VICE LAUNCHES ‘VOTING WITH VICE’ TO HELP GUIDE YOUNG PEOPLE THROUGH THE ELECTION PERIOD

VICE has invited party leaders, in partnership with Snapchat, to answer questions from young people on topics that are especially important to them through video interviews and editorial content.

25 February, Amsterdam - Today VICE launches, in partnership with Snapchat and with support from Stimuleringsfonds voor Journalistiek, ‘Voting with VICE’; a campaign that highlights themes and topics important and relevant to young people. An important part of this project are the video interviews where VICE champions the voices of young people by asking their questions and highlighting their worries to the party leaders of the biggest political parties of The Netherlands; GroenLinks, D66, SP, CDA and PvdA, reigning party VVD sent a party member to substitute the prime minister. The interviews will be published on VICE.com, Snapchat Discover and other social media platforms that VICE Netherlands is active on leading up to the elections.

The election period comes with a sea of information that makes it easy to lose track. Simultaneously the last three elections have shown a decrease in voter turnout amongst young people. Therefore VICE has again, after the successful ‘Voting with VICE’ campaign from four years ago, asked young people through a survey what topics are important to them. The survey was set out through VICE social media channels as well as Snapchat. The four topics that arose from this, and form the central themes in the ‘Voting with VICE’ campaign, are climate, housing, discrimination and lastly employment and education.
Jesse Klaver (GroenLinks), Sigrid Kaag (D66), Lilian Marijnissen (SP), Wopke Hoekstra (CDA), Lilianne Ploumen (PvdA) and number 5 on the list for VVD Dilan Yeşilgöz-Zegerius have been asked about their stance within these themes by political historian Eveline van Rijswijk in video interviews. The politicians also got presented with critical questions sent in by the audience. The videos will be published starting March 3 on VICE.com, YouTube.com, the VICE Netherlands Instagram and Facebookpage and on Snapchat.

Also from March 2 on, a ten-part series will debut exclusively on Snapchat Discover in which the party leaders have to answer a host of provoking statement questions; for example whether or not we should raise the price of meat and if the legalisation of XTC would lead to a decrease in crime.

VICE Netherlands has been one of the local launch partners of Snapchat Discover since its launch in October; a platform that allows Snapchatters to subscribe to content from people and (media) brands that interest them. This local partnership between VICE and Snapchat comes after a long running international partnership in multiple markets.

Suzy Cox, Head of International Editorial at Snap says: “We know that young people care deeply about news and politics so it’s great to have partners like VICE who know this too. This campaign is both really creative and really important. We hope to get as many young people as possible to the polls well-informed and confident in their choice.”

VICE.com will also shift focus to the elections in the upcoming weeks through different (video) formats, interviews and background pieces.

Bram Mengelers, Head of Production VICE Benelux says: “There’s a lot going on in the world currently regarding politics and the great amount of (wrong) information can be overwhelming. As the leading mediabrand focussed on young people we strive to offer information that not only helps our audience decide on who to vote for but also to motivate them to get to the polls and cast their votes in March. By partnering up with Snapchat this year we are able to reach our audience even better with taylormade content in the places where they are active.”