

**TOP09**

*S podporou Starostů*

**TOP 09**

**Birth of the new party and election campaign in 2009 – 2010**

# Announcement of the TOP 09 foundation

June 11, 2009

- Preparation committee of TOP 09 headed by Karel Schwarzenberg announced the foundation of the new political party TOP 09 in Café Louvre in Prague.
- There were present also the other members of the Preparation committee: Miroslav Kalousek, Jaromír Drábek, Jaroslava Schejbalová, Ludmila Müllerová and Marek Ženíšek.



**VIDEO BLOG**



**AUGUST 13, 2009**

**New technologies**

in the election campaign of the TOP 09:

NUMBER OF SUPPORTERS	facebook	twitter
 <i>S podporou Starostů</i>	15 000	670
	13 000	120

# AUGUST 25, 2009

## Presentation of **CANDIDATE LISTS** IN ALL 14 REGIONS of the Czech Republic



SEPTEMBER, 2009



„Hot phase“ of the election campaign  
paid only from donations  
of private persons  
and entrepreneurs



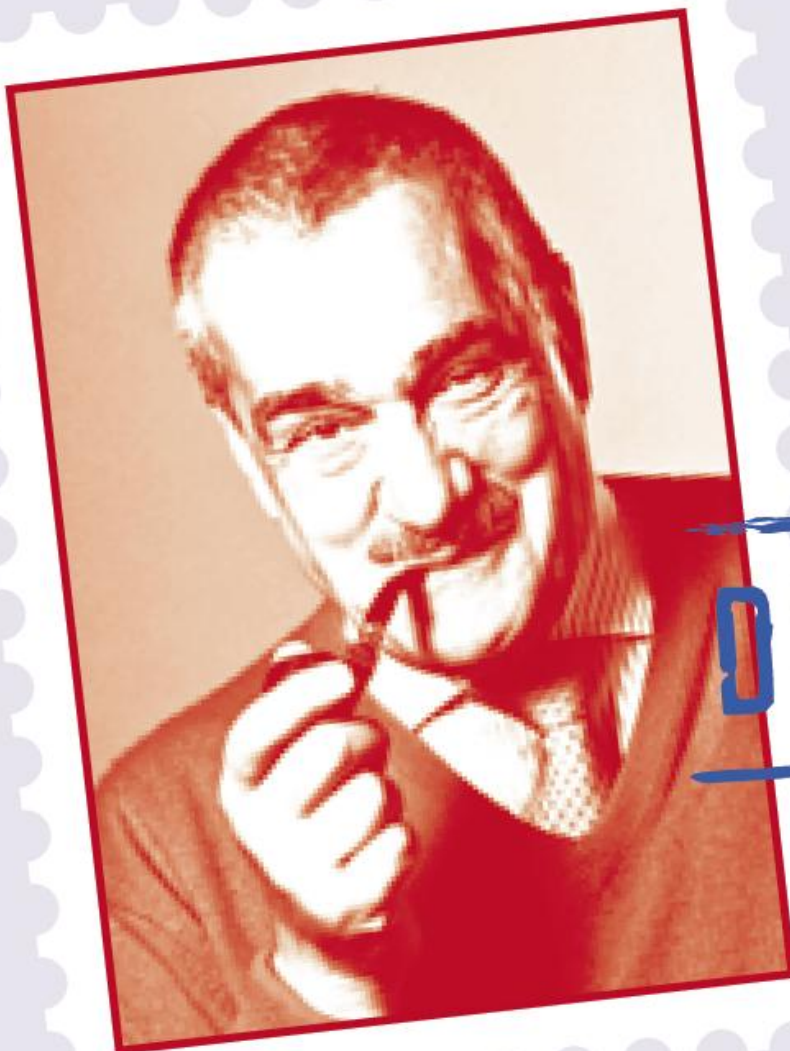


I sleep when they talk nonsense.

Let's be really responsible economists.







**DOPORUČENĚ**

**SEPTEMBER 10, 2009**



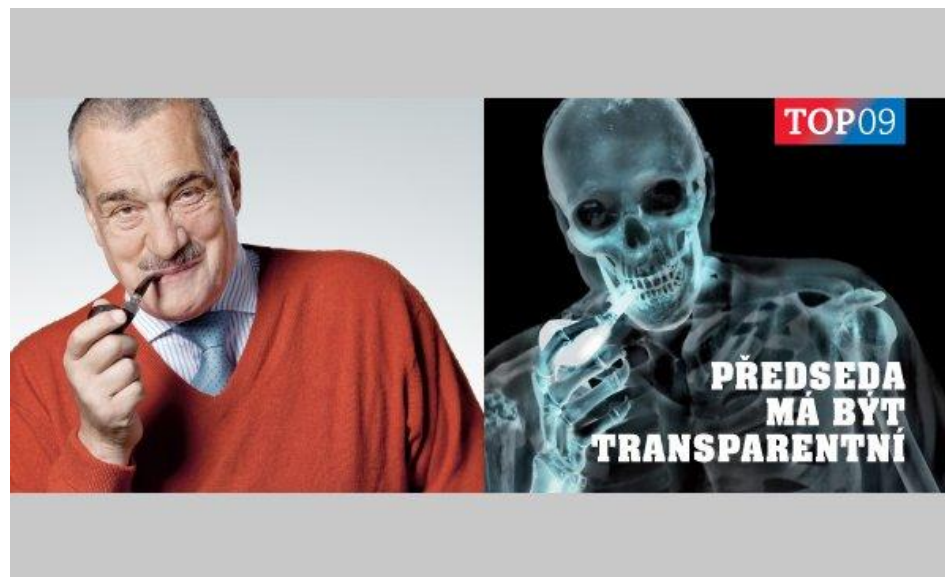
Constitutional Court **CANCELED** premature elections.

Next parliamentary election expected inspring 2010



## Start of the campaign, spring 2010

- In March 2010, the new AD agency LAVMI was chosen.
- Campaign was planned for April and May.
- The substantial part of the campaign – last week in May (the most of the advertising networks were bought, ads in newspapers).
- Topic „transparent chairman“ – it was used only in network in Prague but via media it was communicated all over the country.
- The campaign was positive, non-aggressive, but it did not avoid controversial topics.



# Out of home

- Large ad network was bought and small – scale poster advertisement was bought too (posters in trains and public transport, networks on clocks structures and phone boxes).
- Special networks were bought in Prague (CLV, metrovision, LCD sites).
- New headline „sooner; more; more often ,than you think“.
- At the end of the campaign only claim „**More, than you think.**“ was used.
- Education, problematics of public debt, rule of law and Health were communicated as the main topics.
- In the last phase of the campaign – ODS started the negative campaign against TOP 09 – they were communicating the potential coalition of TOP 09 with the Socialists – meeting of the Executive committee, which clearly refused the coalition with the Social democrats.
- Using of unconventional large sites (a chimney,a ground).



A rape field

# Campaign online

- The supporters of TOP 09 have the possibility to join us on the website, later on MY.TOP 09 portal.
- The campaign on Facebook (not copying only the information from the websites, but active involvement of users – Stamp yourself application, TOPposition finder application).
- Instructions how to vote on the website [www.snemovni-volby.cz](http://www.snemovni-volby.cz).
- Profiles also on YouTube and Twitter.
- Project „Videoblogs“ were part of the Facebook profile (discussions with leaders of candidate lists through videos).
- Photogallery on the biggest Czechs photo album rajče.net
- Miroslav Kalousek and Karel Schwarzenberg were involved in Mikroblogs.cz service.

## Who owns the Facebook data?

August 2009 – the Civic Democrats profile was deleted.

They could lose all the data, which were uploaded on it.

Conclusion – Facebook is a good marketing tool, but we don't owe it.

## Facebook „hunting game“ between TOP 09 and Civic Democrats

In the summer of 2009, TOP 09 with Civic Democrats were vying in the number of fans on the social site Facebook.

Close numbers for a long time.

Currently TOP 09 has **45 225** fans, ODS **21 924** fans.



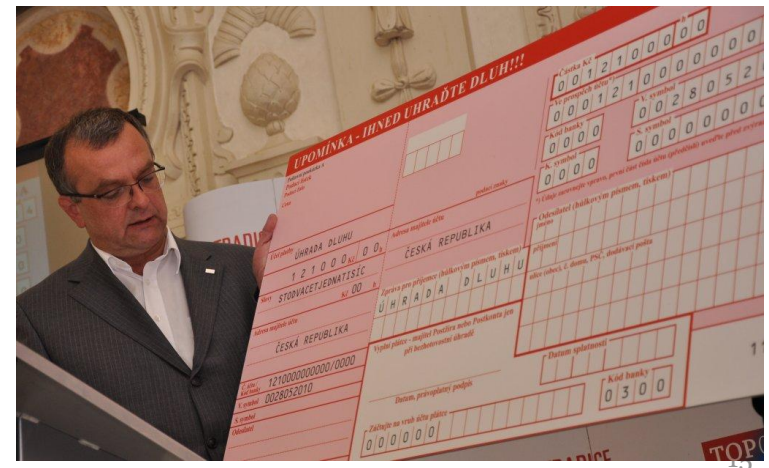
## E - Shop

- We started E- Shop on our websites in cooperation with the ditribution company REDA.
- Everyone can buy gifts with the TOP 09 logo, or with Karel Schwarzenberg motive.
- One part of the profit goes to the campaign of TOP 09, the other one goes to charity.
- The system is also used by regional organizations as a way how to buy the promotional items for campaign in their region (of course for free or lowered price).



# The post money order

- On May 12, 2010 we distributed via direct mail service a promotional posters which looked like the post money order and the amount of national debt per person was written there.
- The aim was to highlight the serious problem about the real amount of public debt (To say how much money does everyone owe).
- A day before the distribution of the post money order the press conference was held and Miroslav Kalousek presented this post money order and explained its purpose.
- The video-clip was filmed, following the example of British Conservatives.



# Contact Campaign

- Karel Schwarzenberg visited all the regions during the campaign, „A beer with Karel“ (the event in the pub) was often meant in media.
- All regions were organizing their own contact campaign with their regional leaders.
- The highlighting of the campaign was the „Concert for Karel“ on one of Prague islands named „Kampa“.



# Campaign ad and campaign videos

- Election spot with Admiral Schwarzenberg became one of the most distinctive part of the campaign.
- Over **250 000** people saw it.
- Authors: David Černý, Adrian Kukal, Patrik Velek.
- Highly valued by media.
- Broadcast not only on TV, but also on YouTube.
- Since 2009 the spots about leaders of candidate lists have been created.
- Video clips were filmed during all the crucial moments and press conferences etc.

# Results of the elections to the Chamber of Deputies in May 2010

Party	Votes	%
ČSSD	1 155 267	22,08
ODS	1 057 792	20,22
TOP 09	873 833	16,70
KSČM	589 765	11,27
VV	569 127	10,88
KDU-ČSL	229 717	4,39
SZ	127 831	2,44



# Results of TOP 09 in regions (in %)



# Thank you!

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