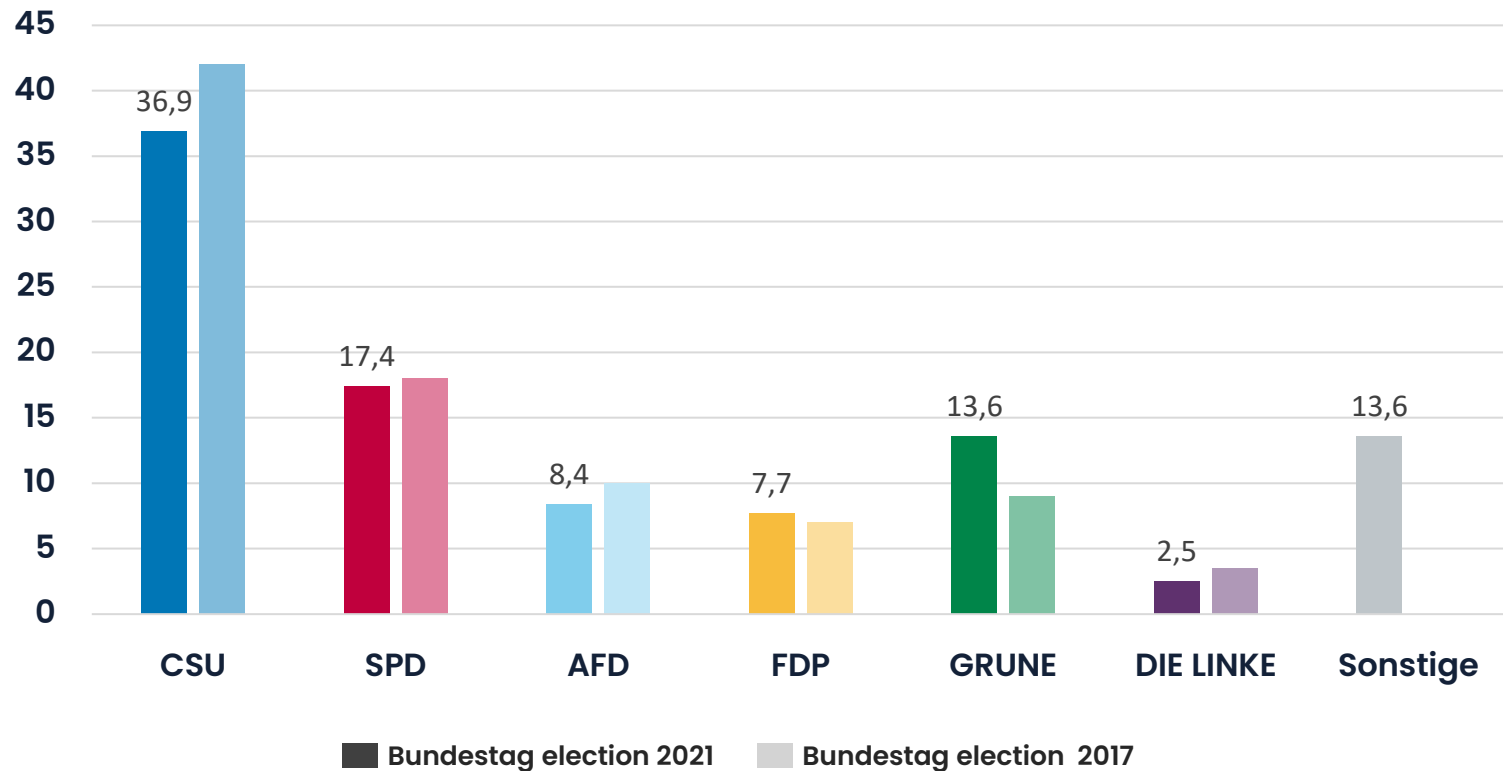
Source: vbw

III. ELECTION RESULTS 2021 BAVARIA

Share of primary vote

Bundestag election 2021, Bavaria
Final result

 **Loss compared to 2017: - 7.2 %**



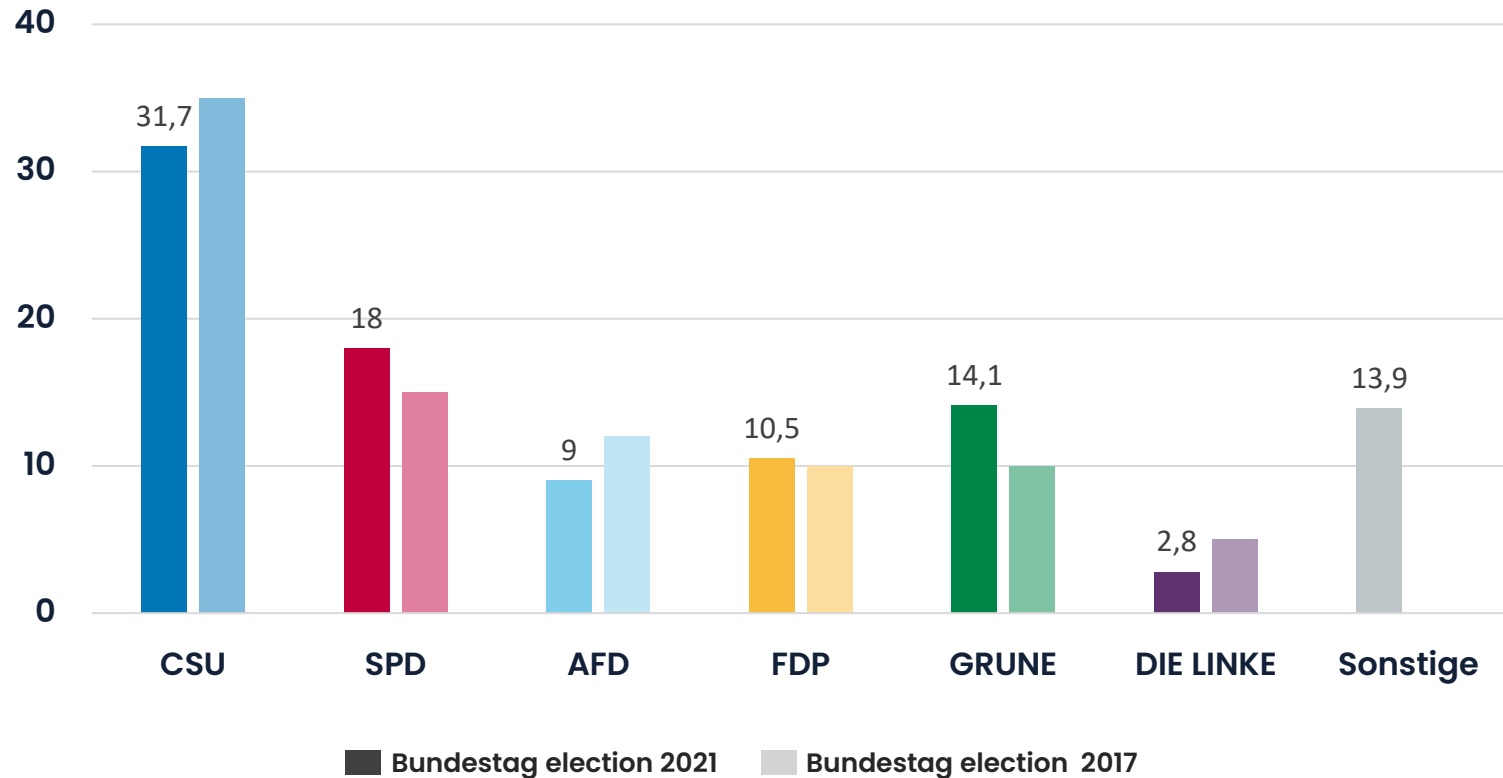
Source: Bundestagswahlleiter 2021

III. ELECTION RESULTS 2021 BAVARIA

Share of secondary vote

Bundestag election 2021, Bavaria
Final result

 **Loss compared to 2017: - 7.1 %**



Source: Bundestagswahlleiter 2021

III. ELECTION RESULTS

2021 LANDSHUT – STRUCTURE



Electoral districts Landshut:

- District – free city Landshut
- Kelheim county
- Landkreis county

Total Population:	343.500
Proportion of foreigners:	13.4 %
There of Germans:	297.600
Citizens eligible to vote:	249.185

Age structure (up to 31.12.2009):

<input type="checkbox"/> under 18	17.3 %
<input type="checkbox"/> 18 – 24	8.0 %
<input type="checkbox"/> 25 – 34	12.8 %
<input type="checkbox"/> 35 – 59	36.2 %
<input type="checkbox"/> 60 – 74	16.1 %
<input type="checkbox"/> 75 →	9.6 %

III. ELECTION RESULTS

2021 LANDSHUT – STRUCTURE

Social and cultural composition



City of Landshut:

The city of Landshut has approx. **73.065** inhabitants (Dez. 2020).

The proportion of citizens with a migratory background is about **26.9 %**. The majority of migrants are from former Yugoslavia, Turkey, Italy, Poland, Austria and Romania.

The proportion of Catholics was **49.3 %** in 2019, of Protestants **10 %**. Both Christian persuasions are decreasing. The residents of Landshut tend to vote **centre-left**.

Administrative district of Landshut and Kelheim:

The Landshut county und der Kelheim county, part of electoral district 288, have a combined population of 177,935 (Dec. 2020). At the end of 2017, foreigners accounted for **9.3 %** of the population. The percentage of people with a migration background was **13 %** (as of 2011).

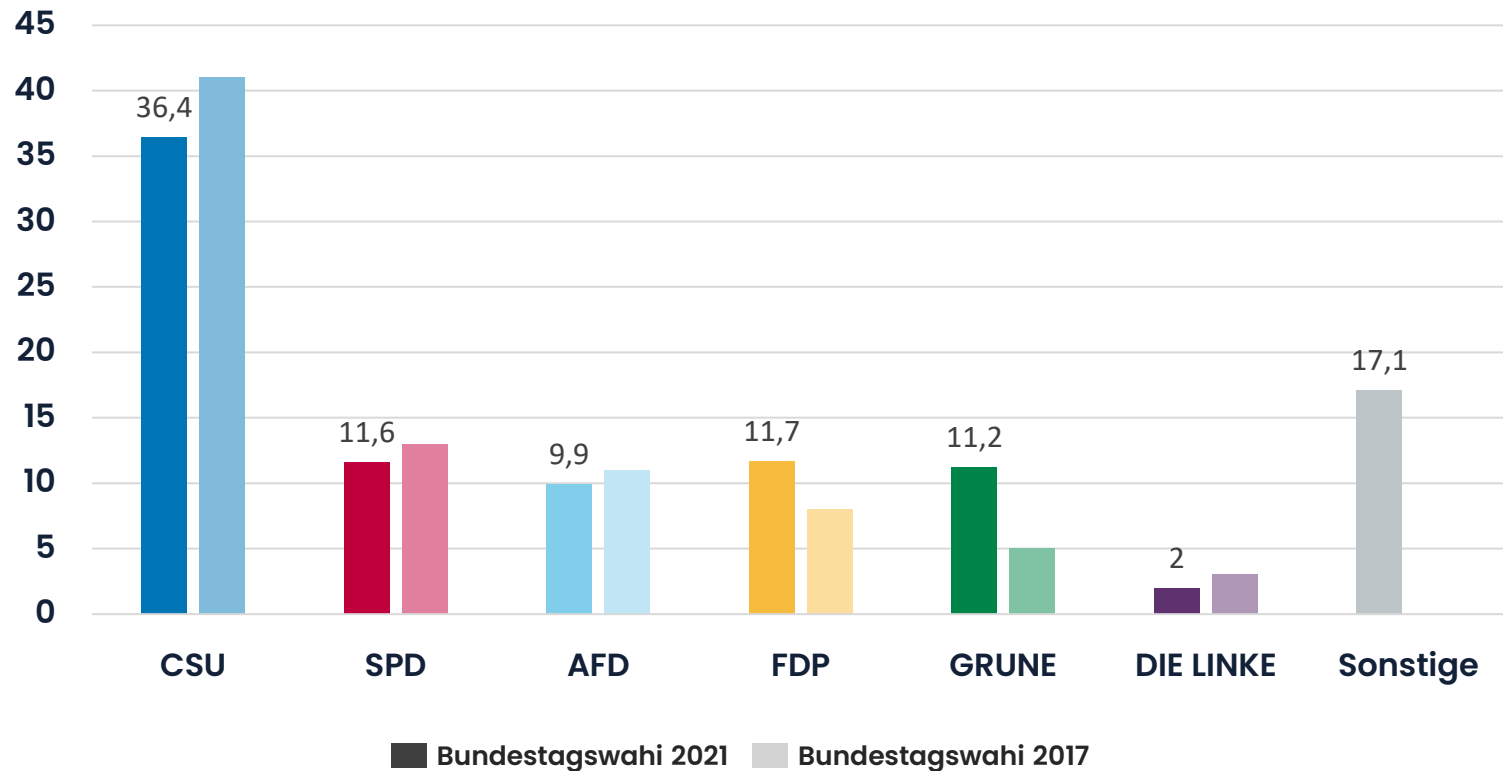
The population is predominantly Catholic. The residents tend to vote centre-right, right-wing conservative and increasingly right-wing parties as well as green parties.

III. ELECTION RESULTS 2021 LANDSHUT

Share of primary vote

Bundestag election 2021, Bavaria
Final result

 **Loss compared to 2017: - 3.1 %**



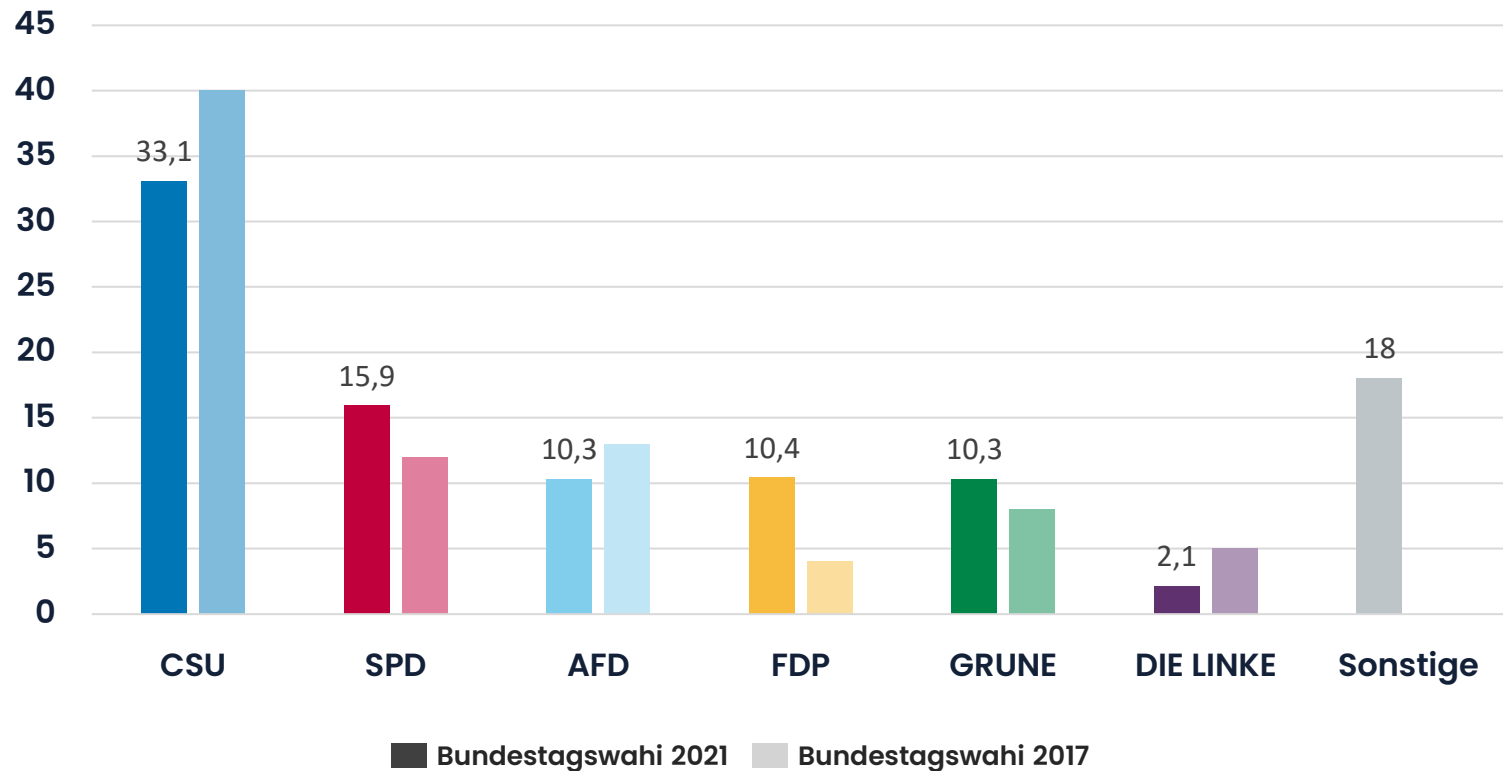
Source: Bundestagswahlleiter 2021

III. ELECTION RESULTS 2021 LANDSHUT

Share of secondary vote

Bundestag election 2021, Bavaria
Final result

 **Loss compared to 2017: - 6.4 %**



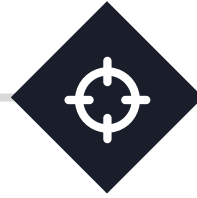
Source: Bundestagswahlleiter 2021

IV. SUMMARY

A slight loss of primary votes (3.1 %), alongside the secondary votes and in relation to the parent party's average loss of primary votes (7.2 %), underlines the need to:



Boost the overall profile of each candidate, outside the traditional norms of the mother party.



Focus on social media and the impact of the respective algorithms



Break down fossilised approaches of the mother party that are a handicap in today's cosmopolitan and globally oriented world

V. ANALYSIS LONG

To summarise all relevant and significant data (KPI) for 2021, with a focus on Facebook and YouTube and broken down in detail as follows:



User behaviour



Age structure



Distribution



Platform sources

....

and the resulting opinion formation.

Related conclusions, such as user behaviours on individual posts, can be compiled in detail through further analyses. The gained insights, based on the different content formats, will provide insight into various profiles of the client's "fans" and can generally serve as a blueprint for future election campaigns of the CSU.

V. POST CONTENTS & FORMATS



Oannes Media
Product Link



**1. POLITTALKS –
TALK ROUND FORMAT**



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Product Link



**2. CITIZEN TALK –
ON-SITE DEBATE FORMAT**



Oannes Media
Product Link



**3. HC (HARDCUT) TRAILER –
"ABOUT MYSELF AND WHAT I STAND
FOR"**



Oannes Media
Product Link



**2. STORY TELLING POSTS
(FACEBOOK, TWITTER,
INSTAGRAM)**



Oannes Media
Product Link



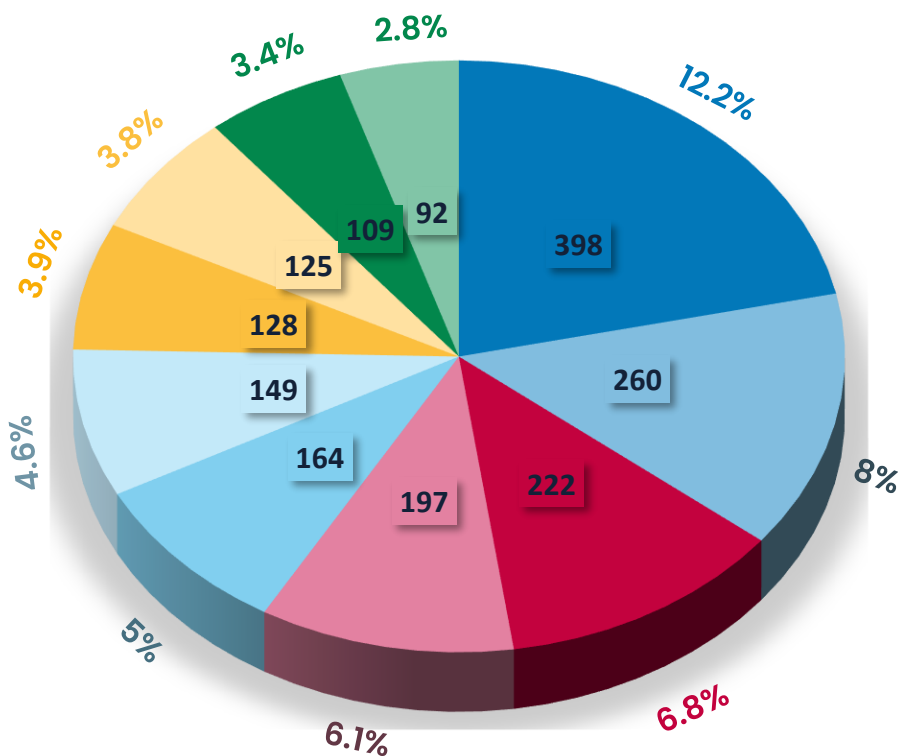
**5. BLOG ARTICLES –
SOCIAL LIFE**

V. CHANNEL EVALUATION



RANKING 1 – 10/2021

VIEWS

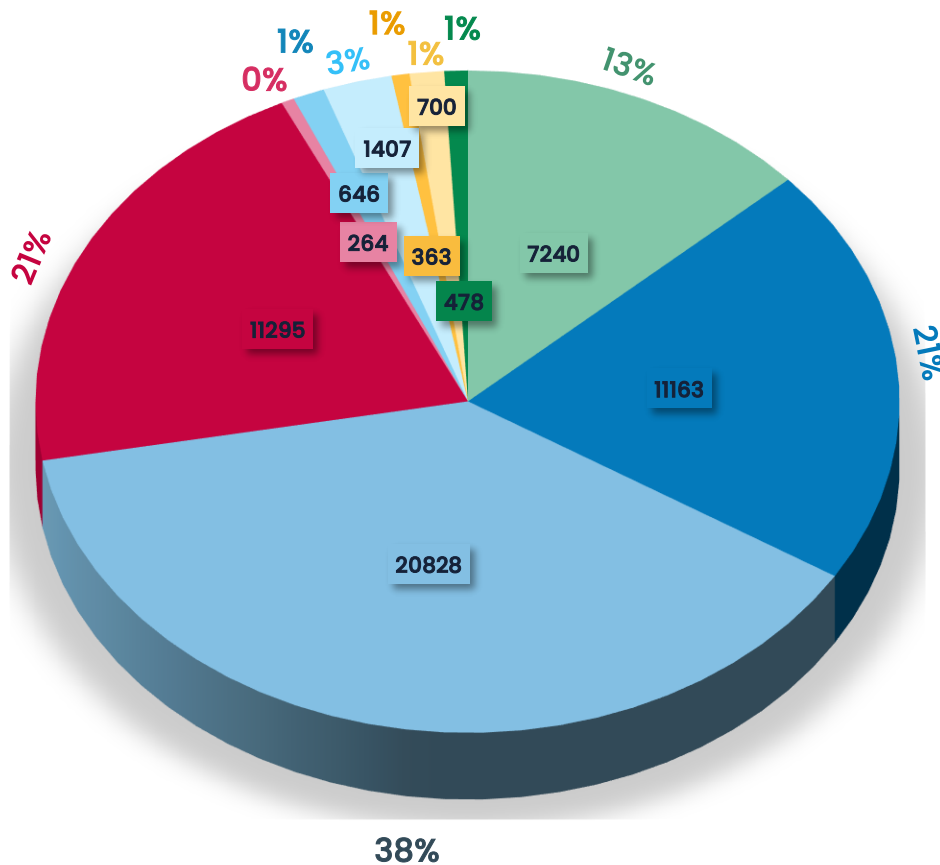


VIEWS TOTAL 3.255

- No to the deptunion
- Talk with Oßner: "Who is afraid of islam?"
- Florian Oßner MdB – balance 2017-2021 with outlook
- "Prime minister Dr. Markus Söder speaks for Florian Oßer..."
- About me and what i represent
- 2 – Talk with Oßner: "keep innovations,promote startups..."
- Diesel-ban
- Advertisement trailer – Talk with Oßner: "Who is afraid of islam..."
- 3- Talk with Oßner . "Afghnistan 2.0 – How does europes future..."
- Buget prioritises medicine, economy and family

RANKING 1 – 10/2021

IMPRESSIONS

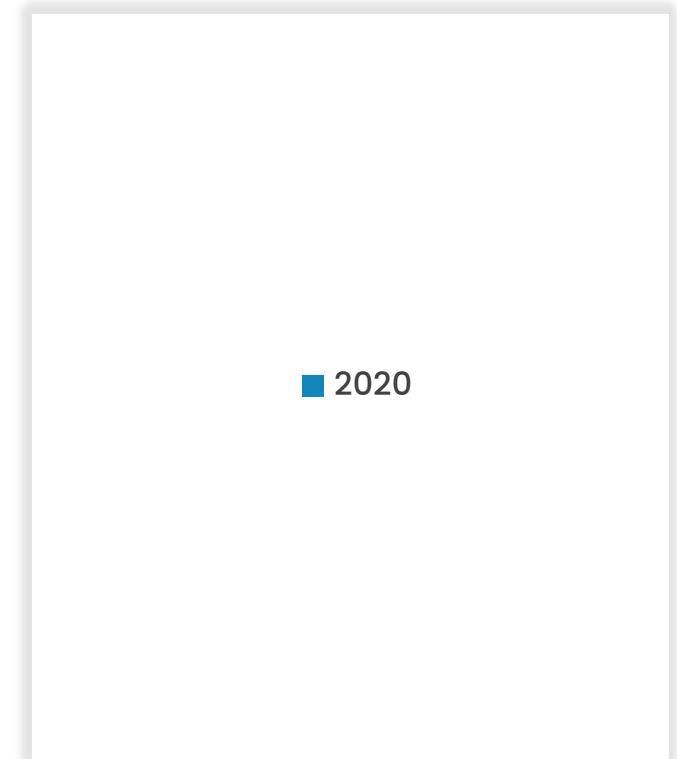
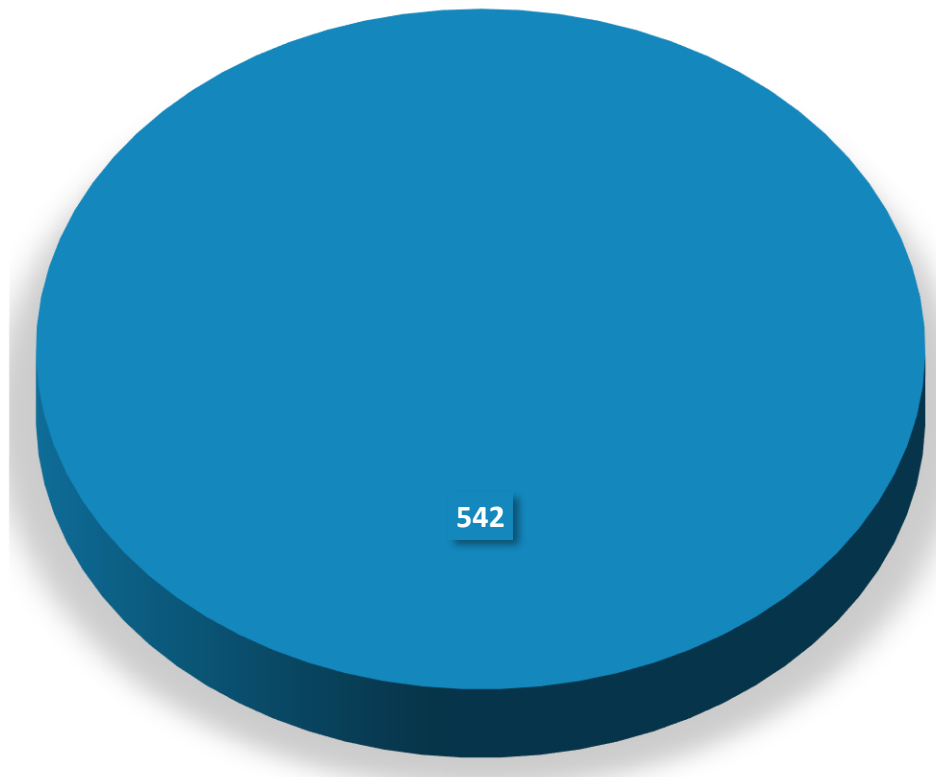


IMPRESSIONS TOTAL 92.145

- No to the deputation
- Talk with Oßner: “Who is afraid of islam?”
- Florian Oßner MdB – balance 2017–2021 with outlook
- “Prime minister Dr. Markus Söder speaks for Florian Oßer...”
- About me and what i represent
- 2 – Talk with Oßner: “keep innovations, promote startups...”
- Diesel-ban
- Advertisement trailer – Talk with Oßner: “Who is afraid of islam...”
- 3- Talk with Oßner . “Afghanistan 2.0 – How does europes future...”

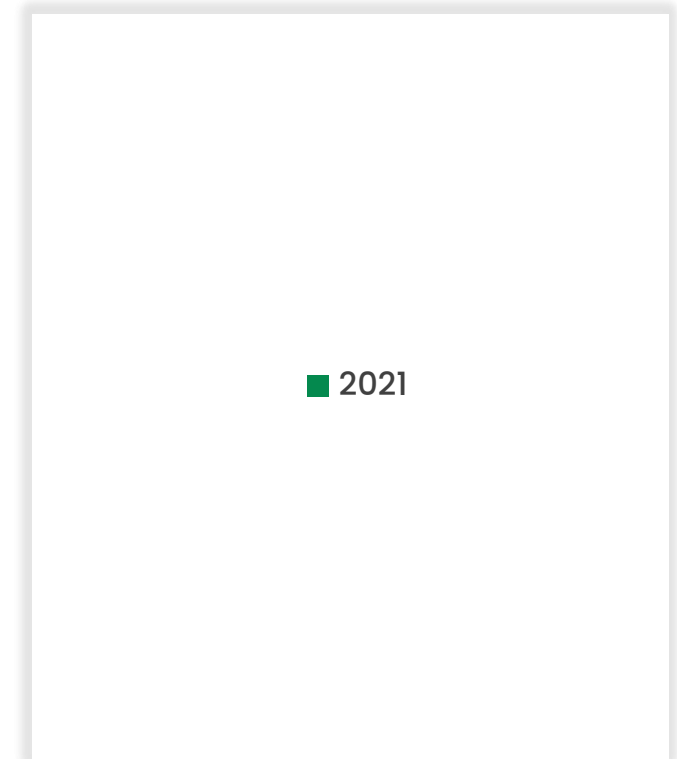
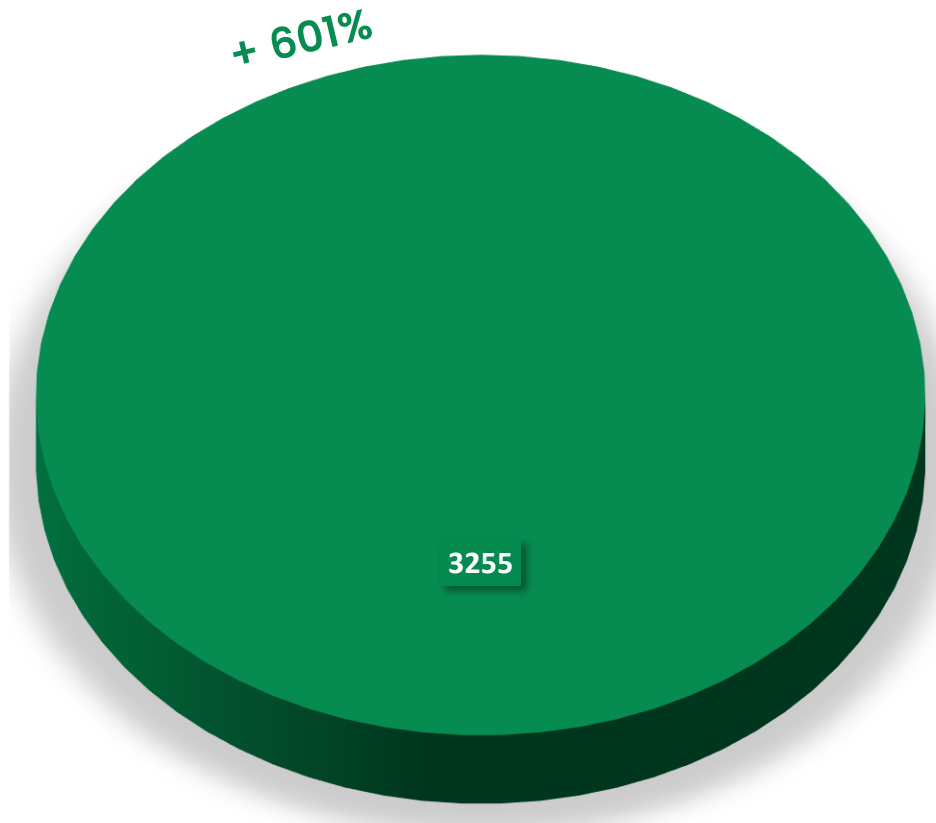
VIEWS TOTAL/2020

VIEWS



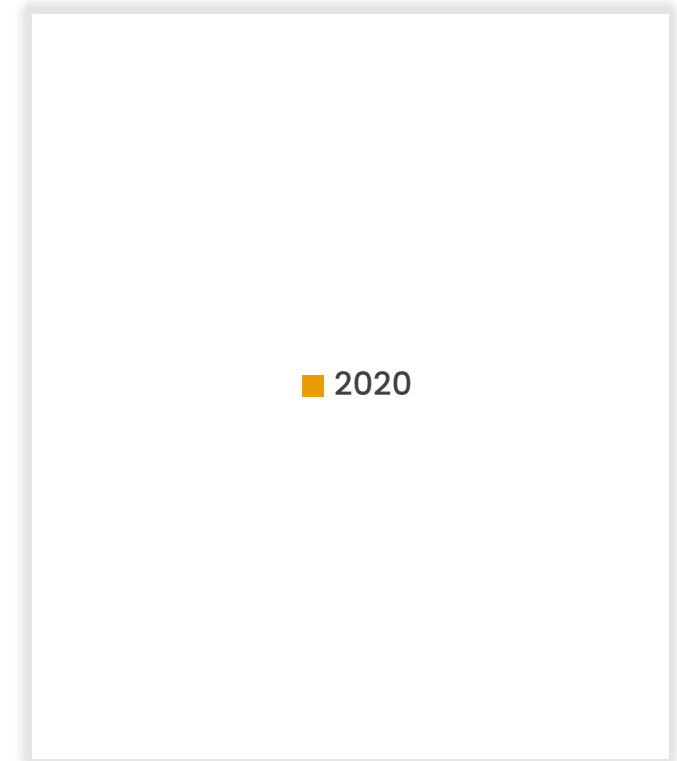
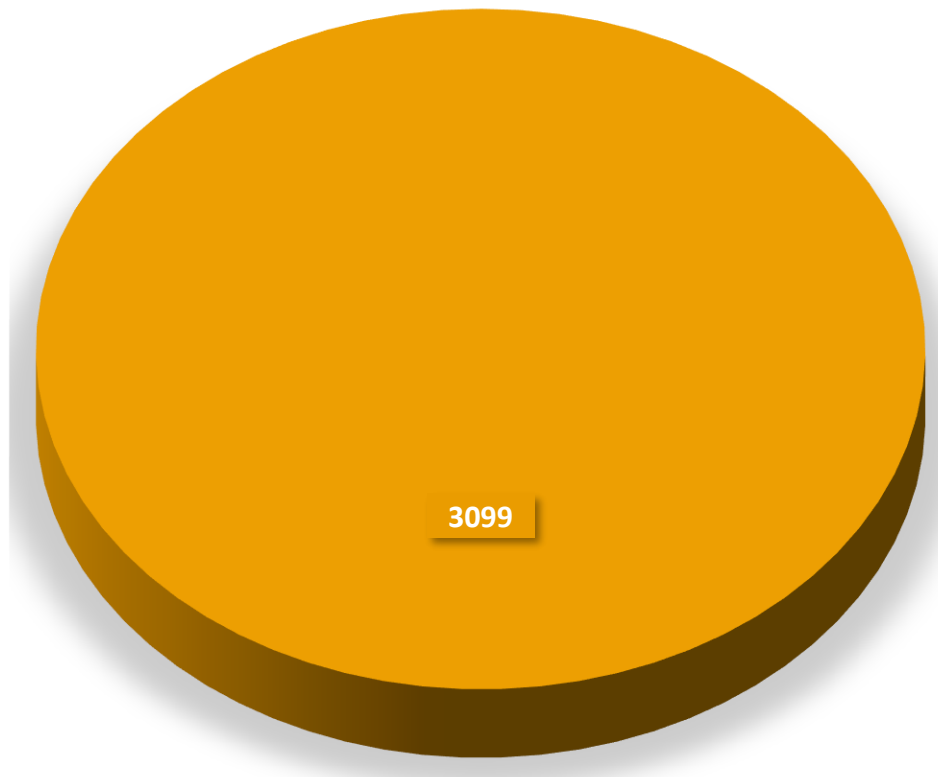
VIEWS TOTAL/2021

VIEWS



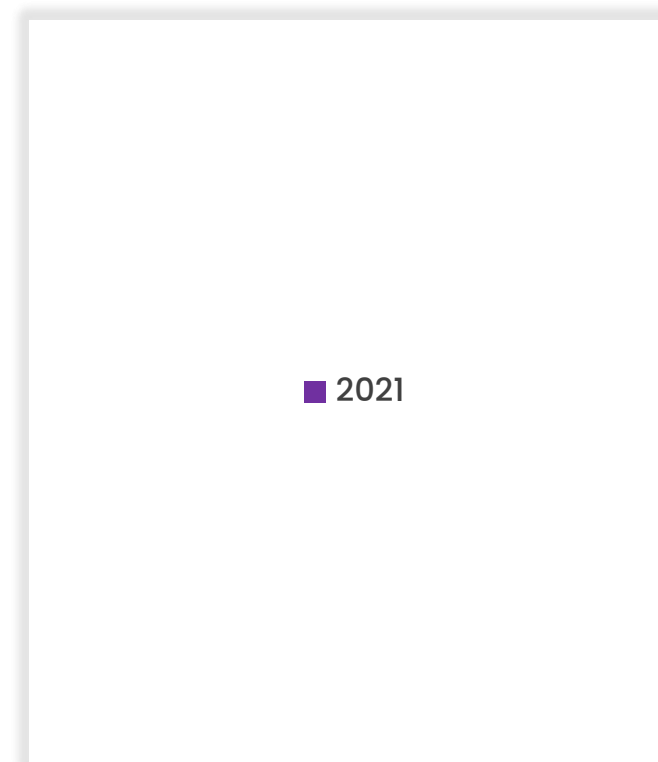
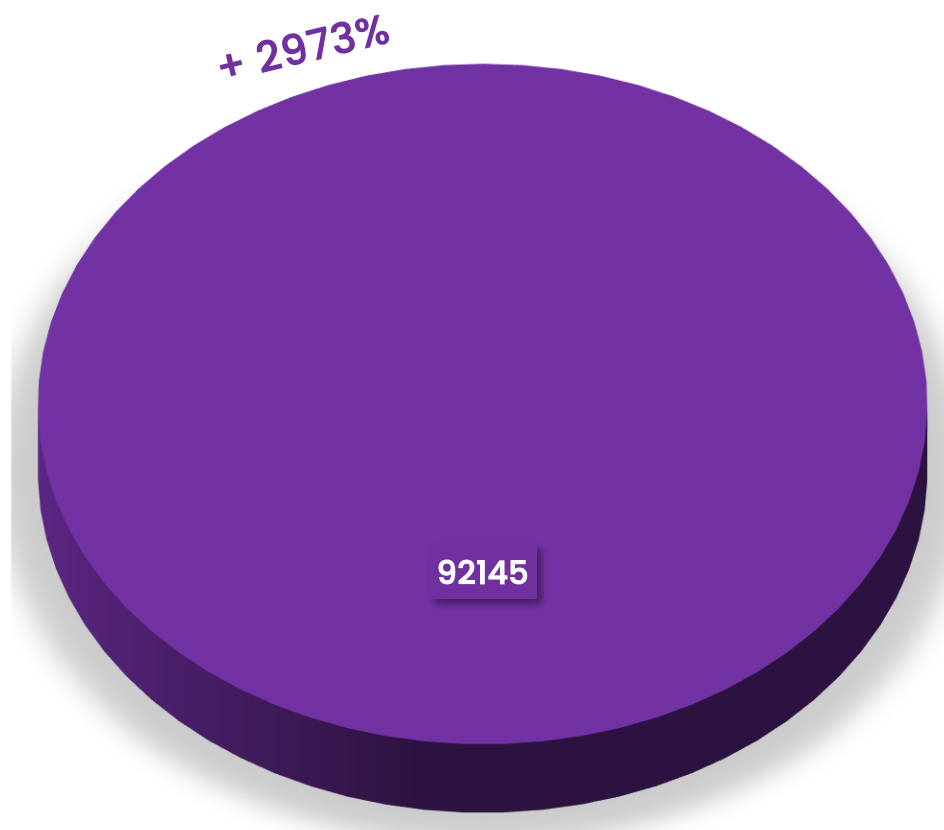
IMPRESSIONS TOTAL/2020

IMPRESSIONS



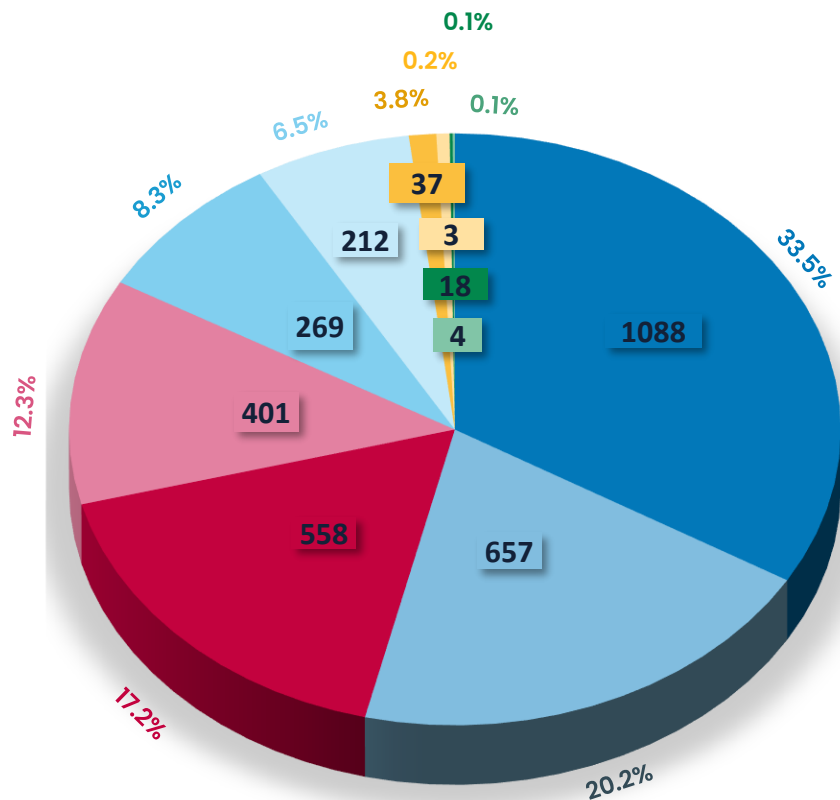
IMPRESSIONS TOTAL/2021

IMPRESSIONS



SOURCES OF ACCESS/2021

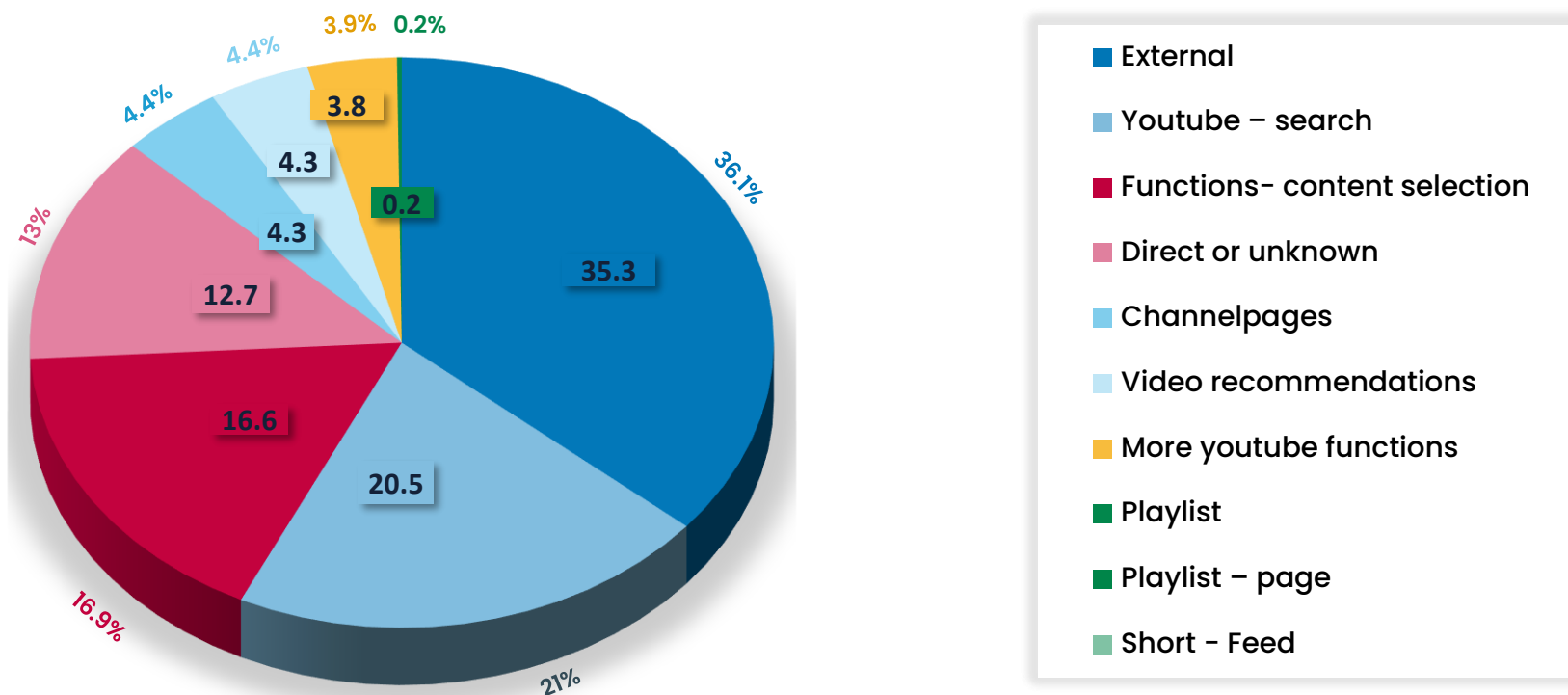
VIDEOS



- External
- Youtube - search
- Functions - content selection
- Direct or unknown
- Channelpages
- Video recommendations
- More youtube functions
- Playlist
- Playlist - page
- Short - Feed

REPLAY/2021

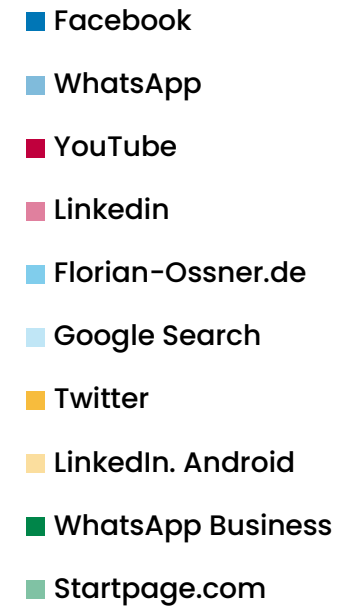
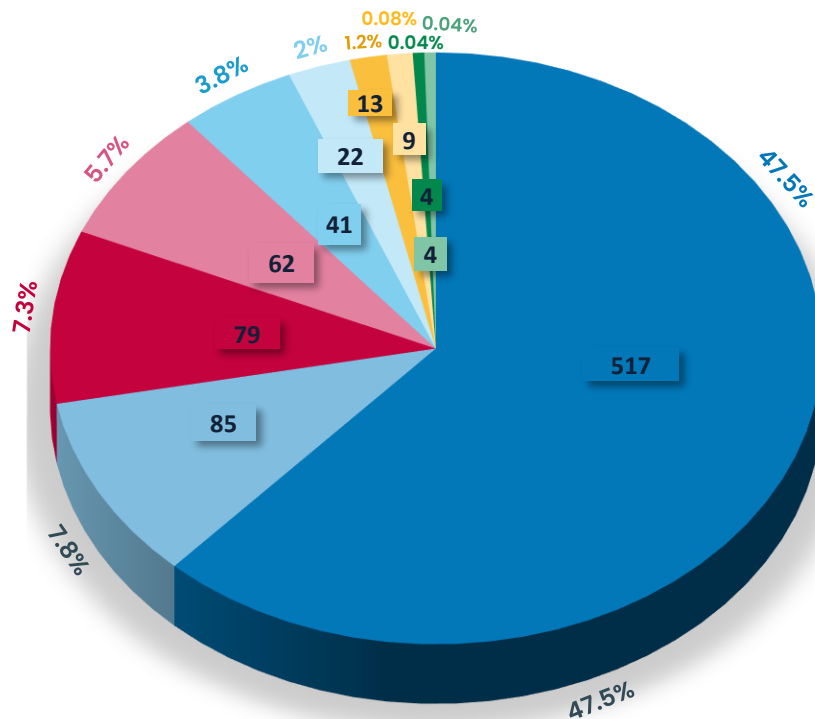
REPLAY TIME HOURS



SOURCES OF ACCESS EXTERN/2021

VIEWS

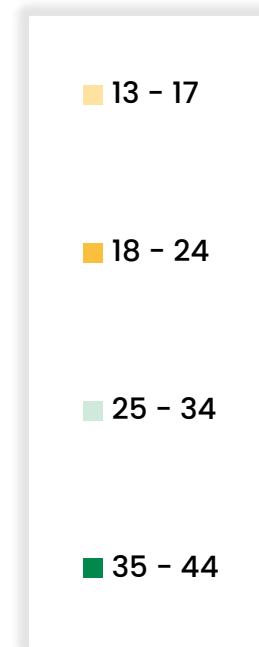
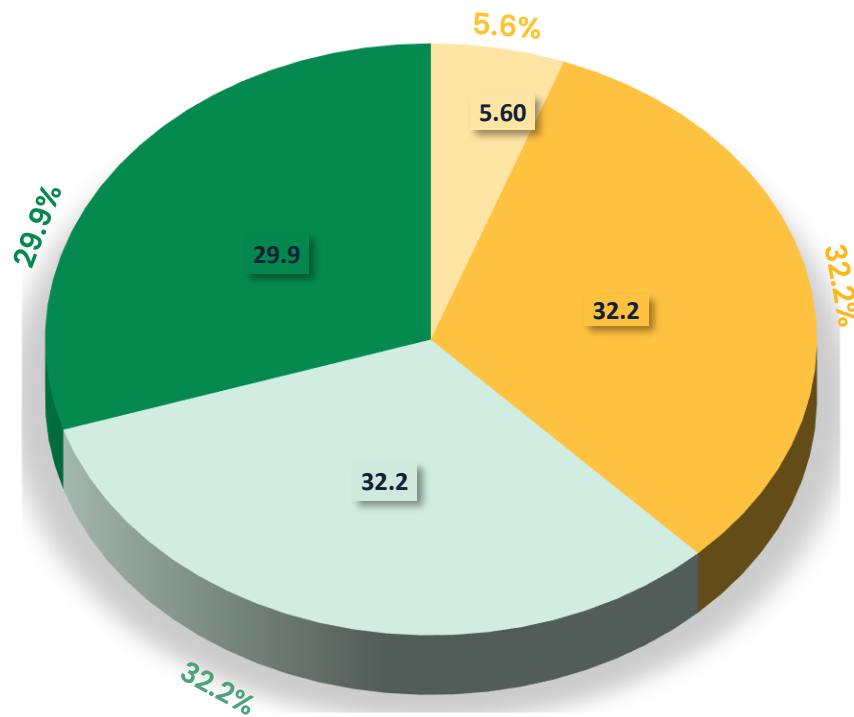
VIEWS TOTAL 1.088



AGE OF THE VIEWER/2021

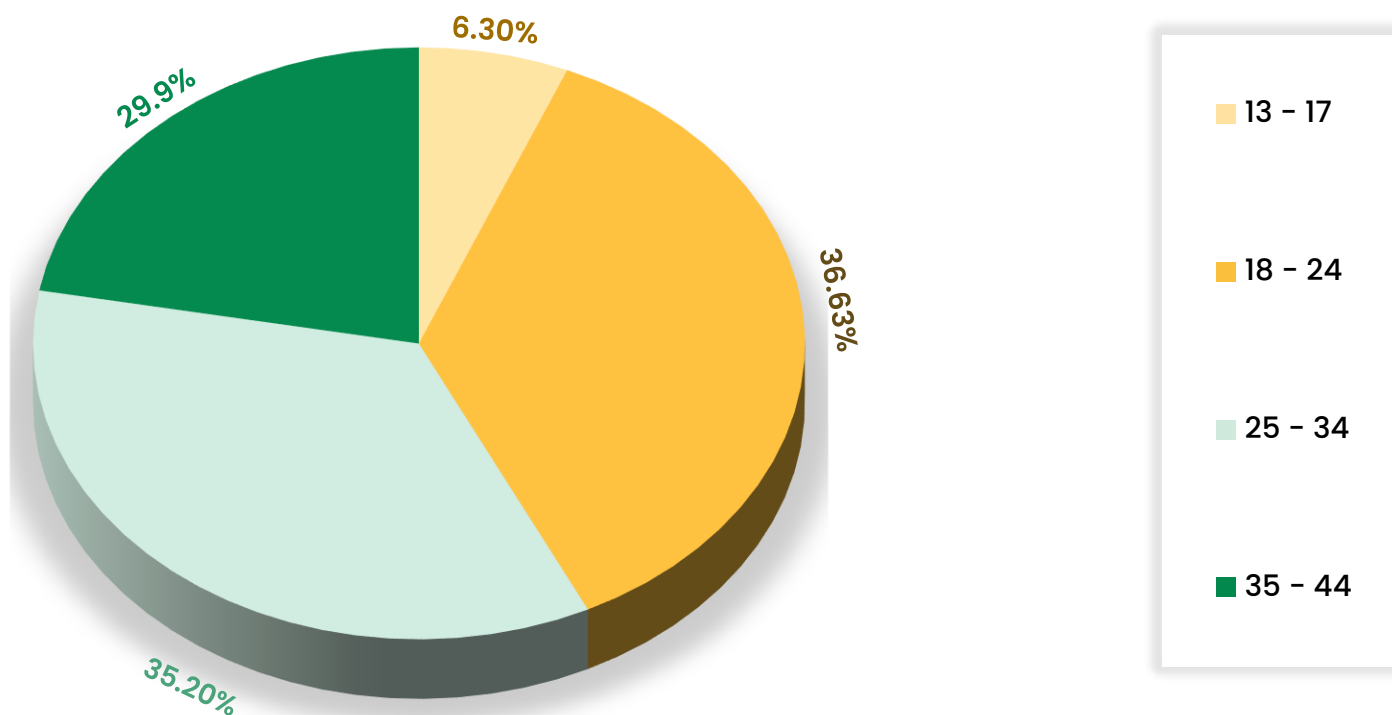
VIEWS

VIEWS TOTAL 1.088



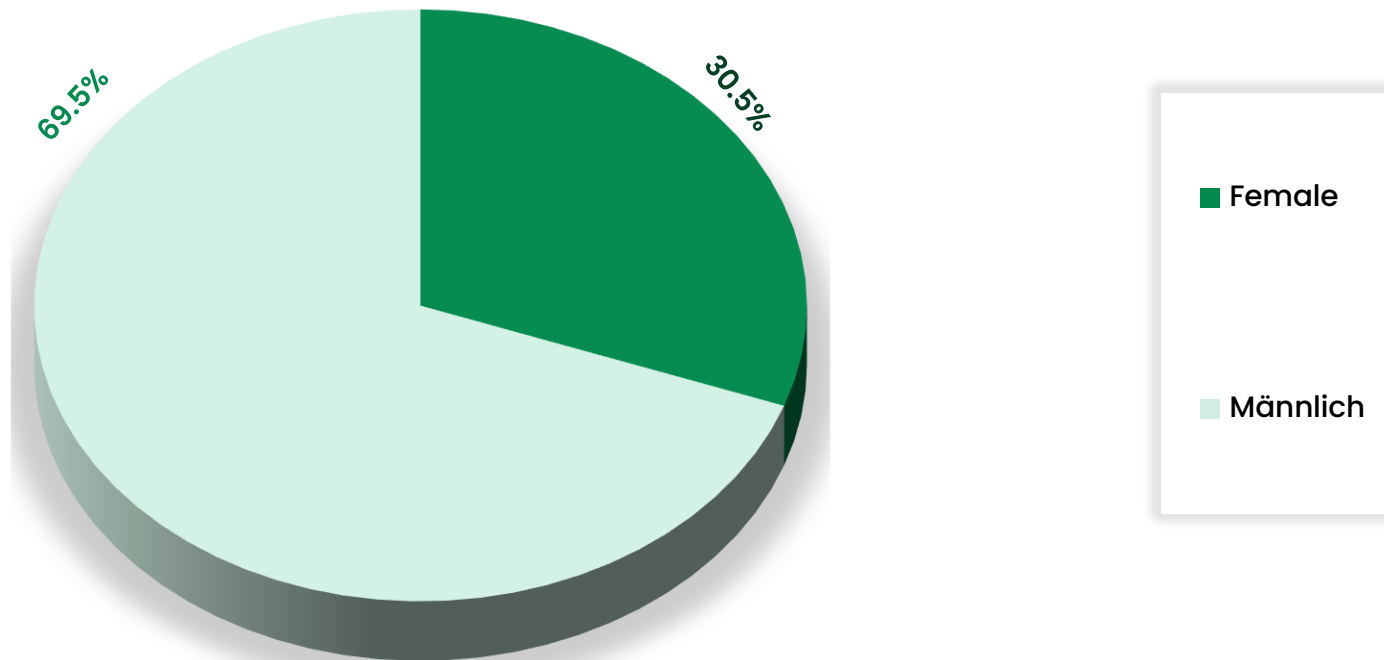
REPLAY TIME VIEWER/2021

REPLAY TIME



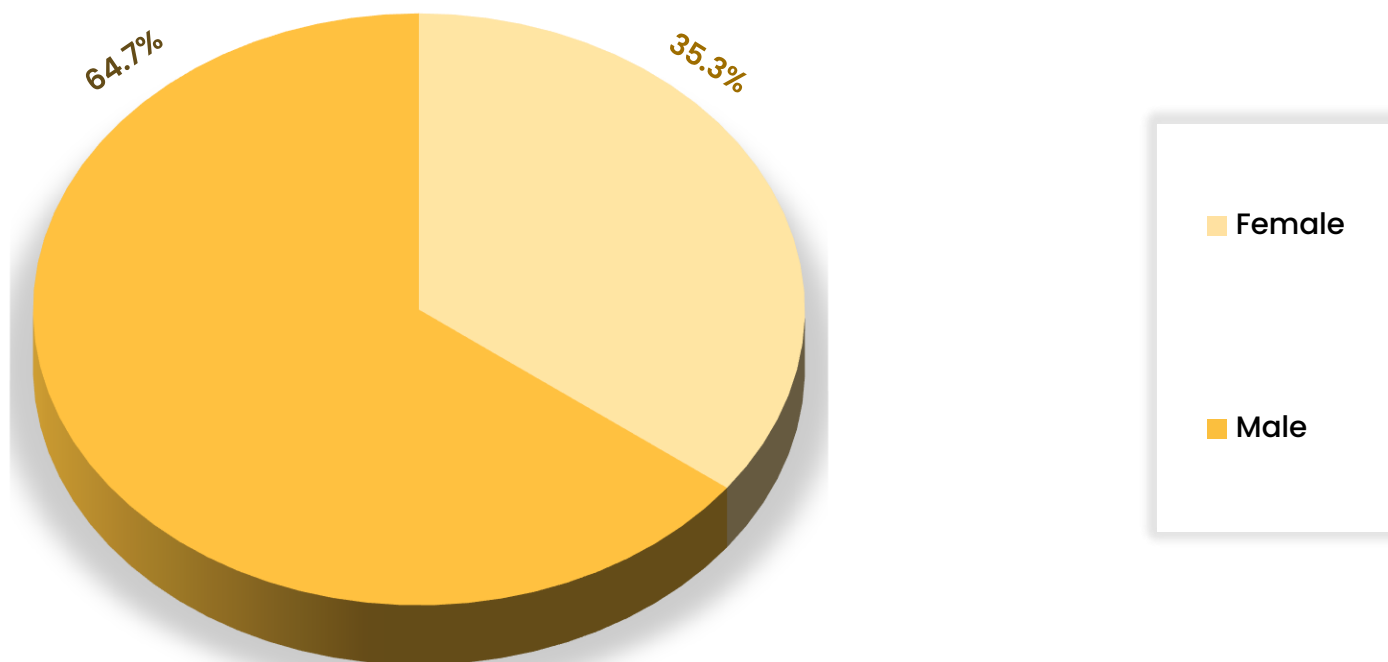
GENDER VIEWER/2021

VIEWS



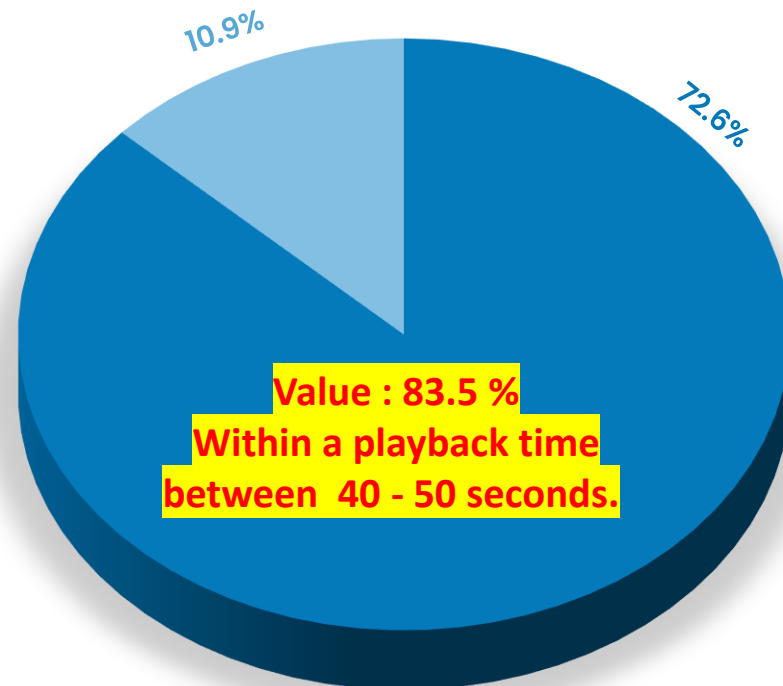
REPLAY TIME VIEWER/2021

REPLAY TIME HOURS



REPLAY TIME VIEWER/2021

AVERAGE REPLAY

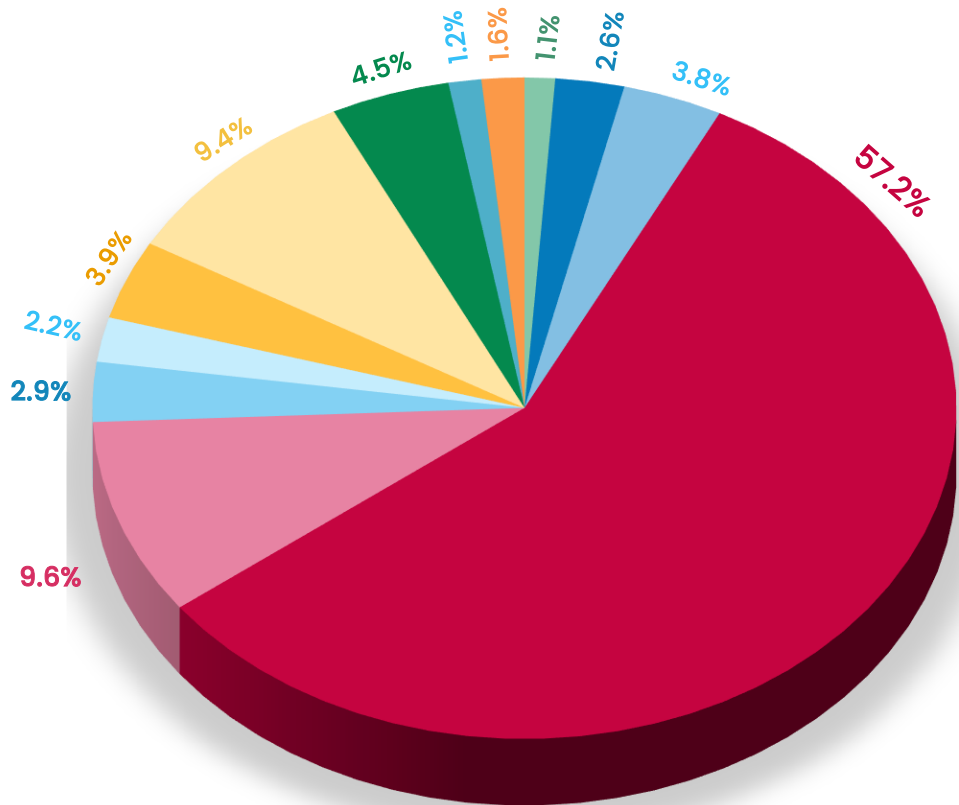


■ Female

■ Male

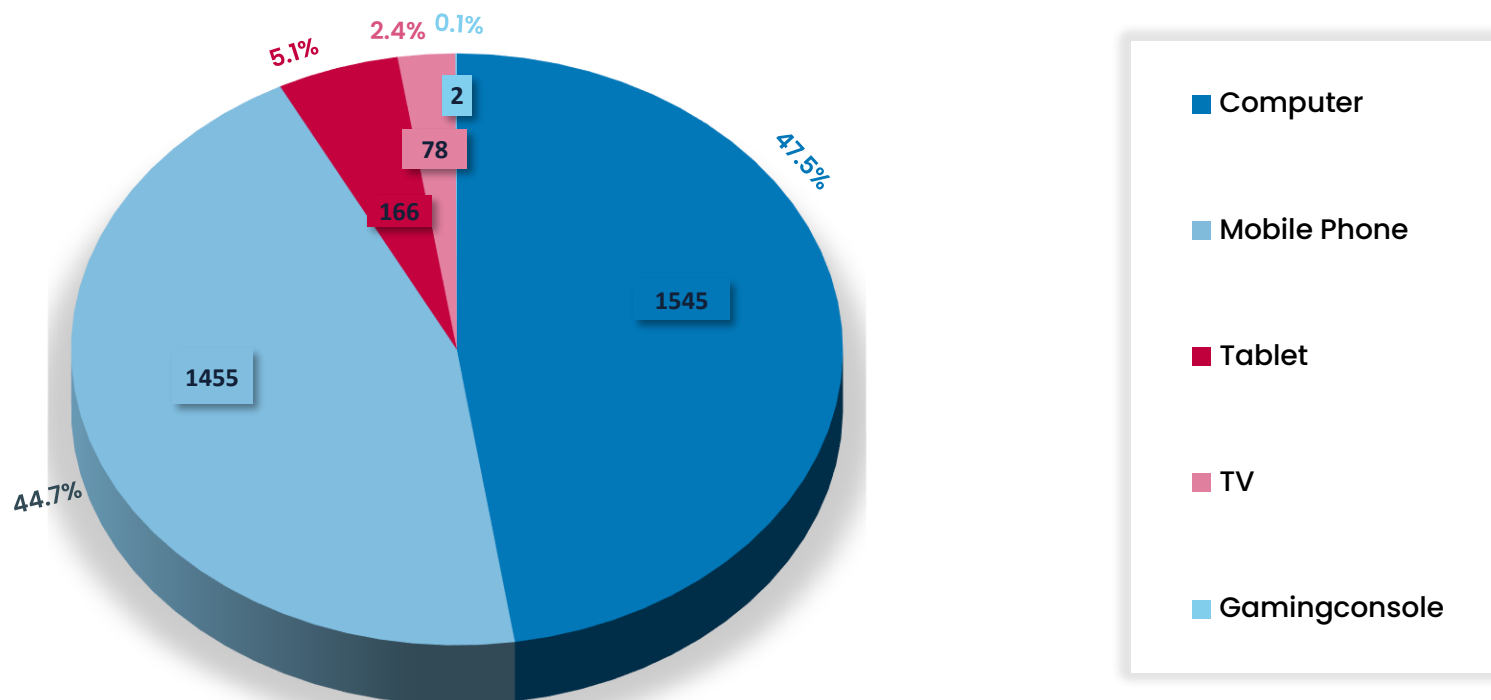
VIEWS BY MONTH/2021

VIEWS



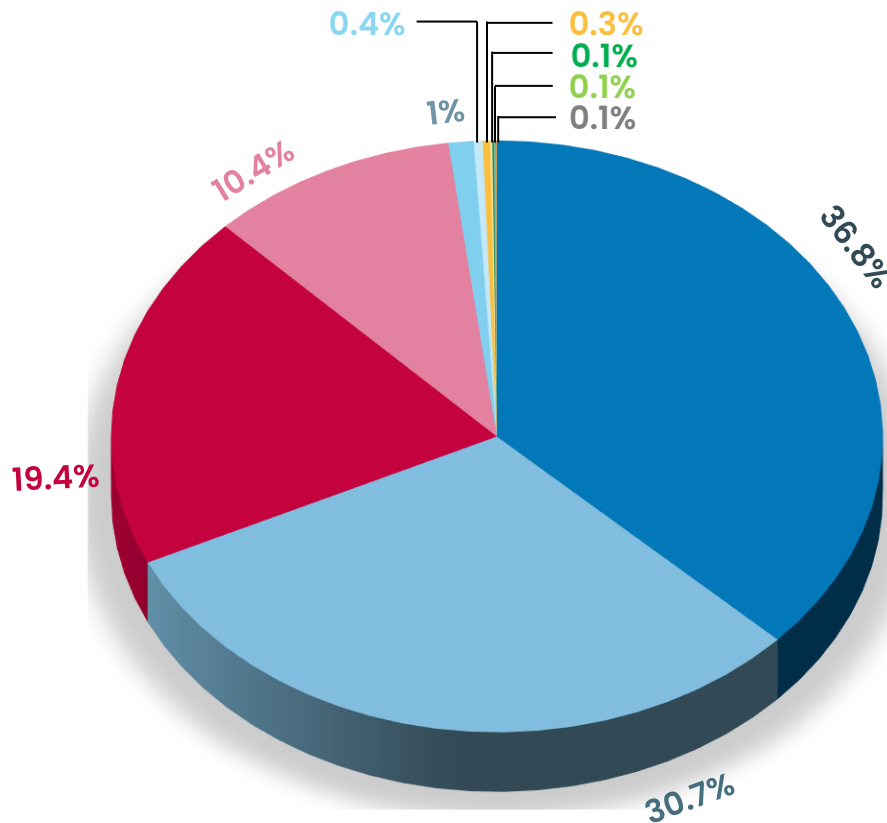
VIEWS BY TYPE OF DEVICE/2021

VIEWS



VIEWS BY OPERATING SYSTEM/2021

VIEWS



VIEWS TOTAL 3.255

- Windows
- Android
- iOS
- Macintosh
- Smart TV
- Amazon Fires OS
- Linux
- Apple tvOS
- Playstation
- WebOS
- Chromecast
- Chrome OS

VI. CONTENTS (01.01.2021 – 15.12.2021)

1. 4 + 4 x POLITTALKS – TALK SHOW FORMAT

POLITTALK 

TRAILER 

1. Who is afraid of the Islam, 60 minutes

POLITTALK 

2. Donia, Afghanistan, Integration - How are the women, 22 minutes

POLITTALK 

TRAILER 

3. Retain innovations, support start-ups, create global players, 70 minutes

POLITTALK 

TRAILER 

4. Afghanistan 2.0 - How does Europe's future look like, 68 minutes

VI. CONTENTS (01.01.2021 – 15.12.2021)

2. 3 x CITIZENTALK – DEBATE FORMAT ON SITE

1. Hops farmer Leonhard Berger –
how are the hops farmers doing?



2. Talk with Spahn – How necessary
is Spahn comprehensive medical
care in Germany and in the region?



3. Geier Transports –
The future of transport?



VI. CONTENTS (01.01.2021 – 15.12.2021)

3. 5 x HC TRAILER



1. About myself and what I stand for



2. About myself and what I stand for



3. About myself and what I stand for



4. About myself and what I stand for



5. About myself and what I stand for

VI. ANALYSIS

DEFINITIONS KPI YOUTUBE



Impressions:

Number of times the video thumbnail has been shown to viewers since the video was published, related to YouTube, e.g. on computers, TVs, game consoles, Android devices, iPhones & iPads... etc.



Impression click-through rate:

Views per impressions shown. The number of times viewers have watched a video after an impression has been displayed. This is used to calculate the click rate in relation to the impressions.



Views:







Total views of the video since publication.



Oannes Media Product Link 

POLITTALKFORMAT

WHO IS AFRAID OF THE ISLAM?

 <p>IMPRESSIONS 11.163</p>	 <p>DURATION 63 Minutes</p>	 <p>AVERAGE REPLAY TIME 6.8 %</p>	 <p>AVERAGE REPLAY TIME 4:25 Minutes</p>	 <p>CLICKRATE IMPRESSIONS 2.34 %</p>	 <p>IEWS 260</p>
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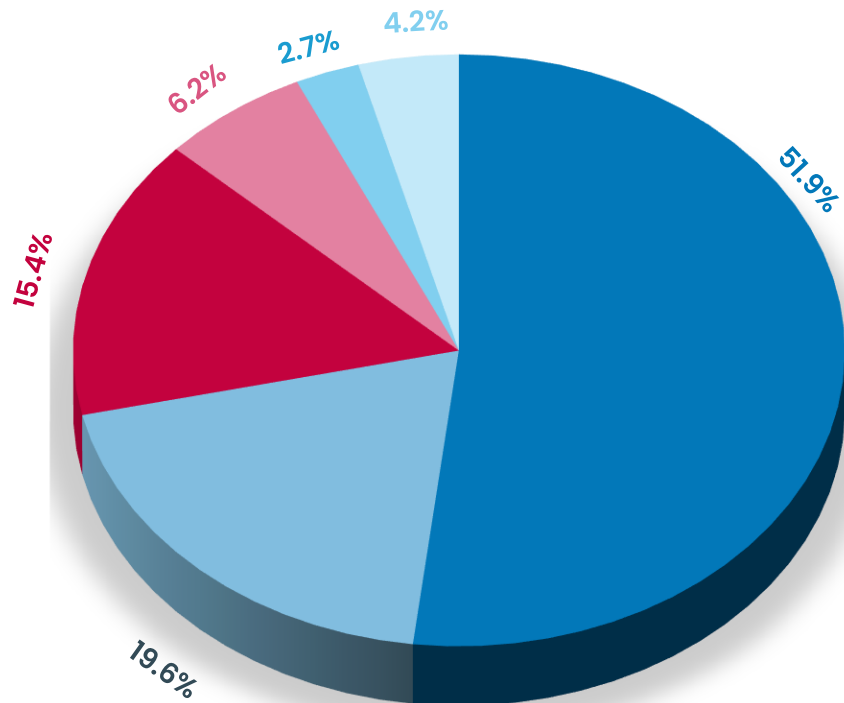
POLITTALK



TRAILER

WHO IS AFRAID ISLAM ?

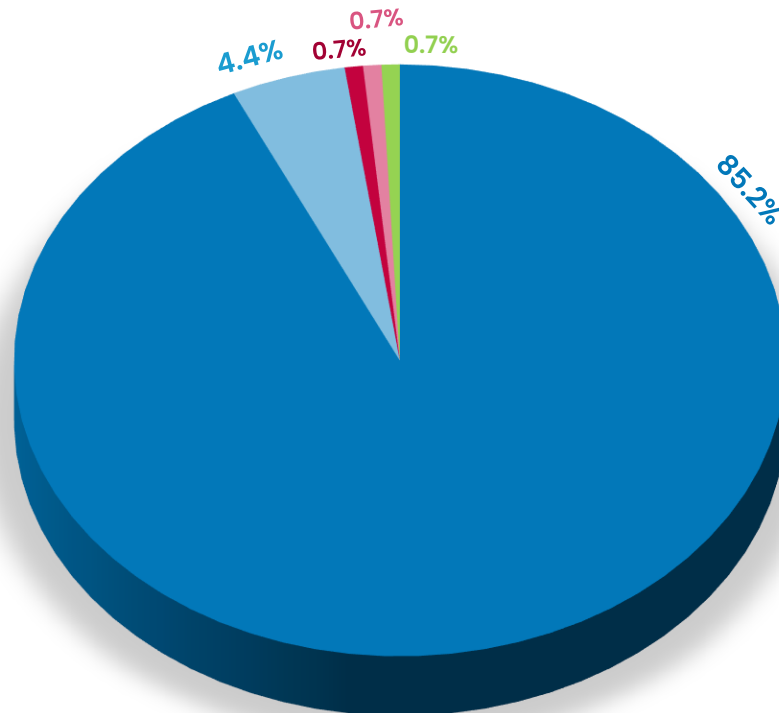
SOURCES



- External
- Direct or unknown
- Content selection
- Youtube search
- Channel pages
- Other

WHO IS AFRAID ISLAM ?

EXTERNAL









- Facebook
- WhatsApp
- Google Search
- dueckduckgo.com
- LinkedIn



Oannes Media Product Link
POLITTALKFORMAT 

RETAIN INNOVATIONS, SUPPORT START-UPS, CREATE GLOBAL PLAYERS

 <p>IMPRESSIONS 646</p>	 <p>DURATION 70 Minutes</p>	 <p>AVERAGE REPLAY TIME 5.7 %</p>	 <p>AVERAGE REPLAY TIME 4:29 Minutes</p>	 <p>CLICKRATE IMPRESSIONS 23.07 %</p>	 <p>VIEWS 149</p>
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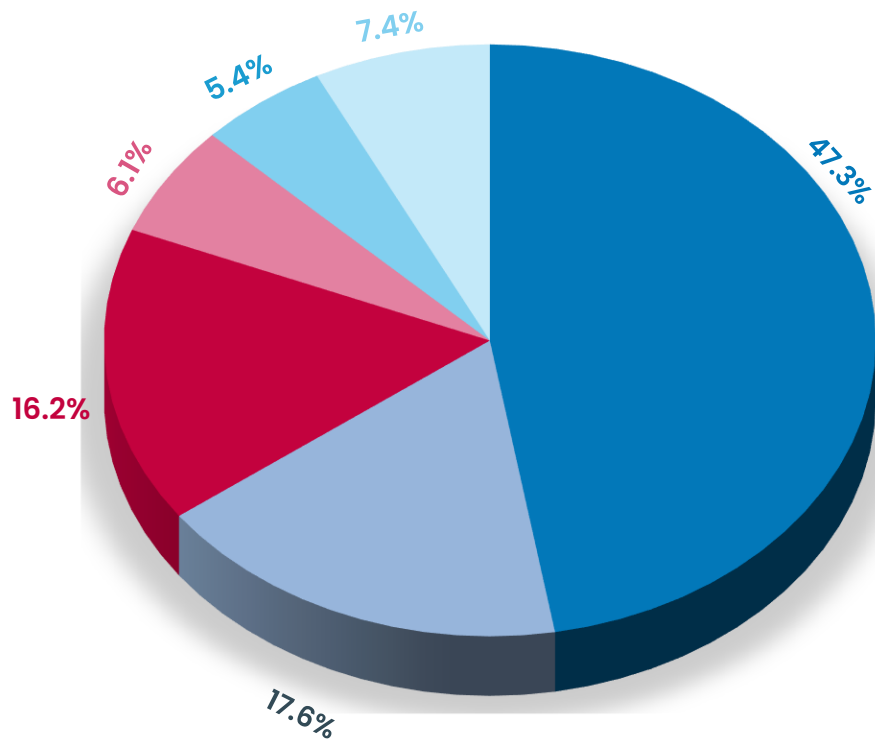
POLITTALK



TRAILER

RETAIN INNOVATIONS, SUPPORT START-UPS, CREATE GLOBAL PLAYERS

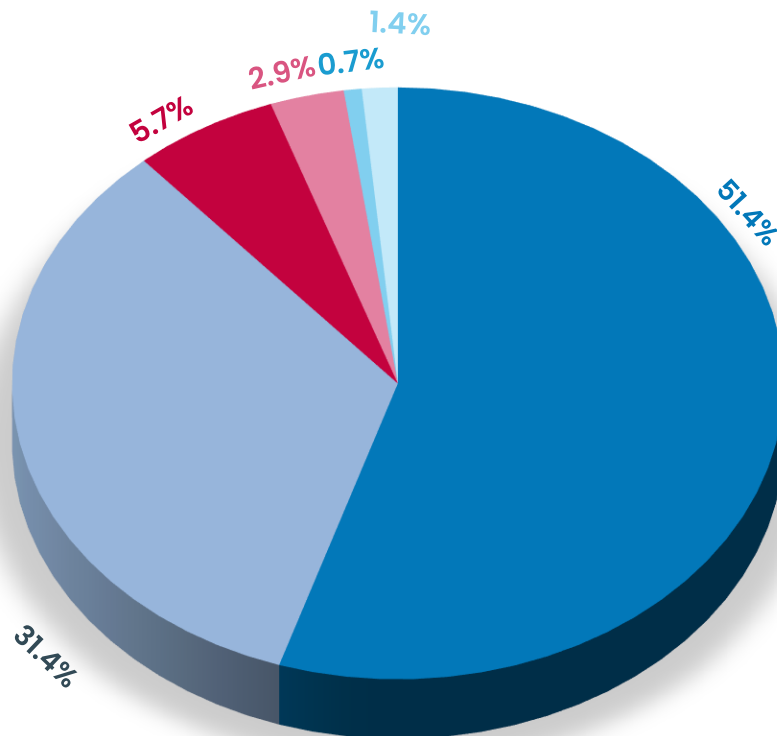
SOURCE



- External
- Direct or unknown
- Content selection
- Youtube search
- Channel pages
- Other

RETAIN INNOVATIONS, SUPPORT START-UPS, CREATE GLOBAL PLAYERS

EXTERNAL

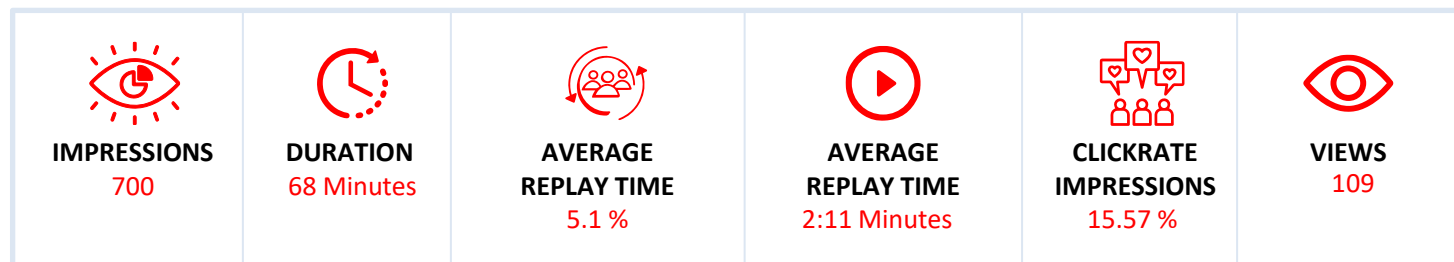


- LinkedIn
- WhatsApp
- Facebook
- LinkedIn
- LinkedIn
- Google Search



Oannes Media Product Link
POLITTALKFORMAT 

AFGHANISTAN 2.0 – HOW DOES EUROPE'S FUTURE LOOK LIKE



POLITTALK

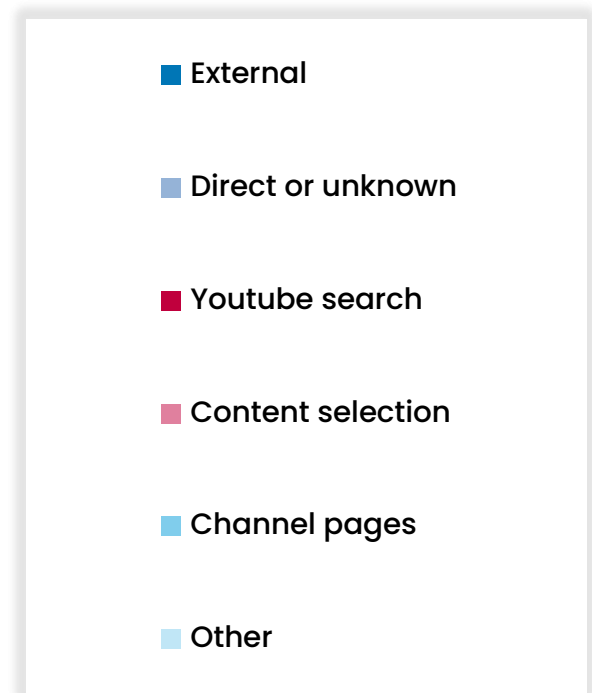
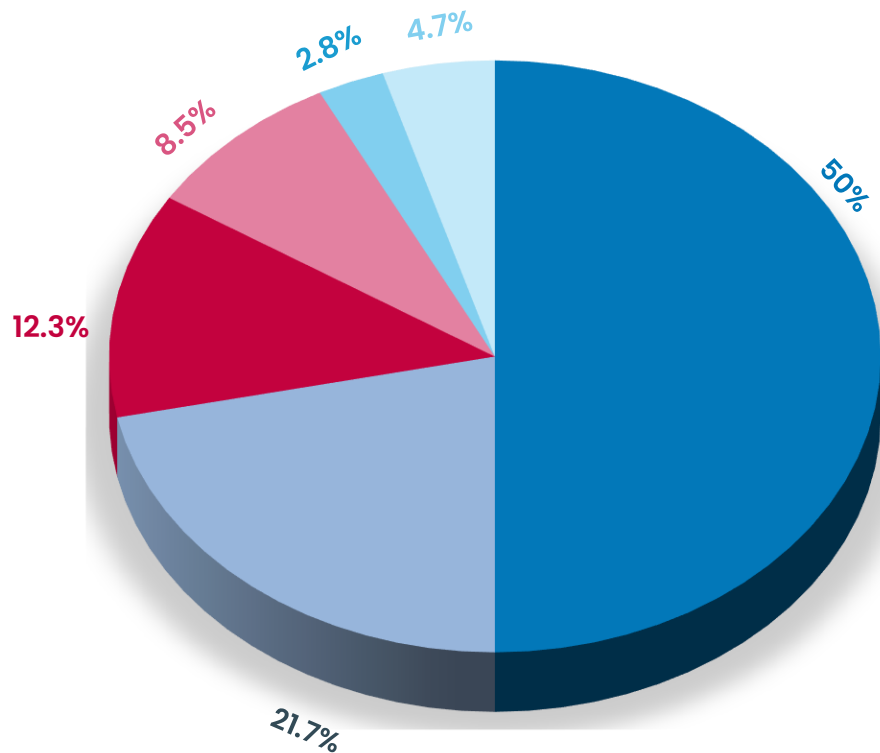


TRAILER



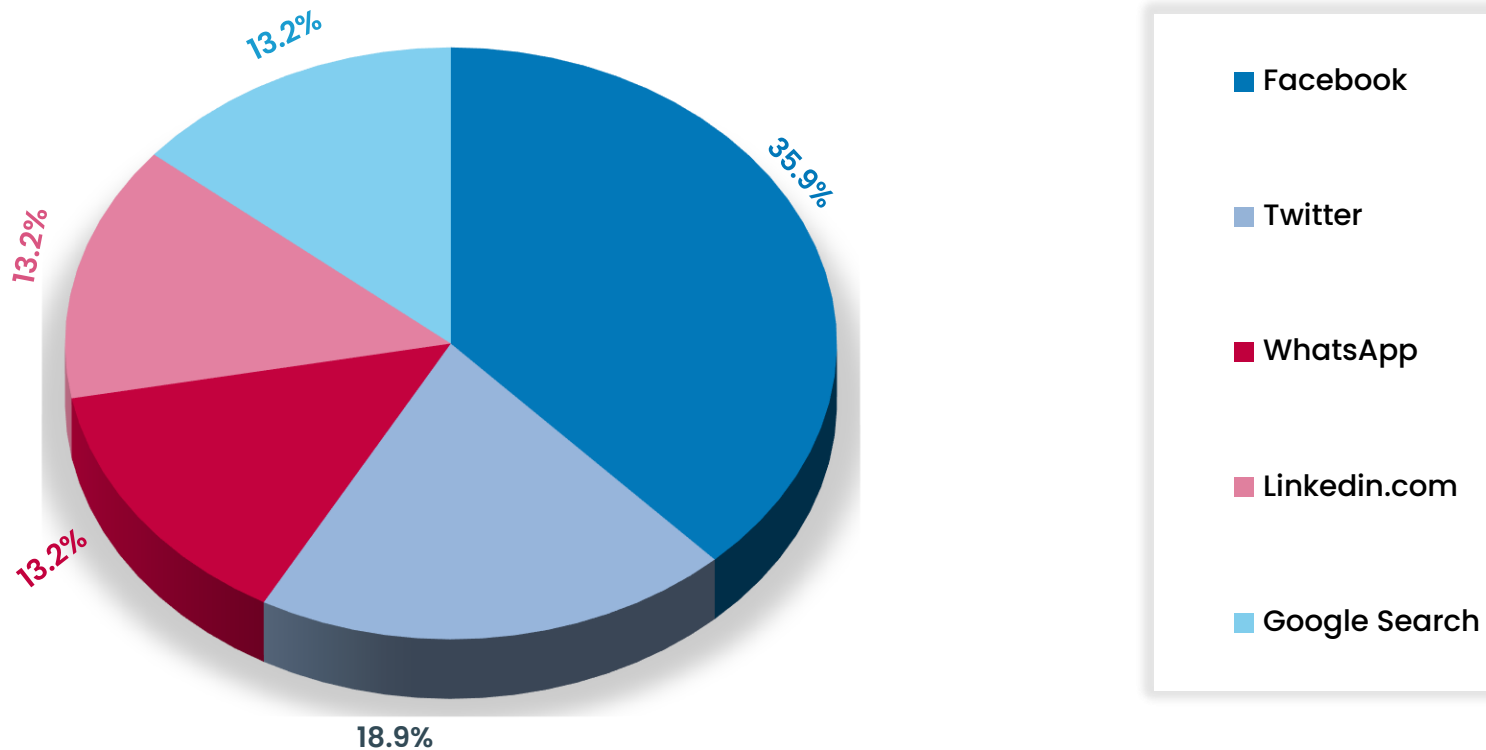
AFGHANISTAN 2.0 – HOW DOES EUROPE'S FUTURE LOOK LIKE?

SOURCE



AFGHANISTAN 2.0 – HOW DOES EUROPE'S FUTURE LOOK LIKE?







EXTERNAL





Oannes Media Product Link  **POLITTALKFORMAT**

DONIA: AFGHANISTAN, INTEGRATION – HOW ARE THE WOMEN DOING ?

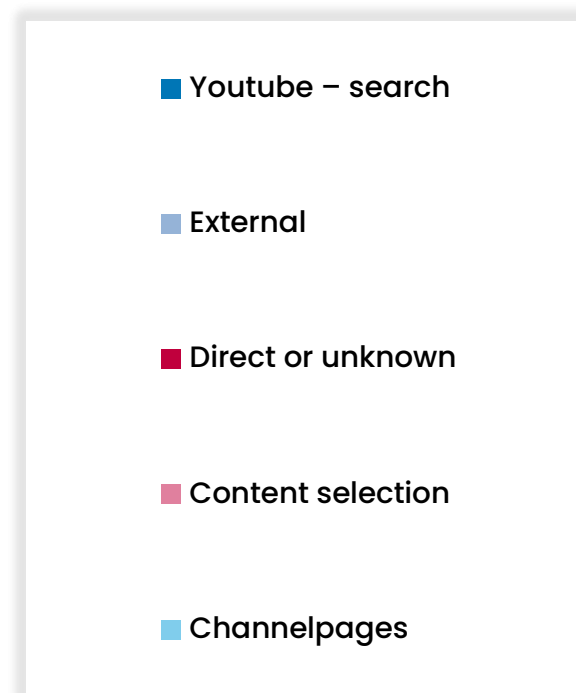
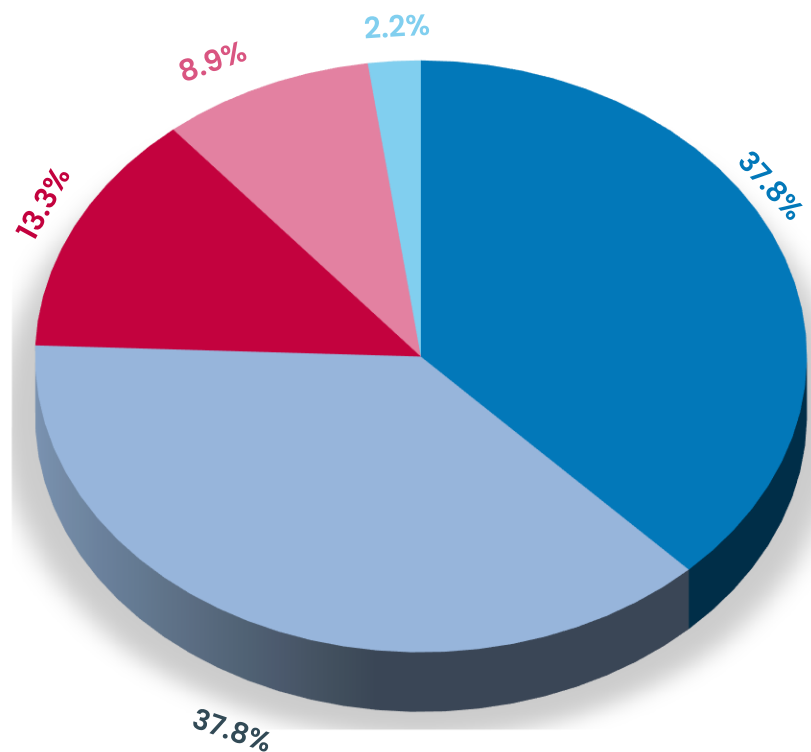
 <p>IMPRESSIONs 307</p>	 <p>DURATION 68 Minutes</p>	 <p>AVERAGE REPLAY TIME 12.0 %</p>	 <p>AVERAGE REPLAY TIME 4:16 Minutes</p>	 <p>CLICKRATE IMPRESSIONS 14.66 %</p>	 <p>VIEWS 45</p>
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POLITTALK

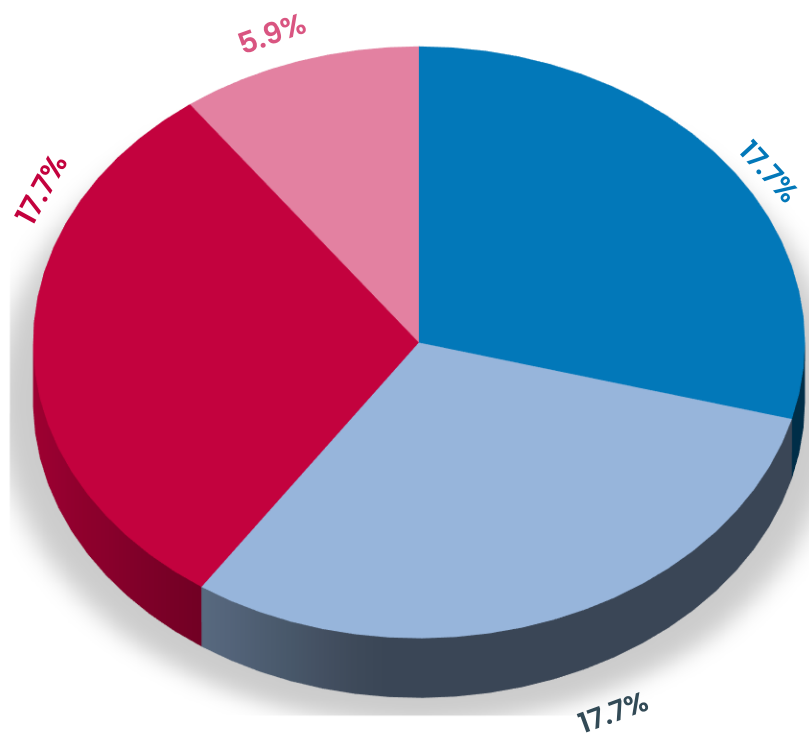
DONIA: AFGHANISTAN, INTEGRATION – HOW ARE THE WOMEN ?

SOURCE



DONIA: AFGHANISTAN, INTEGRATION – HOW ARE THE WOMEN ?

EXTERNAL



- WhatsApp
- LinkeidIn. Android
- LinkedIn.com
- Google Search
- whatapp.com









Bürgertalk: Geier Transporte –
Wie geht es weiter mit dem Transportwesen?



Oannes Media Product Link
INTERVIEWFORMAT 

GEIER TRANSPORTE – WHAT IS THE FUTURE OF TRANSPORT?

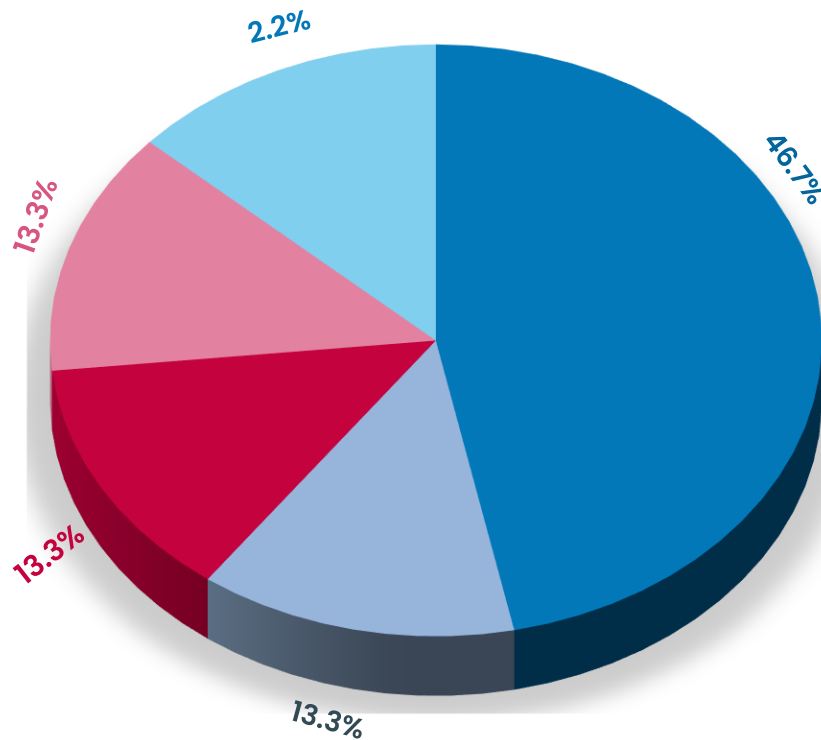
 <p>IMPRESSIONS 211</p>	 <p>DURATION 14 Minutes</p>	 <p>AVERAGE REPLAY TIME 11.9 %</p>	 <p>AVERAGE REPLAY TIME 4:27 Minutes</p>	 <p>CLICKRATE IMPRESSIONS 7.58 %</p>	 <p>VIEWS 16</p>
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CITIZENTALK

GEIER TRANSPORTE – WHAT IS THE FUTURE OF TRANSPORT?

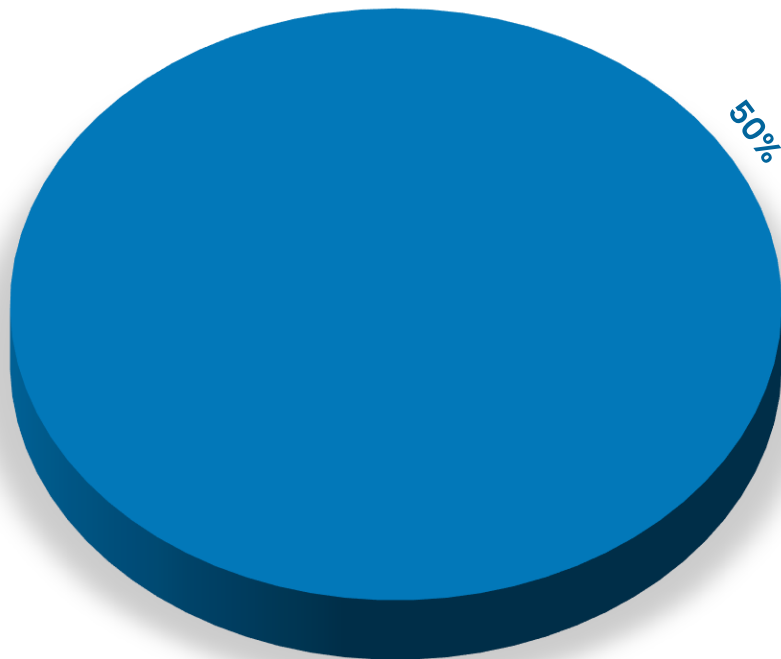
SOURCE



- Youtube - search
- Direct or unknown
- Content selection
- Channelpages
- External

GEIER TRANSPORTE – WHAT IS THE FUTURE OF TRANSPORT?

EXTERNAL









■ WhatsApp

■ whatsapp.com



Oannes Media Product Link
INTERVIEWFORMAT 

HOW NECESSARY IS COMPREHENSIVE MEDICAL CARE IN GERMANY AND IN THE REGION ?

 <p>IMPRESSIONS 15.177</p>	 <p>DURATION 44Minutess</p>	 <p>AVERAGE REPLAY TIME 2.6 %</p>	 <p>AVERAGE REPLAY TIME 1:40 Minutes</p>	 <p>CLICKRATE IMPRESSIONS 0.17 %</p>	 <p>VEWS 25</p>
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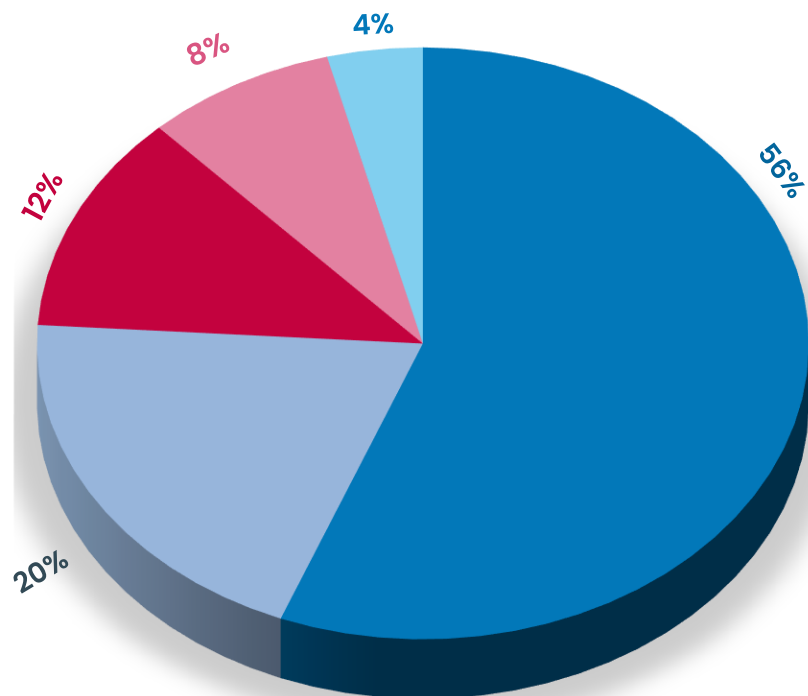
CITIZENTALK

PRODUKTION CSU
CSU 



HOW NECESSARY IS COMPREHENSIVE MEDICAL CARE IN GERMANY AND IN THE REGION ?

SOURCE



■ Youtube - search

■ Channelpages

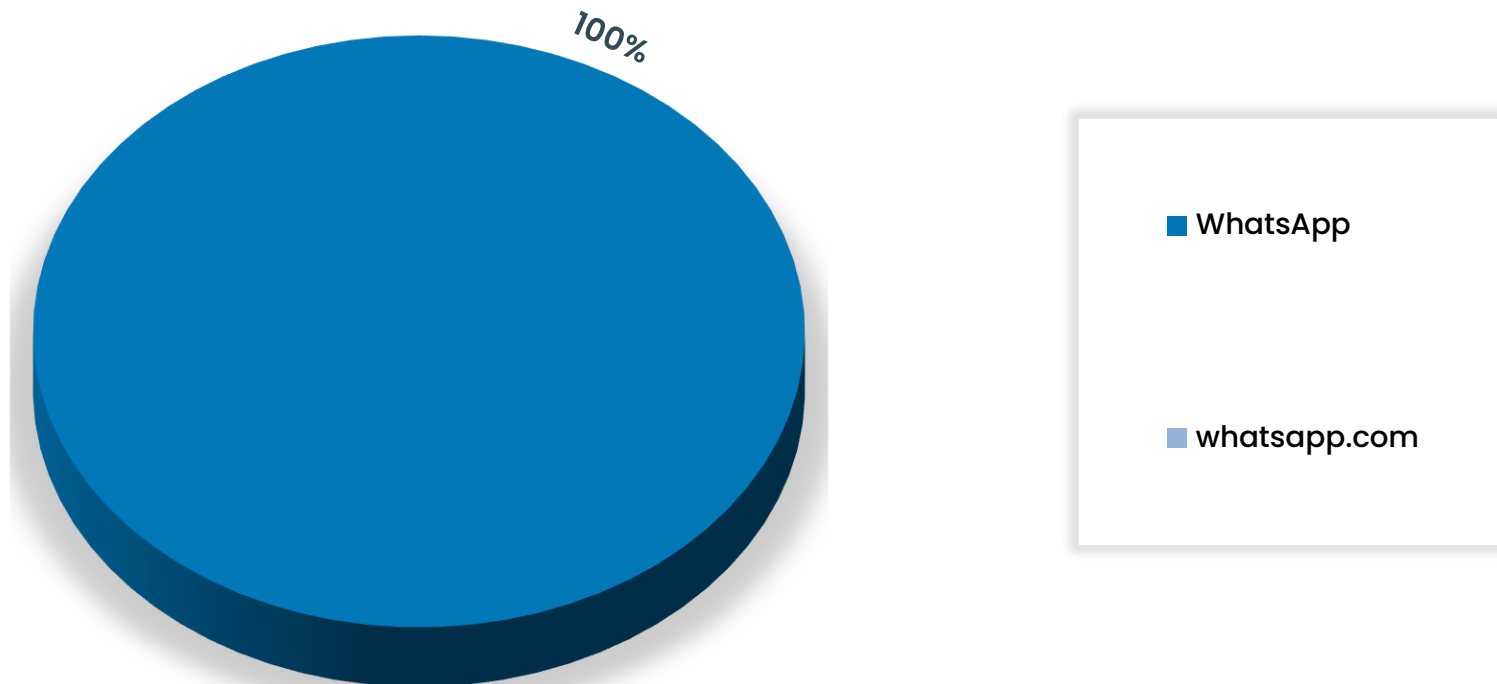
■ Content selection

■ External

■ Direct or unknown

HOW NECESSARY IS COMPREHENSIVE MEDICAL CARE IN GERMANY AND IN THE REGION ?







EXTERNAL





Oannes Media Product Link
INTERVIEWFORMAT

CITIZEN'S TALK WITH OßNER: "HOP FARMER LEONHARD BERGER – HOW ARE THE HOP FARMERS DOING ?"

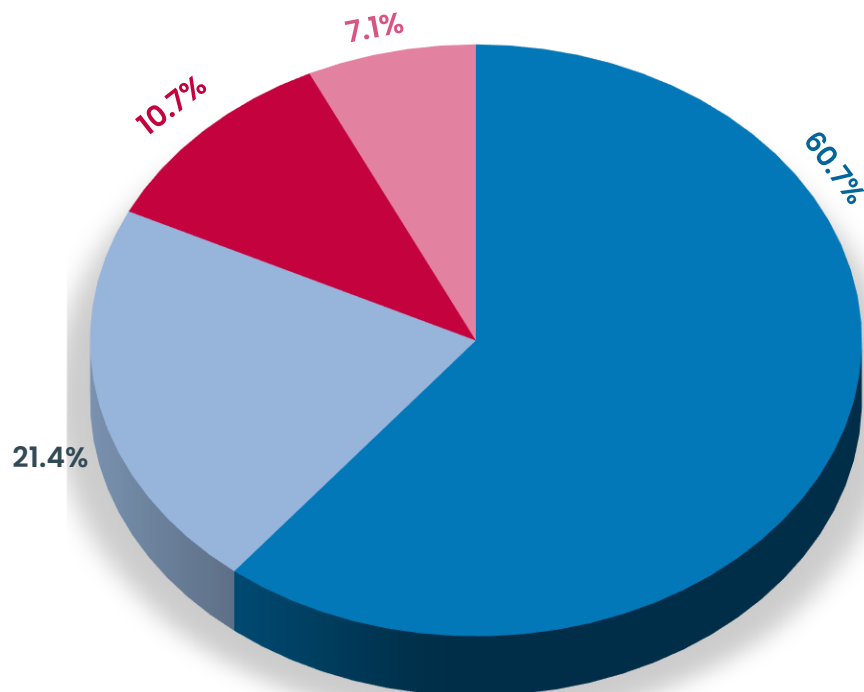
 <p>IMPRESSIONS 12.987</p>	 <p>DURATION 8 Minutes</p>	 <p>AVERAGE REPLAY TIME 25.8 %</p>	 <p>AVERAGE REPLAY TIME 3:17 Minutes</p>	 <p>CLICKRATE IMPRESSIONS 0.22 %</p>	 <p>VIEWS 28</p>
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CITIZENTALK

CITIZEN'S TALK WITH OßNER: "HOP FARMER LEONHARD BERGER – HOW ARE THE HOP FARMERS DOING?"

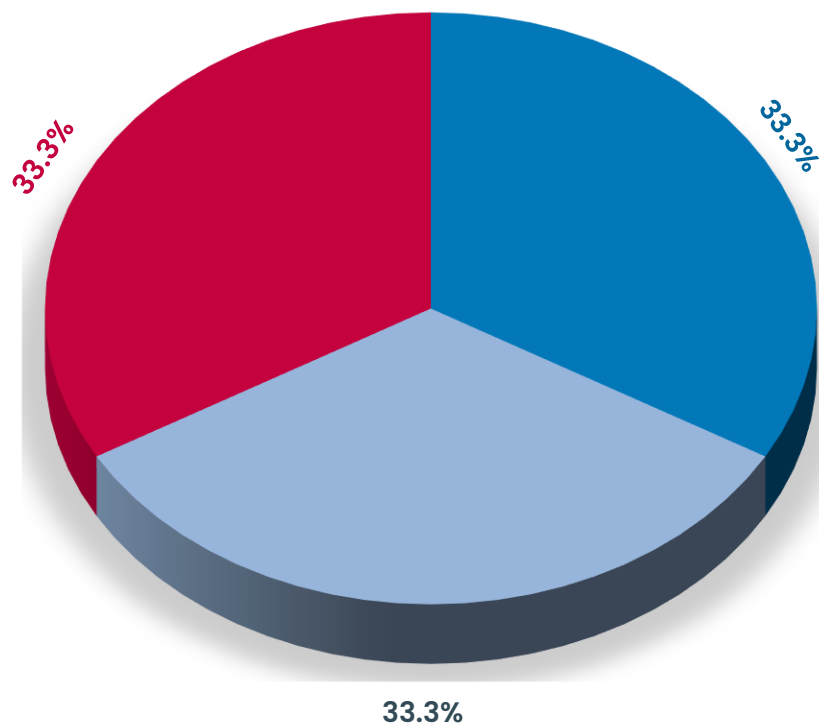
SOURCE



- Youtube search
- External
- Channelpages
- Content selection
- Direct or unknown

CITIZEN'S TALK WITH OßNER: "HOP FARMER LEONHARD BERGER – HOW ARE THE HOP FARMERS DOING?"

EXTERNAL



■ Google Search

■ WhatsApp

■ YouTube







■ whatsapp.com



Optimized for



ABOUT MYSELF AND WHAT I STAND FOR

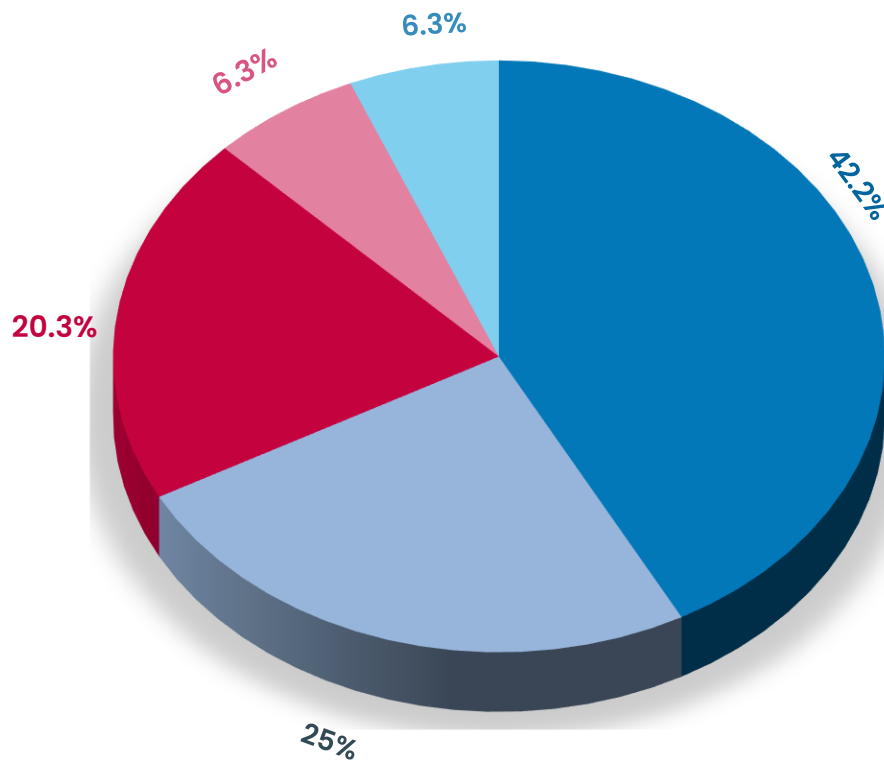
 <p>IMPRESSIONS 182</p>	 <p>DURATION 60 Seconds</p>	 <p>AVERAGE REPLAY TIME 63.2 %</p>	 <p>AVERAGE REPLAY TIME 0:36 Minutes</p>	 <p>CLICKRATE IMPRESSIONS 35.16 %</p>	 <p>IEWS 64</p>
-----------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------



HC TRAILER →

ABOUT MYSELF AND WHAT I STAND FOR

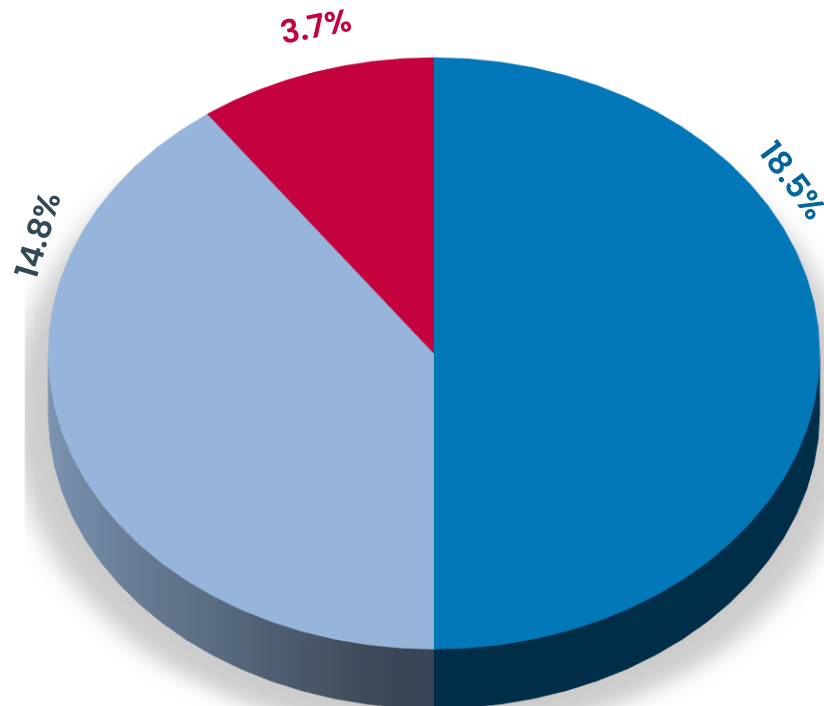
SOURCE



- External
- Channelpages
- Youtube - search
- Direct or unknown
- Content selection

ABOUT MYSELF AND WHAT I STAND FOR

EXTERNAL



■ Facebook

■ WhatsApp

■ Google Search

■ whatsapp.com









Oannes Media Product Link
HC TRAILERFORMAT 

Optimized for



ABOUT MYSELF AND WHAT I STAND FOR

 <p>IMPRESSIONs 150</p>	 <p>DURATION 60 Seconds</p>	 <p>AVERAGE REPLAY TIME 45.4 %</p>	 <p>AVERAGE REPLAY TIME 0:29 Minutes</p>	 <p>CLICKRATE IMPRESSIONS 37.33 %</p>	 <p>VIEWS 56</p>
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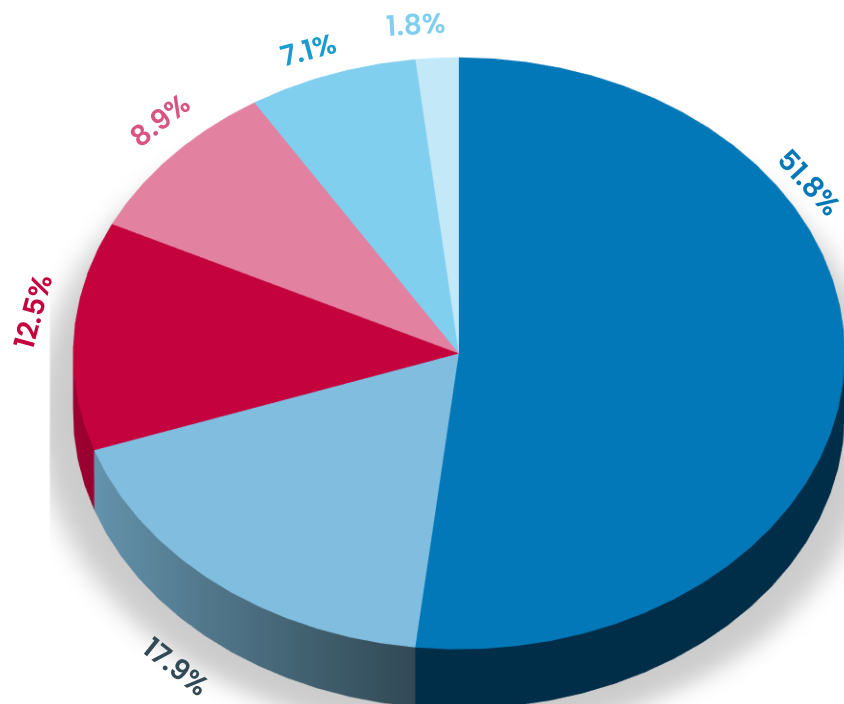


HC TRAILER 



ABOUT MYSELF AND WHAT I STAND FOR

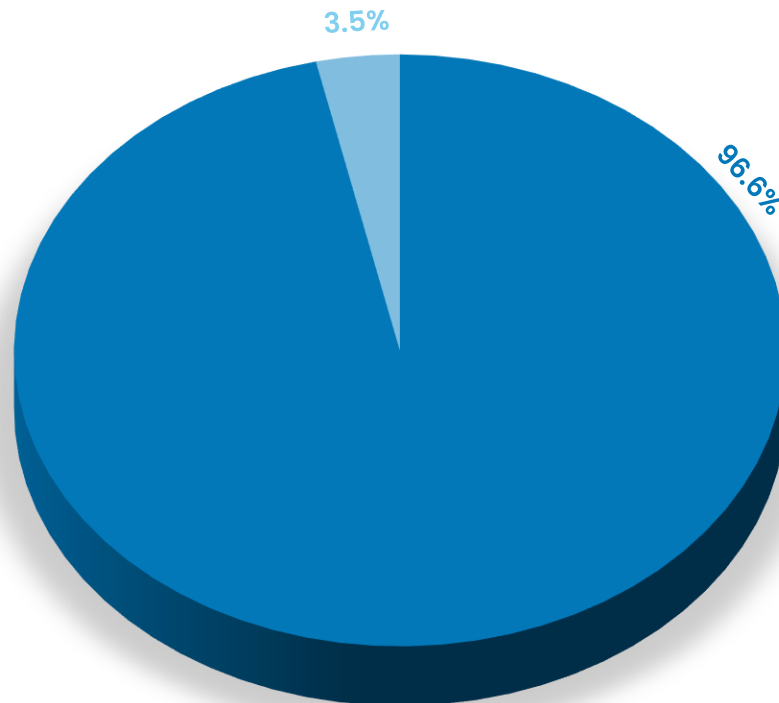
SOURCE



- External
- Channel pages
- Content selection
- Direct or unknown
- Youtube search
- Other

ABOUT MYSELF AND WHAT I STAND FOR

EXTERNAL



- Facebook
- YouTube
- whatsapp.com









Oannes Media Product Link
HC TRAILERFORMAT

Optimized for



ABOUT MYSELF AND WHAT I STAND FOR

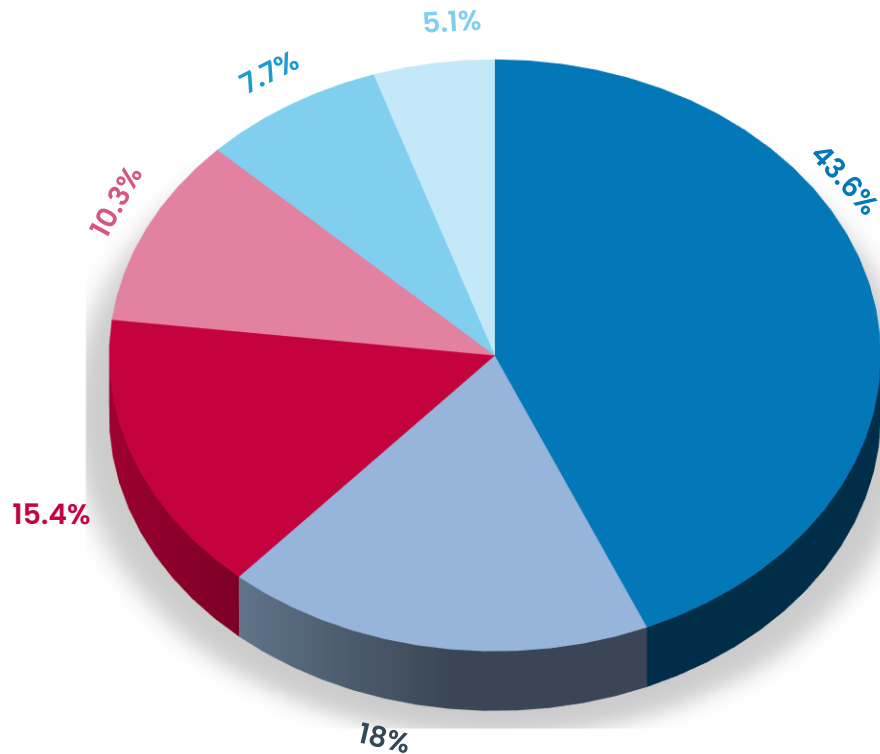
 <p>IMPRESSIONS 165</p>	 <p>DURATION 60 Seconds</p>	 <p>AVERAGE REPLAY TIME 49.9 %</p>	 <p>AVERAGE REPLAY TIME 0:37 Minutes</p>	 <p>CLICKRATE IMPRESSIONS 23.64 %</p>	 <p>VIEWS 39</p>
-----------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------



HC TRAILER →

ABOUT MYSELF AND WHAT I STAND FOR

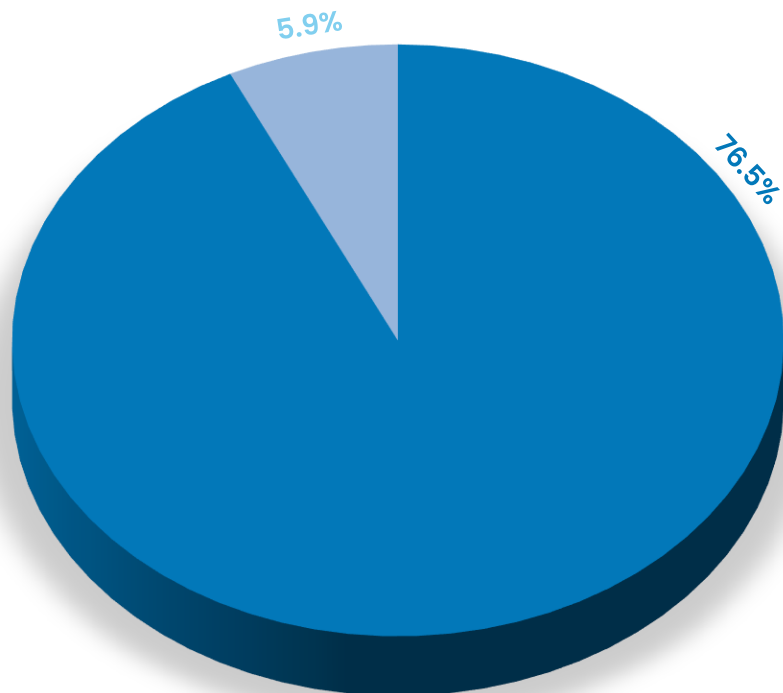
SOURCE



- External
- Direct or unknown
- Channel pages
- Content selection
- Youtube search
- Other

ABOUT MYSELF AND WHAT I STAND FOR

EXTERNAL



■ Facebook

■ YouTube

■ whatsapp.com









Oannes Media Product Link
HC TRAILERFORMAT 

Optimized for



ABOUT MYSELF AND WHAT I STAND FOR

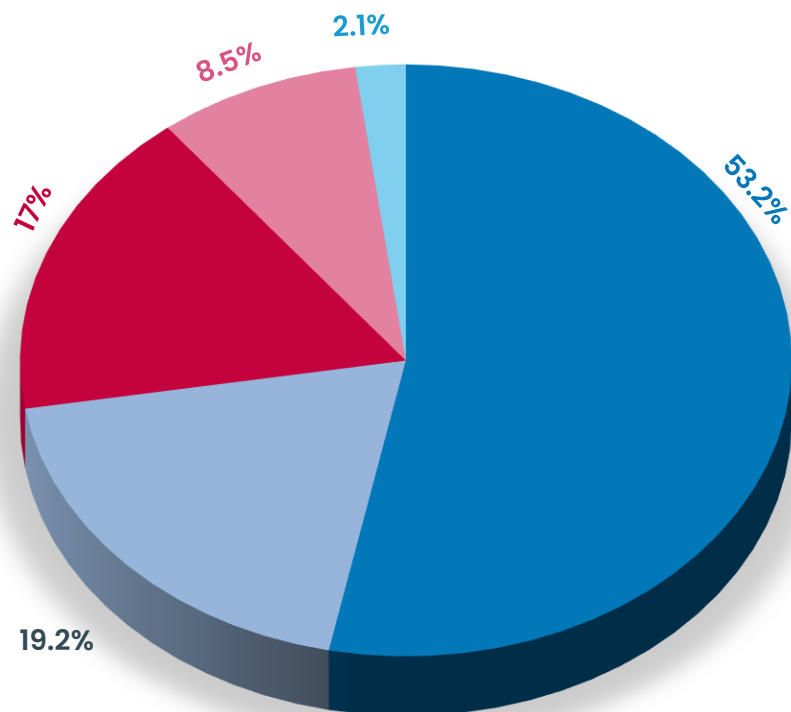
 <p>IMPRESSIONS 129</p>	 <p>DURATION 60 Seconds</p>	 <p>AVERAGE REPLAY TIME 41.8 %</p>	 <p>AVERAGE REPLAY TIME 0:28 Minuten</p>	 <p>CLICKRATE IMPRESSIONS 36.43 %</p>	 <p>VIEWS 47</p>
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HC TRAILER 

ABOUT MYSELF AND WHAT I STAND FOR

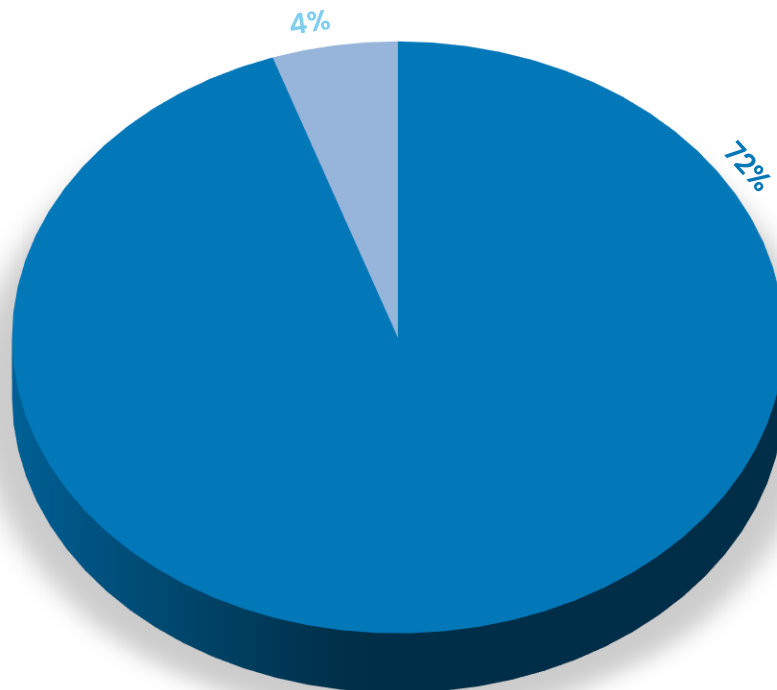
SOURCE



- External
- Content selection
- Channel pages
- Direct or unknown
- Youtube search

ABOUT MYSELF AND WHAT I STAND FOR

EXTERNAL



- Facebook
- WhatsApp
- Twitter
- whatsapp.com









Oannes Media Product Link
HC TRAILERFORMAT

Optimized for



ABOUT MYSELF AND WHAT I STAND FOR

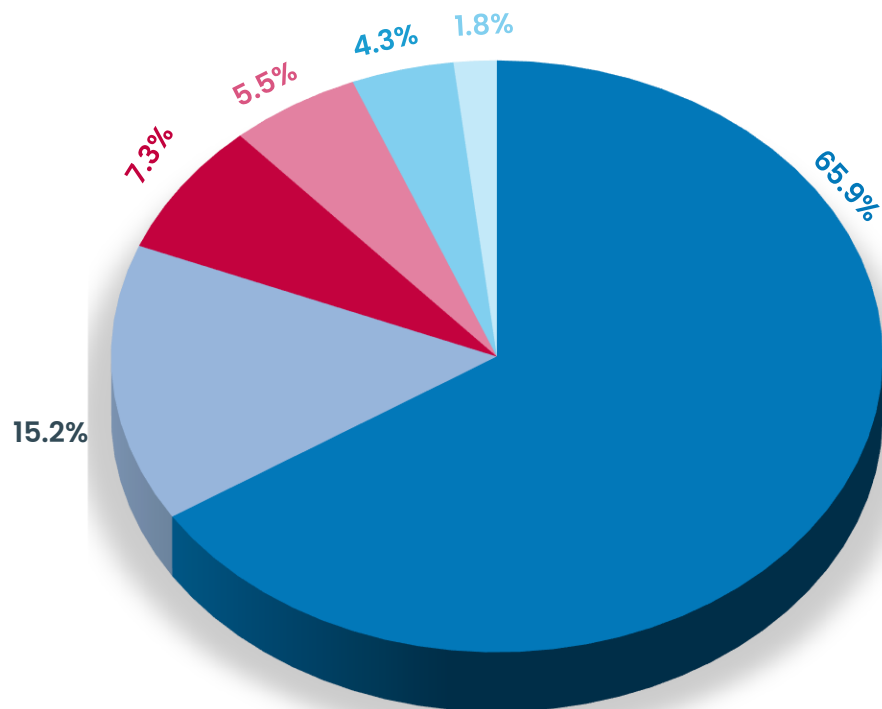
 IMPRESSIONS 265	 DURATION 60 Seconds	 AVERAGE REPLAY TIME 62.6 %	 AVERAGE REPLAY TIME 0:22 Minutes	 CLICKRATE IMPRESSIONS 61.89 %	 VIEWS 164
------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------



HC TRAILER

ABOUT MYSELF AND WHAT I STAND FOR

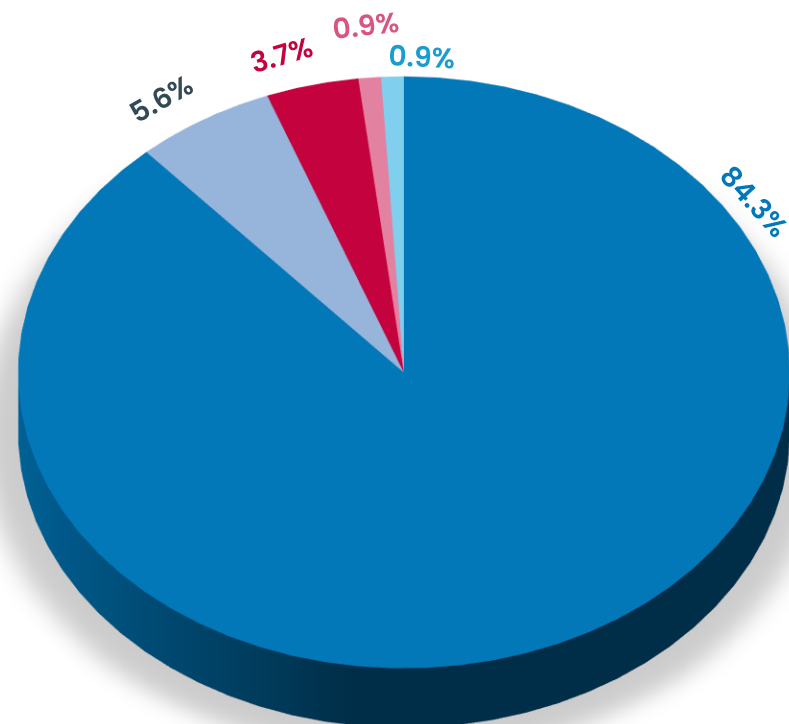
SOURCE



- External
- Direct or unknown
- Content selection
- Channel pages
- Youtube search
- Other

ABOUT MYSELF AND WHAT I STAND FOR







EXTERNAL



- Facebook
- WhatsApp
- YouTube
- duckduckgo.com
- m.facebook.com



CSU – CAMPAIGN SUPPORT

 <p>IMPRESSIONS 11.295</p>	 <p>DURATION 60 - Seconds</p>	 <p>AVERAGE REPLAY TIME 54.7 %</p>	 <p>AVERAGE REPLAY TIME 0:38 Minutes</p>	 <p>CLICKRATE IMPRESSIONS 3.52 %</p>	 <p>VIEWS 398</p>
--------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------

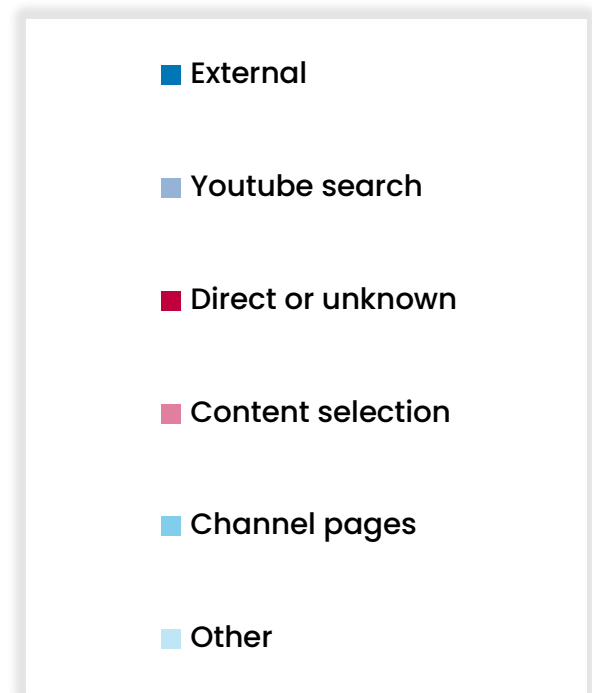
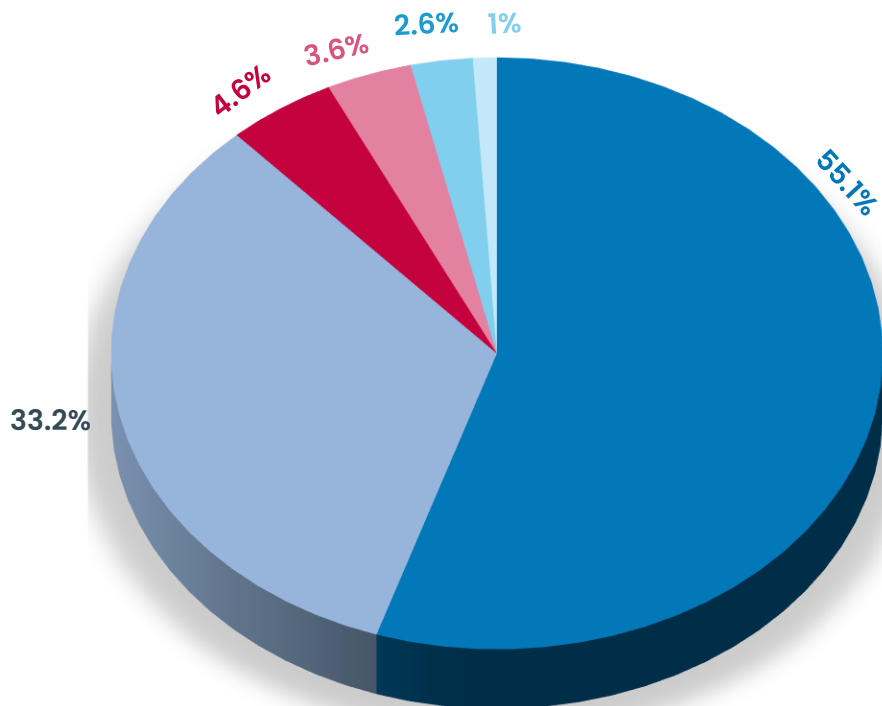


VIDEOSTATEMENT ⇨

PRODUKTION CSU
CSU

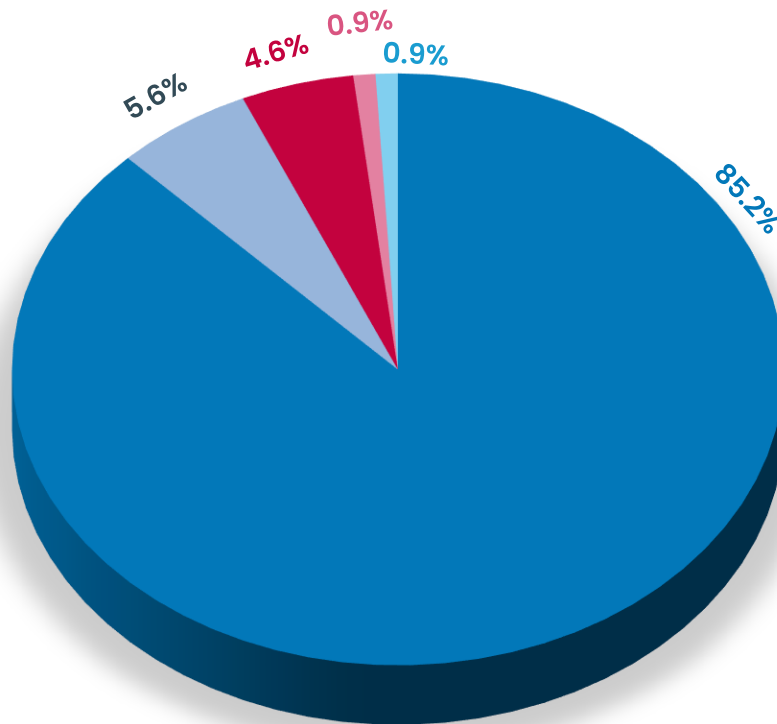
CSU – CAMPAIGN SUPPORT

SOURCE



CSU – CAMPAIGN SUPPORT

EXTERNAL



- Facebook
- Google Search
- WhatsApp
- YouTube
- starpage.com

VII. FANPAGE EVALUATION

facebook

VII. ANALYSIS

CONTENT (01.01.2021 – 15.12.2021)



Total: 58 x Posts over Facebook

VII. ANALYSIS

DEFINITIONS KPI FACEBOOK

Impressions

How often a content was displayed, regardless of its frequency in relation to a user.

Reach

Number of individuals who have watched content on their device in a certain period of time.

Reactions

Total number of reactions to all posts

Clicks

Number of clicks on posts

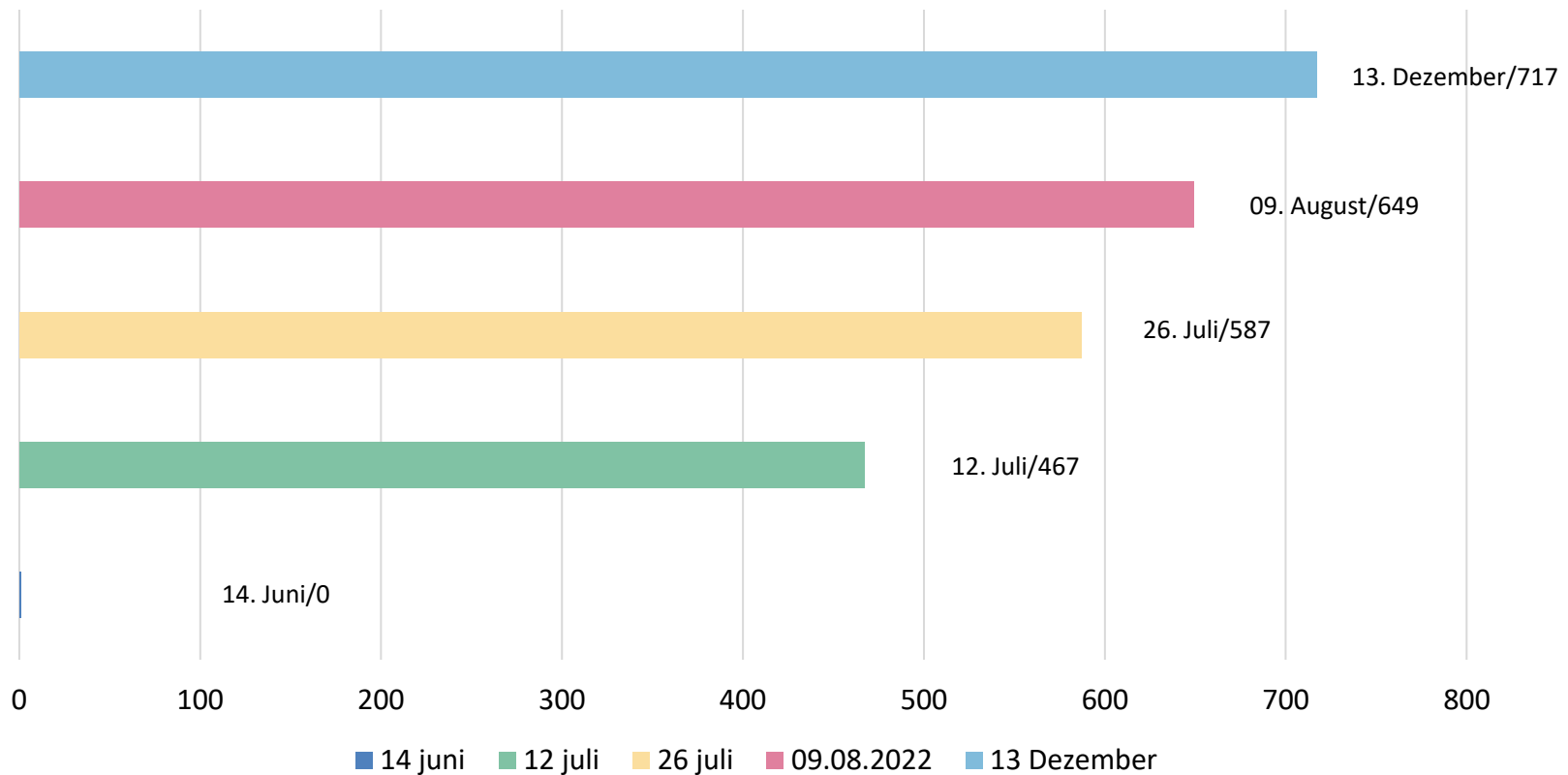
Eng. Rate:

(Comments + Clicks +
Shares +
Reactions)/Impressions

VII. ANALYSIS

CONTENT – FANREPORT (01.01.2021 – 15.12.2021)

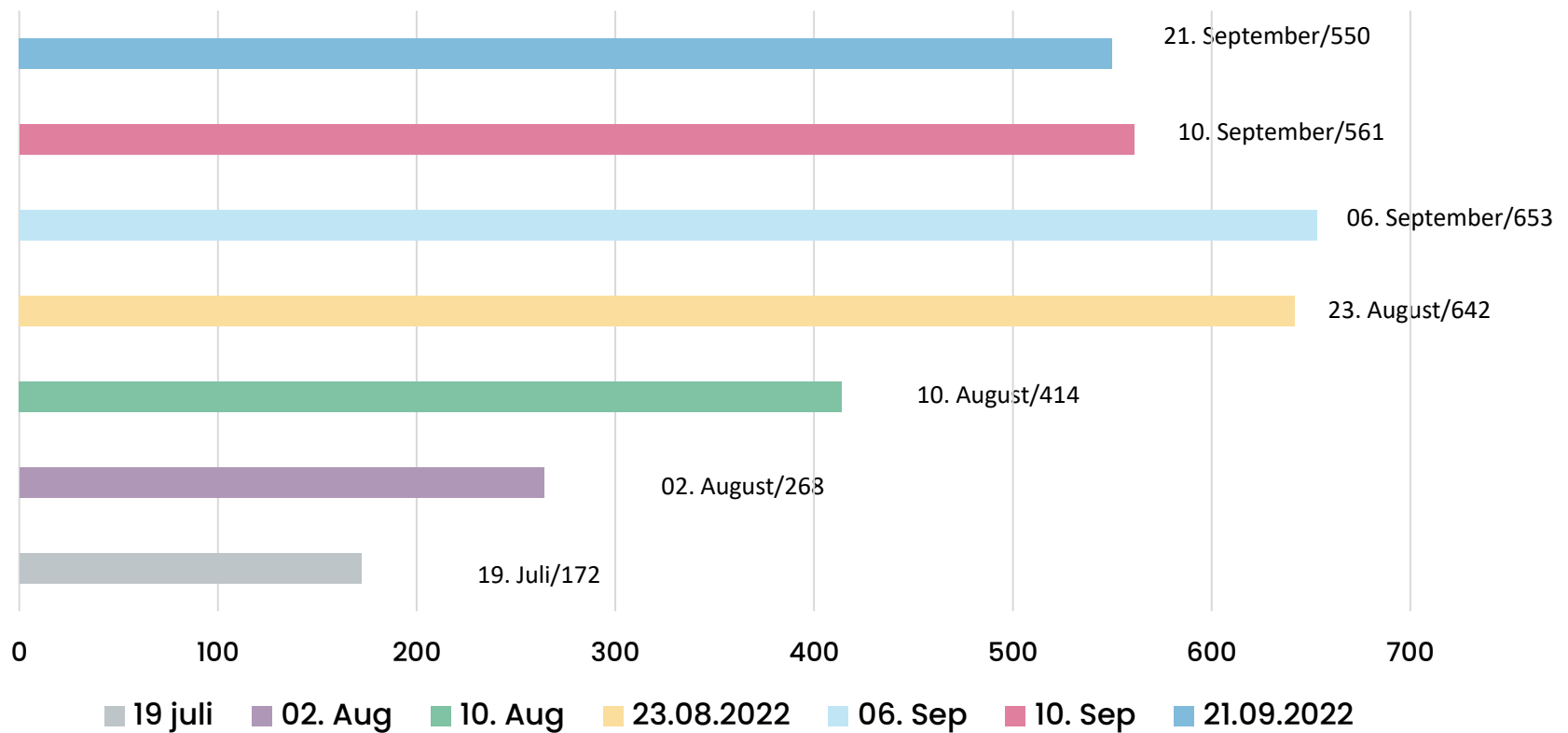
FAN REPORT



VII. ANALYSIS

CONTENT – POST REACH (01.01.2021 – 15.12.2021)

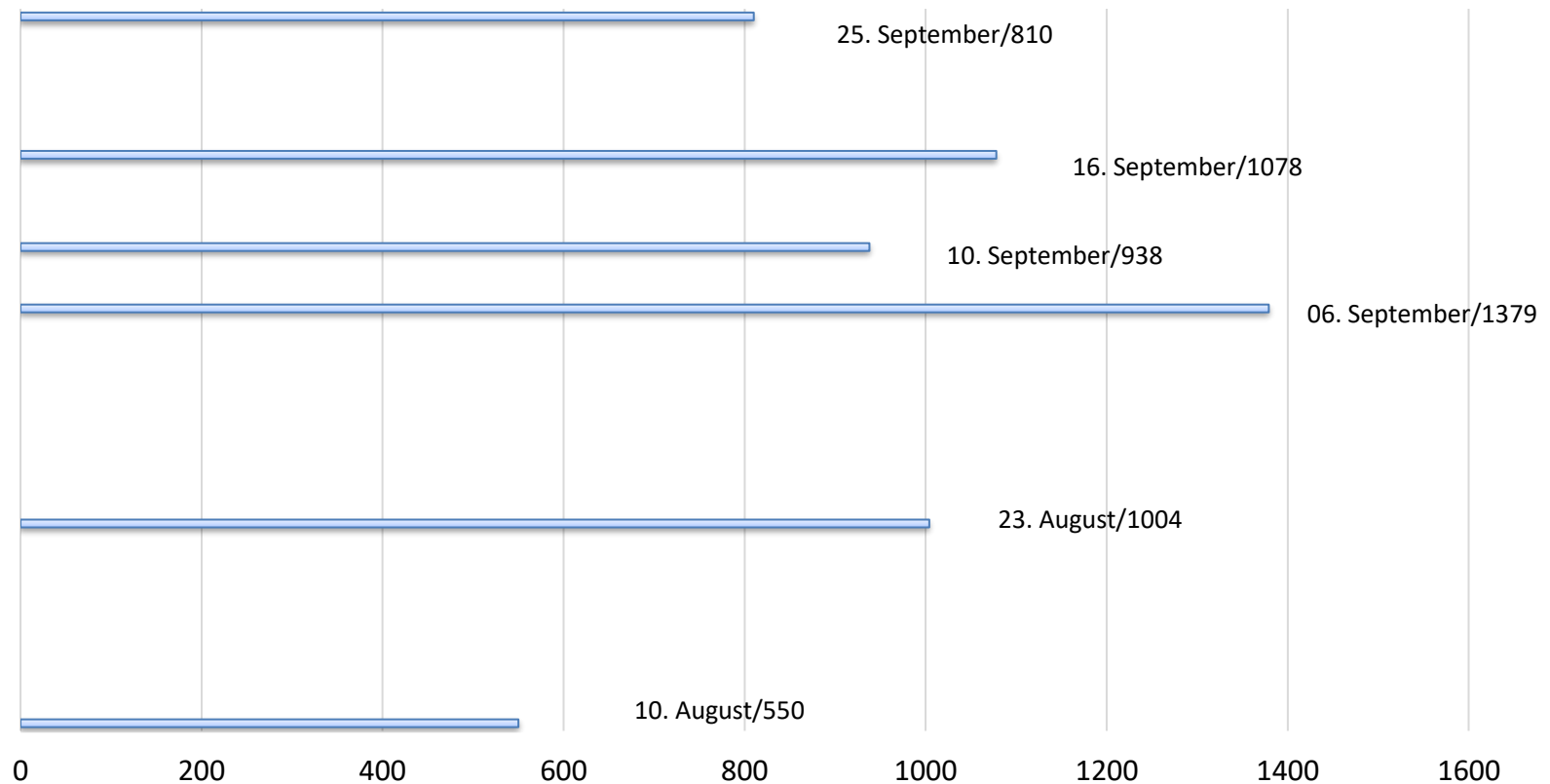
POST REACH



VII. ANALYSIS

CONTENT – POST IMPRESSION (01.01.2021 – 15.12.2021)

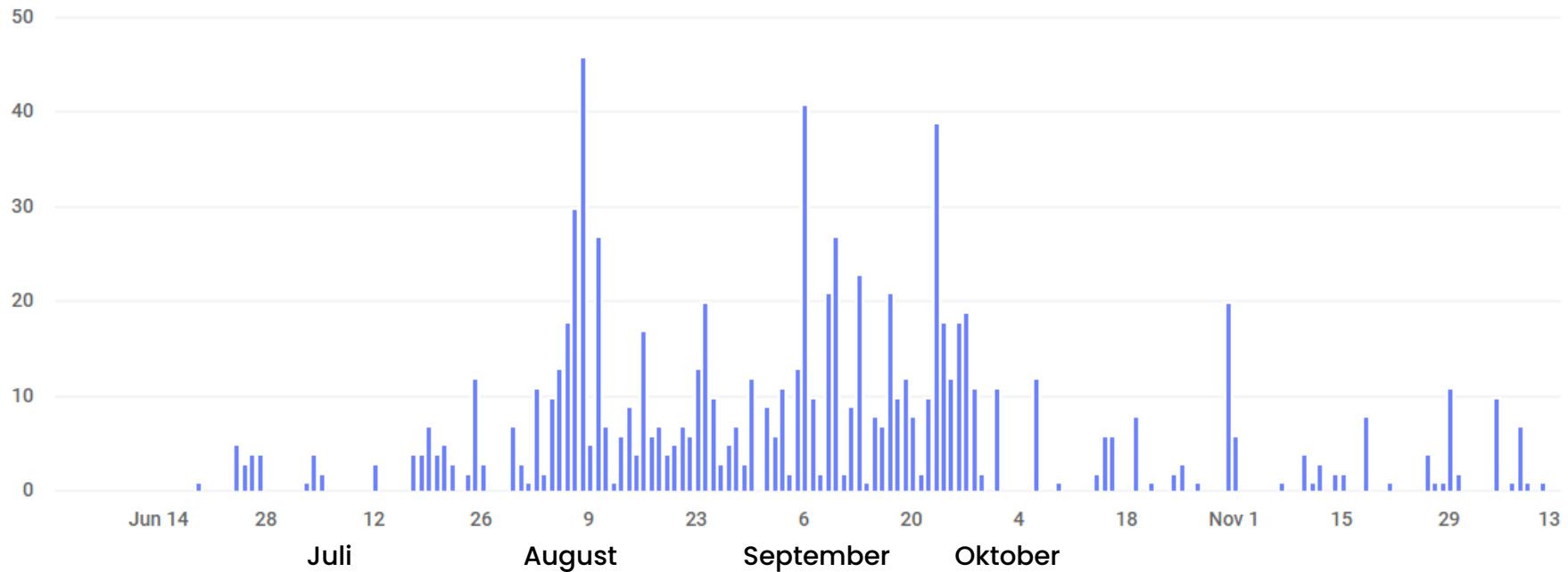
IMPRESSIONS



VII. ANALYSIS

CONTENT – REACTIONS (01.01.2021 – 15.12.2021)

REACTIONS



VII. ANALYSIS

SUMMARY POSTS 2021

138

Posts:

Posts published

Page Reach:

25 537

Post Reach:

18 378

831

Reactions:

Reactions to
posts

28

Comments:

Comments on posts

48

Shares:

Rate of shared posts

6,29 %

Engagementrate:

(Comments + Clicks +
Shares +
Reactions)/Impressions

VII. ANALYSIS






TOP 10 2021
(01.01.2021 – 15.12.2021)

IMPRESSIONS

facebook



Minister President Dr Markus Söder speaks in favour of Florian Oßner

 <p>POST CLICKS 71</p>	 <p>REACTIONS 23</p>	 <p>IMPRESSIONS 1.230</p>	 <p>ENG. RATE 8.62 %</p>	 <p>FORMAT VIDEO</p>
----------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------

 **FACEBOOK LINK** ➔

PRODUKTION CSU
CSU 



Oannes Media Product Link
STORY TELLING FORMAT



Political Gillamoos 2021: We will fight against left-wing experiments!

 <p>POST CLICKS 10</p>	 <p>REACTIONS 14</p>	 <p>IMPRESSIONS 802</p>	 <p>ENG. RATE 3.12 %</p>	 <p>FORMAT STORY POST</p>
---------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------



FACEBOOK LINK →






PRODUKTION CSU





Oannes Media Product Link  STORY TELLING FORMAT

Gerd Müller, a true football legend, has passed away

 <p>POST CLICKS 67</p>	 <p>REACTIONS 6</p>	 <p>IMPRESSIONS 729</p>	 <p>ENG. RATE 10.56 %</p>	 <p>FORMAT STORY POST</p>
--------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------

 FACEBOOK LINK 

PRODUKTION CSU
CSU 










Oannes Media Product Link
STORY TELLING FORMAT



**I am currently driving with hydrogen –
because we have to promote new technologies!**

 <p>POST CLICKS 25</p>	 <p>REACTIONS 8</p>	 <p>IMPRESSIONS 625</p>	 <p>ENG. RATE 5.92 %</p>	 <p>FORMAT STORY POST</p>
---------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------



FACEBOOK LINK



PRODUKTION CSU





Oannes Media Product Link
STORY TELLING FORMAT 

My family is my source of strength!

 POST CLICKS 14	 REACTIONS 18	 IMPRESSIONS 521	 ENG. RATE 6.53 %	 FORMAT STORY POST
----------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------



FACEBOOK LINK 

PRODUKTION CSU





Faith in God provides orientation!



Oannes Media Product Link
STORY TELLING FORMAT



 POST CLICKS 7	 REACTIONS 9	 IMPRESSIONS 518	 ENG. RATE 3.67 %	 FORMAT STORY POST
---------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------



FACEBOOK LINK



PRODUKTION CSU





Oannes Media Product Link
STORY TELLING FORMAT



The election marathon for the Bundestag elections has begun –
I'm going for it!

 POST CLICKS 7	 REACTIONS 18	 IMPRESSIONS 502	 ENG. RATE 5.18 %	 FORMAT STORY POST
---------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------



FACEBOOK LINK



PRODUKTION CSU










Our society thrives with diversity!



Oannes Media Product Link
STORY TELLING FORMAT



 POST CLICKS 7	 REACTIONS 25	 IMPRESSIONS 470	 ENG. RATE 7.45 %	 FORMAT STORRY POST
----------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------





FACEBOOK LINK





Oannes Media Product Link
STORY TELLING FORMAT 

Our region has so much to offer!

 POST CLICKS 13	 REACTIONS 21	 IMPRESSIONS 446	 ENG. RATE 8.07 %	 FORMAT STORY POST
----------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------



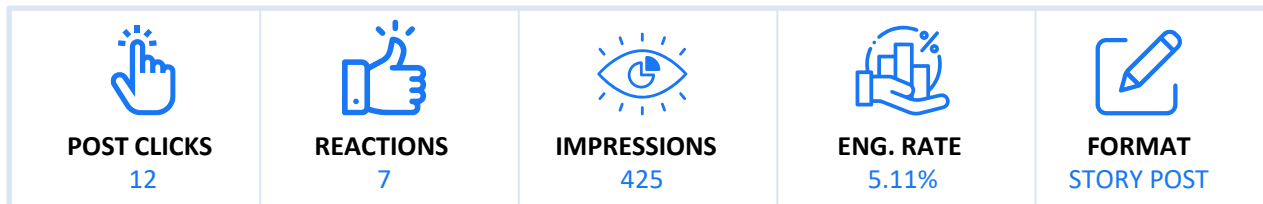
FACEBOOK LINK 



Oannes Media Product Link
STORY TELLING FORMAT



**Our military is once again providing a strong service
in Afghanistan!**



FACEBOOK LINK



VIII. ANALYSIS

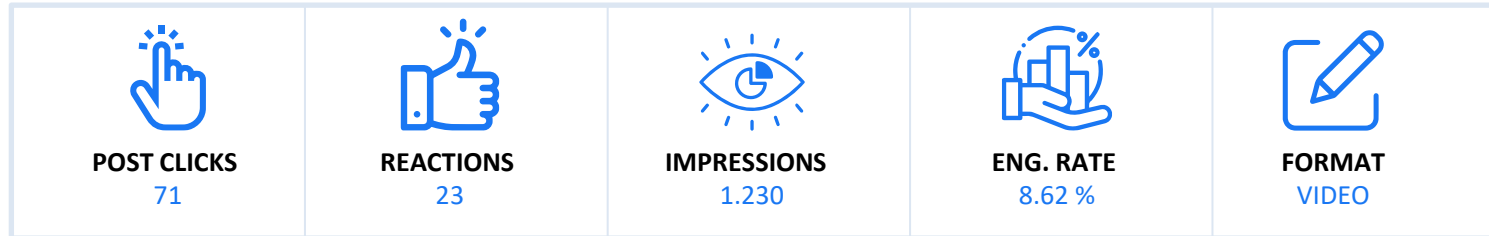
TOP 10 2021
(01.01.2021 – 15.12.2021)

POST CLICKS

facebook



Minister President Dr. Markus Söder speaks in favour of Florian Oßner



 **FACEBOOK LINK** →

PRODUKTION CSU






CSU 



Oannes Media Product Link
STORY TELLING FORMAT



Gerd Müller, a true football legend, has passed away

 <p>POST CLICKS 67</p>	 <p>REACTIONS 6</p>	 <p>IMPRESSIONS 729</p>	 <p>ENG. RATE 10.56 %</p>	 <p>FORMAT STORY POST</p>
---------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------





Minister President Dr. Markus Söder speaks in favour of Florian Oßner



FACEBOOK LINK →

PRODUKTION CSU









Optimized for

Oannes Media Product Link
HC TRAILER FORMAT

HC TRAILER – ABOUT MYSELF AND WHAT I STAND FOR

 <p>POST CLICKS 28</p>	 <p>REACTIONS 9</p>	 <p>IMPRESSIONS 318</p>	 <p>ENG. RATE 12.58 %</p>	 <p>FORMAT TRAILER</p>
----------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------



FACEBOOK LINK



für Ihre Anliegen da:
florian-obner.de

BUNDESTAGSWAHL
26. SEPTEMBER 2021

NUTZEN
SIE AUCH DIE
BRIEFWAHL

FLORIAN OBNER
GEMEINSAM FÜR UNSERE FAMILIEN.

CSU 
Näher am Menschen

Energiewende – Bodenkirchen community of the future



 FACEBOOK LINK 

PRODUKTION CSU

CSU 



Oannes Media Product Link
STORY TELLING FORMAT



Fundraising appeal: "Germany helps"

				
POST CLICKS	REACTIONS	IMPRESSIONS	ENG. RATE	FORMAT
25	14	323	12.69 %	STORY POST



FACEBOOK LINK →








I am currently driving with hydrogen –
because we have to promote new technologies



Oannes Media Product Link
STORY TELLING FORMAT



 <p>POST CLICKS 25</p>	 <p>REACTIONS 8</p>	 <p>IMPRESSIONS 625</p>	 <p>ENG. RATE 5.92 %</p>	 <p>FORMAT STORY POST</p>
---------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------



FACEBOOK LINK 





MY HC TRAILER



Optimized for






Oannes Media Product Link
HC TRAILER FORMAT



ABOUT MYSELF AND WHAT I STAND FOR

 POST CLICKS 23	 REACTIONS 11	 IMPRESSIONS 360	 ENG. RATE 10 %	 FORMAT TRAILER
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FACEBOOK LINK





Oannes Media Product Link

AD TRAILER

ANNOUNCEMENT: TALK WITH OSSNER – TALK WITH JACOB Who is afraid of Islam ?

				
POST CLICKS	REACTIONS	IMPRESSIONS	ENG. RATE	FORMAT
20	5	252	10.32 %	VIDEO




FACEBOOK LINK





MY HC TRAILER




Optimized for






Oannes Media Product Link
HC TRAILER FORMAT 

ABOUT MYSELF AND WHAT I STAND FOR

 POST CLICKS 16	 REACTIONS 7	 IMPRESSIONS 252	 ENG. RATE 9.13 %	 FORMAT TRAILER
-----------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------

 **FACEBOOK LINK** 



VII. ANALYSE

TOP 10 2021
(01.01.2021 – 15.12.2021)

REACTIONS

facebook



Oannes Media Product Link
STORY TELLING FORMAT



Our society thrives with diversity!



POST CLICKS

7



REACTIONS

25



IMPRESSIONS

470



ENG. RATE

7.45 %



FORMAT

STORY POST








FACEBOOK LINK





Minister President Dr. Markus Söder speaks in favour of Florian Oßner

 <p>POST CLICKS 71</p>	 <p>REACTIONS 23</p>	 <p>IMPRESSIONS 1.230</p>	 <p>ENG. RATE 8.62 %</p>	 <p>FORMAT YOUTUBE VIDEO</p>
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 **FACEBOOK LINK** 

PRODUKTION CSU

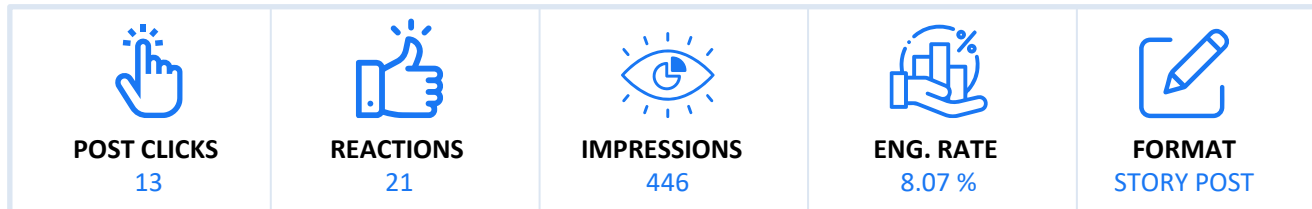
CSU 



Oannes Media Product Link
STORY TELLING FORMAT



Our region has so much to offer!



FACEBOOK LINK →





Oannes Media Product Link
STORY TELLING FORMAT



My family is my source of strength!

 POST CLICKS 14	 REACTIONS 18	 IMPRESSIONS 521	 ENG. RATE 6.53 %	 FORMAT STORY POST
-----------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------



FACEBOOK LINK





Oannes Media Product Link
STORY TELLING FORMAT



Stand in solidarity now. Thank you for your commitment!

 <p>POST CLICKS 4</p>	 <p>REACTIONS 18</p>	 <p>IMPRESSIONS 296</p>	 <p>ENG. RATE 7.77 %</p>	 <p>FORMAT STORY POST</p>
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FACEBOOK LINK





Oannes Media Product Link
STORY TELLING FORMAT



The marathon election campaign for the Bundestag elections has started –
I'm going for it!

 <p>POST CLICKS 7</p>	 <p>REACTIONS 18</p>	 <p>IMPRESSIONS 502</p>	 <p>ENG. RATE 5.18 %</p>	 <p>FORMAT STORY POST</p>
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FACEBOOK LINK →









Oannes Media Product Link
STORY TELLING FORMAT



To a good harvest!

 POST CLICKS 5	 REACTIONS 18	 IMPRESSIONS 358	 ENG. RATE 2.26 %	 FORMAT STORY POST
----------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------



FACEBOOK LINK →



Oannes Media Product Link
STORY TELLING FORMAT



We need a strong middle class and mechanical engineering!

 <p>POST CLICKS 7</p>	 <p>REACTIONS 16</p>	 <p>IMPRESSIONS 380</p>	 <p>ENG. RATE 6.58 %</p>	 <p>FORMAT STORY POST</p>
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FACEBOOK LINK





Oannes Media Product Link
STORY TELLING FORMAT



Our culture is a treasure and heritage for all of us!



POST CLICKS
4



REACTIONS
15



IMPRESSIONS
318



ENG. RATE
6.29 %



FORMAT
STORY POST



FACEBOOK LINK →



**Political Gillamoos 2021:
We will fight against left-wing experiments together!!**



Oannes Media Product Link
STORY TELLING FORMAT



 POST CLICKS 10	 REACTIONS 14	 IMPRESSIONS 802	 ENG. RATE 3.12 %	 FORMAT STORY POST
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FACEBOOK LINK →

VII. ANALYSE

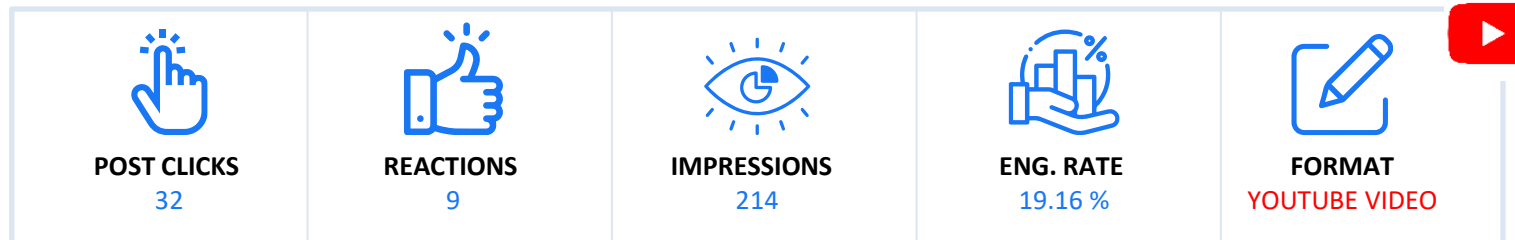
TOP 10 2021
(01.01.2021 – 15.12.2021)

ENG. RATE

facebook



Minister President Dr. Markus Söder speaks in favour of Florian Oßner



FACEBOOK LINK →

PRODUKTION CSU



für Ihre Anliegen da:
florian-oßner.de

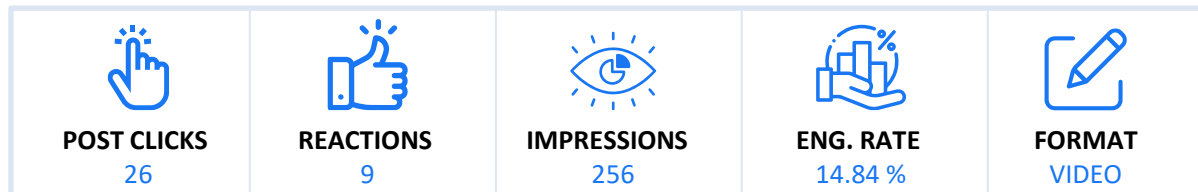
BUNDESTAGSWAHL
26. SEPTEMBER 2021

NUTZEN
SIE AUCH DIE
BRIEFWAHL

FLORIAN OßNER
GEMEINSAM FÜR UNSERE FAMILIEN.

CSU 
Näher am Menschen

Energiewende – Bodenkirchen – a community of the future



 FACEBOOK LINK 

PRODUKTION CSU

CSU 



TALK WITH OSSNER – TALK WITH JACOB Who is afraid of Islam ?



Oannes Media Product Link
POLITTALKFORMAT



FACEBOOK LINK →



Oannes Media Product Link
STORY TELLING FORMAT



Fundraising appeal: "Germany helps"

 POST CLICKS 25	 REACTIONS 14	 IMPRESSIONS 323	 ENG. RATE 12.69 %	 FORMAT STORY POST
----------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------



FACEBOOK LINK





MY HC TRAILER



Optimized for



Oannes Media Product Link
HC TRAILER FORMAT



HC TRAILER – ABOUT MYSELF AND WHAT I STAND FOR

 POST CLICKS 28	 REACTIONS 9	 IMPRESSIONS 318	 ENG. RATE 12.58 %	 FORMAT TRAILER
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FACEBOOK LINK





TALK MIT OßNER - TALK MIT JACOB
 "INNOVATIONEN HALTEN, STARTUPS FÖRDERN, GLOBAL PLAYER SCHAFFEN"

 **NEUSTAAAT**






09.09.2021 - Donnerstag/19:00 Uhr



Oannes Media Product Link
POLITTALKFORMAT



KEEPING INNOVATIONS, SUPPORTING START-UPS, CREATING GLOBAL PLAYERS

 POST CLICKS 7	 REACTIONS 5	 IMPRESSIONS 97	 ENG. RATE 12.37 %	 FORMAT VIDEO
----------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------



FACEBOOK LINK





Unforgettable experience of baking bread and political exchange on my 60-day tour in Train

 <p>POST CLICKS 10</p>	 <p>REACTIONS 2</p>	 <p>IMPRESSIONS 112</p>	 <p>ENG. RATE 11.61 %</p>	 <p>FORMAT VIDEO</p>
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FACEBOOK LINK





Oannes Media Product Link

AD TRAILER



TRAILER: KEEPING INNOVATIONS, SUPPORTING START-UPS, CREATING GLOBAL PLAYERS

 <p>POST CLICKS 11</p>	 <p>REACTIONS 9</p>	 <p>IMPRESSIONS 190</p>	 <p>ENG. RATE 11.58 %</p>	 <p>FORMAT TRAILER</p>
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FACEBOOK LINK ➡





Bürgertalk: Wie notwendig ist die flächendeckende medizinische Versorgung in Deutschland und in der Region?

CITIZENTALK: HOW NECESSARY IS COMPREHENSIVE MEDICAL CARE IN GERMANY AND IN THE REGION ?

 <p>POST CLICKS 12</p>	 <p>REACTIONS 6</p>	 <p>IMPRESSIONS 168</p>	 <p>ENG. RATE 10.71 %</p>	 <p>FORMAT VIDEO</p>
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 **FACEBOOK LINK** →






PRODUKTION CSU
CSU 



Oannes Media Product Link
STORY TELLING FORMAT



Gerd Müller, a true football legend, has passed away

 <p>POST CLICKS 67</p>	 <p>REACTIONS 6</p>	 <p>IMPRESSIONS 729</p>	 <p>ENG. RATE 10.56 %</p>	 <p>FORMAT STORY POST</p>
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FACEBOOK LINK →

IX. BLOGFORMAT 2021



Oannes Media
Product Link



Talk with citizens 1 –
Peking duck at the
Asia – Wok Express in
Landshut



Oannes Media
Product Link



Talk with citizens 2 –
Erdinc, a new chance
in Bavaria



Oannes Media
Product Link



Talk with citizens 3 –
„Ouzo, Greek wine and
a piece of Greece in
Landshut – Taverna
Delphi



Oannes Media
Product Link



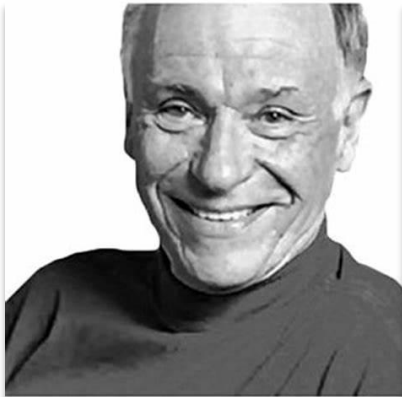
Talk with citizens 4 –
„Bey Kebab“ – The
best kebab in town

X. STRATEGY 2021

Guerilla Marketing (Asymmetric Marketing)

Digitalised

X. STRATEGY 2021



Guerrilla marketing is a term created by marketing expert Jay C. Levinson in the **mid-1980s** to describe **unusual marketing campaigns** that promise a great effect with a **small investment of resources**.

The term guerrilla originates from the special **type of warfare** in which **untypical tactics** are used to achieve a goal deep in the **enemy's territory**.

X. STRATEGY 2021

Offensive Strategy - Transferred to the 2021 Media Election Campaign

- 1 Needle-like provocations against the opponent
- 2 Aggressively attack his points, yet objectively and free of polemics
- 3 Hijacking his topics and using them for one's own purposes
- 4 Spread criticism, by using digital technologies, quickly and effectively.

X. STRATEGY 2021

Offensive Strategy - Transferred to the 2021 Media Election Campaign

- 5 Place the opponent, at a high frequency, under pressure that requires explanation.
- 6 Surprise the opponent with unforeseen topics
- 7 To react in an irrational way, strategically and tactically, from the opponent's point of view.
- 8 Gain maximum attention

Primary goal: Do not give the opponent time to attack and force him into a constant position of defence.

X. STRATEGY 2021

2016 – LEARN FROM TRUMP

The digitalisation of politics

During the **2016** election campaign, Trump posted **4224 messages** on social media, mainly on his favourite platform **Twitter**. Among them were messages that were demonstrably untrue, statements that left much open, and accusations that could also be considered untrue.

Broken down, this meant **11.73 messages** per day. A pretty high rate and one that has changed the way election campaigns are conducted immensely and should have been clearly analysed by all politicians worldwide, especially in Central Europe.

In **2017**, **2593** messages followed. Most of them also via Twitter.

In **2018**, there was an increase to **3557**.



X. STRATEGY 2021

2019 REZO, AVOID ERRORS

Die Digitalisierung der Politik

„...In 2019, shortly before the European elections, a video appeared, tactically well chosen and taken from the strategy of „**Digitalen Guerilla-Marketings**“ entitled: "The Destruction of the CDU".

Link 



It was and is a play on the "**Digital Asymmetric War**", whose economic and social marketing strategy was staged as a **sting-like and selective attack in the digital space**, perfectly tuned to cause **maximum damage...**"

Excerpt from the article: "From analogue to digital propaganda war".

Link 

X. STRATEGY

COUNTERSTRATEGY

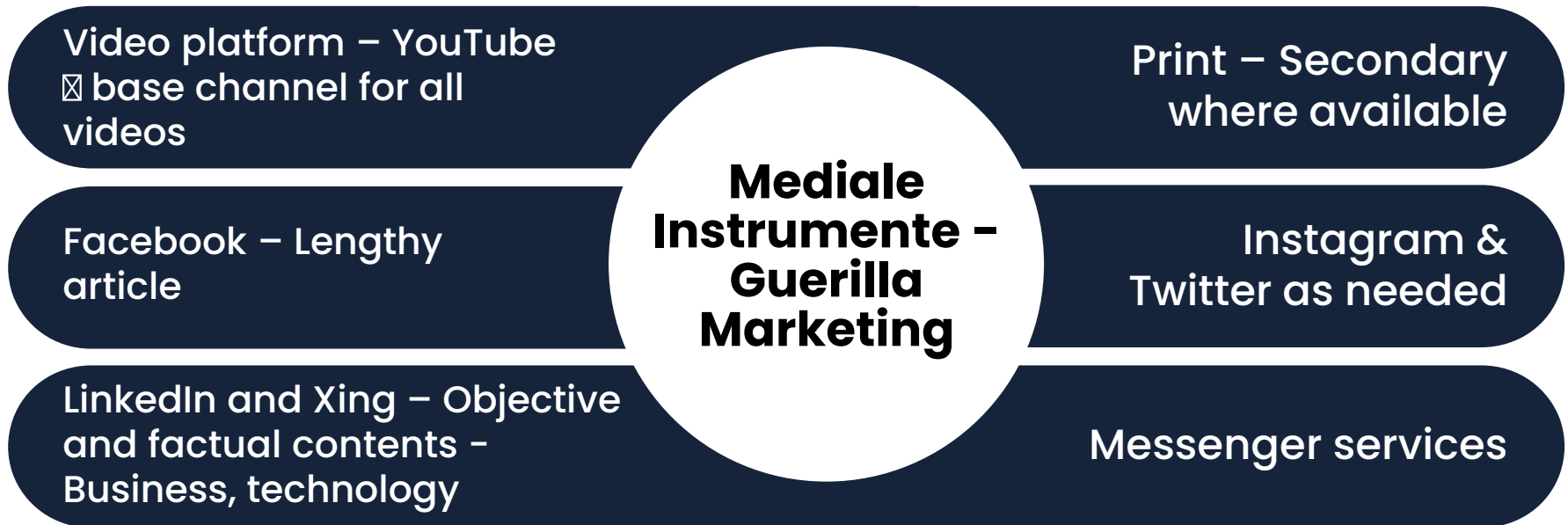
Defining thematic priorities in strategic terms



X. STRATEGY

COUNTERSTRATEGY

Media tools – Guerilla marketing



X. STRATEGY

COUNTERSTRATEGY

Main communication platform

The main communication platform forms a political talk format, which is similar to the talk shows on traditional TV, in which relevant topics are discussed. The format should have the following characteristics.

Maximum **80 Minutes** minutes of broadcast, including intro and outro

Structured in: Guest introduction, discussion of the topic, summary

No live format, will be edited accordingly after filming

Interval - approx. 1 broadcast per month

Participants - politicians, experts, but also civil society representatives

A moderator leads the flow of the discussion

X. STRATEGY

NEW IDEAS

CITY COUNCIL ELECTION MUNICH 2020 – NIHAT DEMIR – CSU – PROMOTIONAL VIDEO



**NIHAT
DEMIR**

LISTE 1 | PLATZ 67

CSU

STADTRATSWAHL
München 2020



Oannes Media
Product Link



AD TRAILER

LINK – VIDEO NIHAT DEMIR



X. STRATEGY

NEW IDEAS

- ✓ Surprised and unsettled opponents
- ✓ Took topics away
- ✓ Demonstrated expertise
- ✓ Conveyed authenticity and credibility
- ✓ Proven competence
- ✓ Captured the competitor's terrain
- ✓ Created confusion with an unusual approach
- ✓ New clientele convinced

Result: Nihat Demir started on position 67 and finished on position 47 He moved up by 20 places

