

# #ReframeTheVote

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# Background

- Lack of confidence in government
  - Brexit
- “Too Busy”
- “Too Complicated”
  - Various, different voting systems
- Apathy in general



**Let's #ReframeTheVote**

# Proposal

**#ReframeTheVote** is a creative intervention that makes use of London's famous red phone booths and converts them into public installations that ideally increase voter awareness and participation in London and potentially influence others as well.

**We aim to increase involvement by relating governmental votes to everyday decisions in the form of fun and easily debatable questions.**

# Audience

Our target audience is **individuals who do not participate in voting.**

We aim to change their minds and help provide context and information **showing the way their vote is taken** and that **they actually vote every day.** Voter participation has been an important issue in London, a center for government practices, but it is also relevant also in any country where voting is an option, so our installation is not exclusive to UK citizens.



# Guest Analysis

All people drawn in by the original question (pictures, debate with friends, etc.)

## Non-Voters

- Only realize it's about voting after drawn in
- Not overwhelmed by people telling them to vote
- Private "voting booth"
- Easy instructions

## Voters

- Fun activity and souvenir
- Still a learning experience
- Get to understand more about how their vote has been counted in the past

## Tourists

- Good place to take pictures (funny & interesting questions)
- Popular location
- Also a learning experience/prompt to learn more about their voting systems

## Locals

- New and curious installation in a familiar area
- Very busy current political climate in the UK
- Learn more about their specific voting systems

# Content Analysis

We plan to **engage citizens in the act of voting through a display of eye-catching, simple questions** that will be emboldened on the front door of the traditional red phone booth. After the audience has a chance to respond, the interior of the phone booth will explain the method that they just used to cast their vote.

This includes explanations of the following voting systems used at different levels of government in England:

- First-Past-The-Post Voting
- Alternative Vote (AV)
- Additional Member System (AMS)
- Closed Party List

# Marketing Analysis

Our goal with our marketing campaign is to have something that people can learn and take away from their interactive experience.

## Marketing Strategies

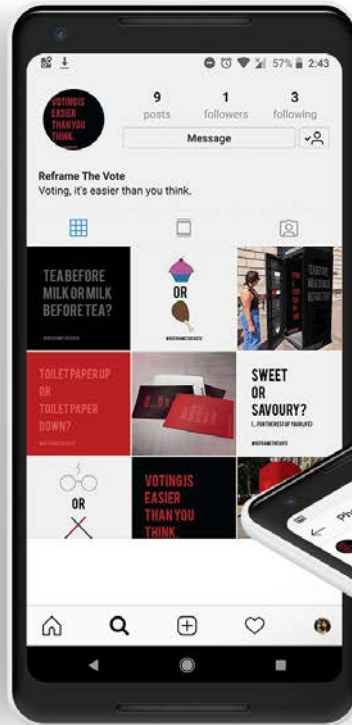
- **Instagram page:** get connected on social media platforms since they are more prominent nowadays
  - **Hashtag:** for people to post on social media so that all the photos can be under one section
- **Postcards:** Something for the audience to take away from the experience that can be memorable, as well as something to be able to look back on to remember what they learned or even to spread the word

# Postcards





# Social Media



@reframethevote



# #REFRAMETHEVOTE

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## POSTCARDS

HEX: C42126  
RGB: 196 33 38



HEX: 231F20  
RGB: 35 31 32



HEX: FFFFFFFF  
RGB: 255 255 255



## TYPEFACE

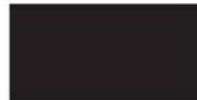
HEX: EA5C5C  
RGB: 234 92 92



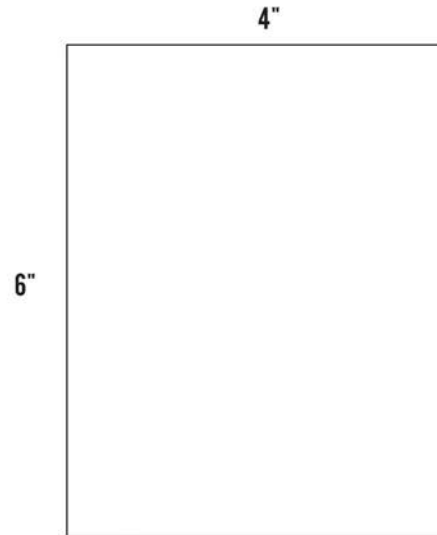
HEX: 636363  
RGB: 99 99 99



HEX: 231F20  
RGB: 35 31 32



## TYPEFACE-BEBAS



POSTCARDS-TAKEAWAY; WITH EACH  
OF THE QUESTIONS

# Site Analysis

Proximity is close to:

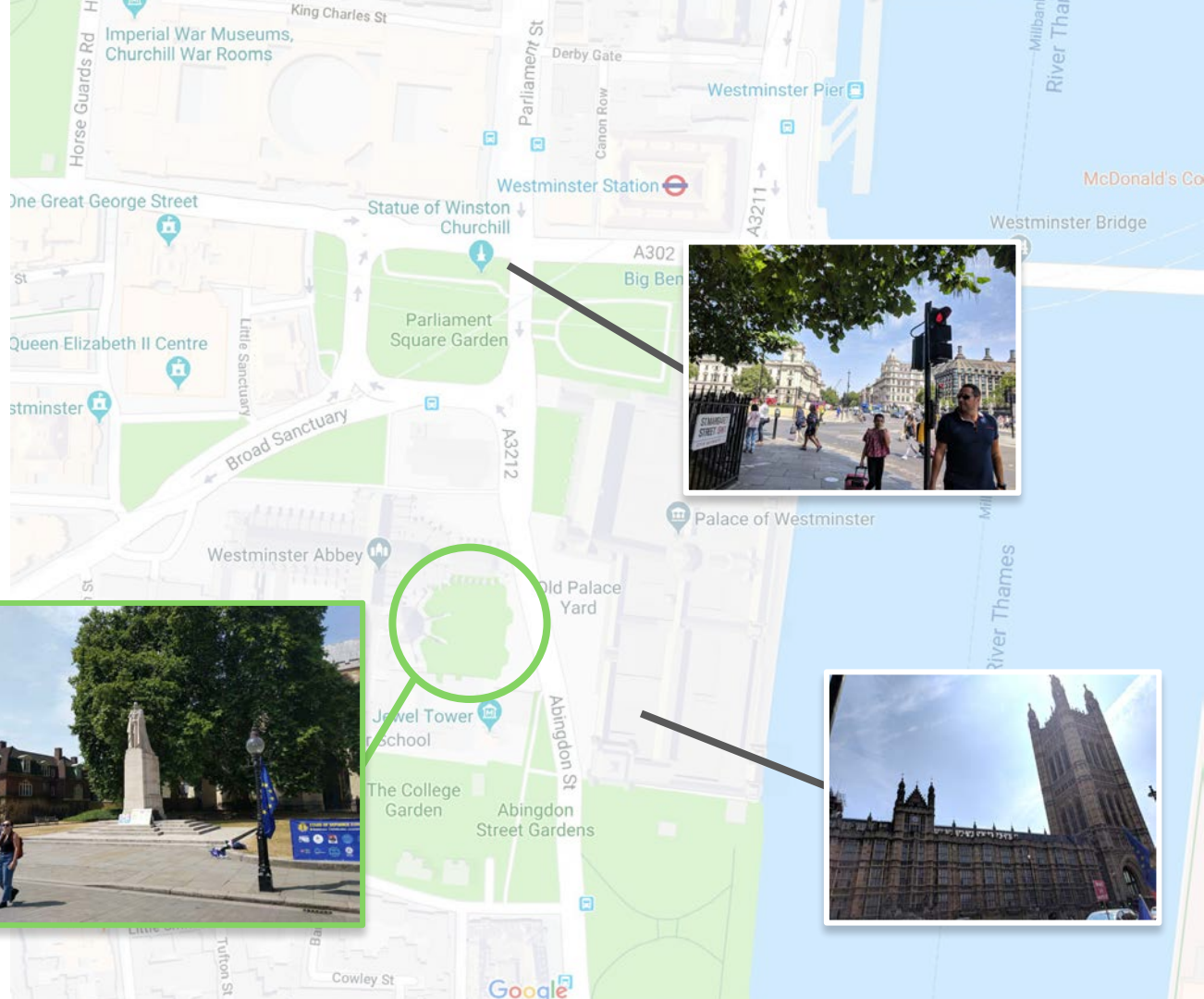
## Parliament Square

## Public transportation

- Circle, District, Jubilee
- Over 30 bus lines
- Accessible by walking

## Major tourist attractions

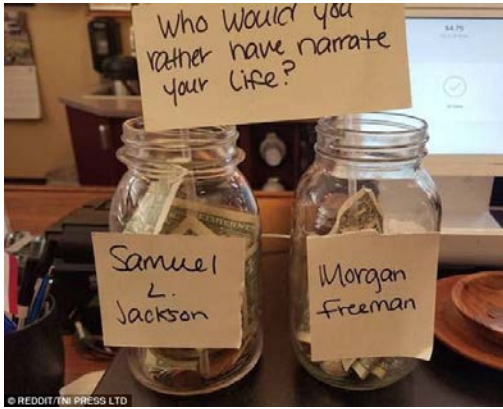
- Big Ben
- Westminster Abbey
- Palace of Westminster
- London Eye
- River Thames



# Placement of Phonebooths



# Lookbook





# Final Renderings



The outside will be covered with a question and corresponding icons to spark attention.



The inside will have the main message and postcards for viewers to grab from the the door.

# Future Considerations

- Possible to incorporate other unique types of voting
- More active in direct voter registration
- Include displays on specific current issues
- Measure effectiveness of exhibit on how much information visitors retain (i.e. exit polls)





**#Thanks**