

U18 votes!

Young people on board for ad by united communications

Berlin, September 2009 – U18, Germany’s largest political education movement for children and teens, is reaching out to young people through a TV advertisement calling for more political engagement. united communications, the Berlin-based agency for creative brand communication, conceived and produced the film, which was commissioned by the U18 network.

The number of first time voters keeps falling as enthusiasm for politics dwindles. To counteract apathy, leading children and youth organisations joined forces under the U18 young voters project. The highlight culminated in a youth Bundestag vote on 18 September 2009, nine days before adults took to the voting booth.

The U18 call-to-vote ad draws young people’s attention to the election date in an unusual way. In order to speak to the widest possible audience – rather than only those already politically active – the ad was shot using amateur actors.

Candida Splett, U18 network spokesperson, as well as project coordinator Nina Lippmann supervised the project. On the agency side, Peter Link, Senior Account Director, Carolin Kallenbach, Account Manager, as well as Rainer Nick, Multimedia Producer, were in charge of the concept, production, editing and music. The clip was produced by Anna Dietzel (Director and Producer), Max Marer (cameraman) and Florian Höft (sound). It was filmed in the Eastern Comfort hostel boat next to the Oberbaum bridge in Berlin (www.eastern-comvort.de).

Watch the call-to-vote ad:

<http://www.youtube.com/watch?v=7rwGAq18f74>

More information available at www.u18.org

About united communications:

The Berlin-based agency specialises in creative brand communications for both businesses and non-profit organisations. Its team of around 25 multilingual specialists has worked for the European headquarters of ViewSonic and Olympus since mid-1995. Other clients include Olympus Deutschland, HVB Immobilien AG/UniCredit Group, Citizen Watch Europe, eBay, Volkswagen AG, NABU, Casio, Philips, Pronuptia Paris, Christian Lacroix, the European Commission and Berlin Partner. united communications is a member of the following organisations: international advertising agency network ComVort, the Forum of Corporate Publishing, the Association of German Foundations and the United Nations Global Compact.

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