



presentation name:

jump! Doorstep GE11 Rubberneck

for:

jump! friends

jump!ers:

jump! team

date:

Feb 2011

General Election 2011.

It's historic. It's critical. It's momentous. And it's live on the doorsteps of Ireland.

Everyday prospective TDs listen to, and sell themselves to, the people of Ireland.

What's being said? What's the vibe? Are there learnings for brands?

jump!ers accompanied Dáil candidates and their teams from Sinn Fein, Fianna Fail, Fine Gael and an Independent as they canvassed door to door in very different locations; in Rathdrum, a small town in the Wicklow Mountains, in generally middle-class Ranelagh and in more working class Drimnagh. We also spoke with a member of the campaign team for Ruairi Quinn of Labour.

This jump! Rubberneck report recounts the words, the feelings and the big themes we experienced.

When 'Ireland's doorstep' talks, brands should listen.

At the end of this Rubberneck we put forward a few 'think abouts' for brands in the context of the national mood displayed on GE11 doorsteps.

Raw

On/Off

National

New

Next

Fear and anger are common reactions at the doorstep.

People frequently talk of loss. Loss of savings, jobs, prospects, services, sovereignty, sons and daughters to emigration...

And this is expressed in emotionally charged outbursts, twitter humour, facebook 'mobbing', graffiti, apathy.

So, whilst there is plenty of shared emotion there is little obvious collective action (why aren't we on the streets?). Instead, we are witnessing more private or personal action.

Why Raw? Because the speed of change, service disintegration and income loss has left people feeling dazed and confused. Many are taking every opportunity to individually communicate what is actually their shared anger.

Raw

On/Off
National
New
Next



Raw

On/Off
National
New
Next

“Look what they’ve done to us”

“Tell (candidate’s name) to try living on what I do every week”

“I’m just hanging on by my finger nails”



Image from broadsheet.ie

One jump!er's account from accompanying the team of one candidate....

Going around the houses, people shouted out of windows. Shouted “shame on you” and other aggressive insults driving by. Slammed doors. Wouldn’t even come to the door. Came out of houses to hand back leaflets dropped in.

Raw

On/Off

National
New
Next

In a number of constituencies we came across an interesting phenomenon...

Younger voters are ‘switching on’.
Older voters are ‘switching off’.

In some constituencies we saw and heard signs of older people becoming disengaged - more likely to ignore the door bell; comments like *“I won’t bother my arse voting this time. What’s the point?”*. It was a trend identified by a number of candidates and canvassers we spoke with.

This was balanced against a rising interest in youth voters. From the account of one jump!er’s canvassing trip...

...while in a blue collar Dublin constituency a candidate is convinced of a more engaged youth population. He cites new CSPE programme in schools and parents discussing politics more at home. Candidates use of social media is also a key factor in engaging younger people in politics



Why this difference in younger / older ?

Older people are more disillusioned and sadder that this is where we’ve ended up. As if their hard-earned gains have been wasted.

Moreso now than ever before, we got a real sense, that younger people want a chance now to make a mark. Interesting times ahead.



Raw
On/Off

National

New
Next



All politics is local, they say.

But in Election 2011, 'National' is the new 'Local'.

People are more engaged with national issues and policies

Now Ireland itself is the far flung constituency that needs to swing decisions its way in Brussels and Berlin.

Candidates talk about national issues being more prominent and local issues less so than previously.

Why an increased engagement with national issues?

A national vision helps people move towards personal certainty. A big missing. A big driver. A big opportunity.

Five themes show up regularly on the doorsteps...

Raw
On/Off
National

New

Next

This election is about the 'search for new'.

It's all-encompassing. In a way it's the only thing up for discussion on the doorstep...

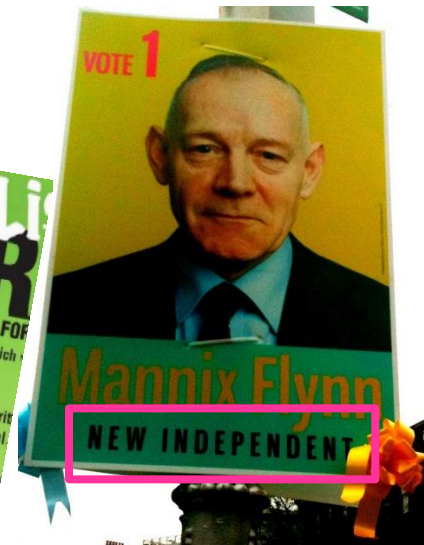
...there are some 'FF loyalists', there are some who want personal issues dealt with, there are wildly different views about the best way forward...

...but the search for new is the one uniting theme.

Why the search for new?

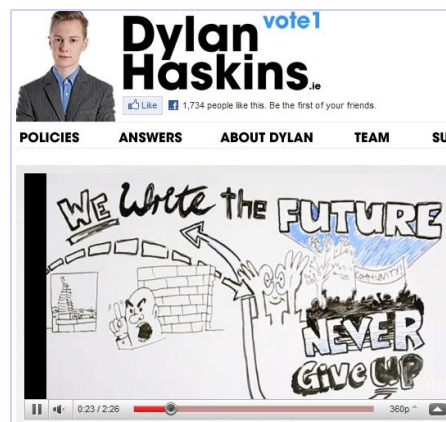
Because people accept that what we have had is broken and they are open like never before to change, to new answers, for a new Ireland.

People really want to feel part of something new. We'll see how that pans out over the next year!



Images from irishelectionliterature.wordpress.com

Want to see what 'New' looks like? Check out Dylan Haskins' video and Mannix Flynn's rap!



<http://www.dylanhaskins.ie/>



<http://www.balconytv.com/v/mannix-flynn>

Raw
On/Off
National
New

Next



Image from irish-times.com

In the more affluent areas we visited we were met, much to candidates' frustration, with a feeling of apathy.

Call to the door in Ranelagh and it's a cursory "I'll read the leaflet" as they turn back towards their day to day life.

In less well-off and in rural areas people engaged more.

That could mean shouts of abuse towards candidates' teams or thanks for what a politician has done for them personally or, in Rathdrum, letting the candidate know that they want to change their house or get particular services on their estate fixed.

Why affluent disengagement and working class / rural engagement?

Our view, having experienced the canvass, is that people in middle class areas see the individual candidate as less relevant. They want conditions created at a national level that clear the way for them to get ahead.

In working class and rural areas the candidate is a direct link to power. They look to her or him to intervene and fix issues. It's more personal.

So there's a really interesting difference between these two groups with more affluent people wanting space to create their own future and more working class people needing a voice to help them do the same.



1. Show Real Emotion

It's a raw world. And raw emotions are on display. Embrace that. Reject the 'perfect world' of brand and consumer stereotypes.

2. Show me the Money

For many households, even a small improvement in financial value will change their decision-making.

3. Show me a New Movement

Everything's up for grabs. The appetite for change is real and huge. Show people how your brand searches for / leads new solutions that are worthwhile. Show people how they can feel part of something new.

4. Show Integrity

The recession generally focused people's priorities away from the ethical and more towards the personal. Election 2011 highlights a desire to act to fix the system. Show people how your brand makes the world better.

Our sincere thanks to...

Andrew Doyle, Fine Gael

Mannix Flynn, New Independent

Michael Mulcahy, Fianna Fáil

Ruairi Quinn, Labour

Aengus Ó Snodaigh, Sinn Féin

