

**OPERATION  
GÖTTERFUNKEN**



**A CAMPAIGN  
FOR MILLENIALS  
BY MILLENIALS.**

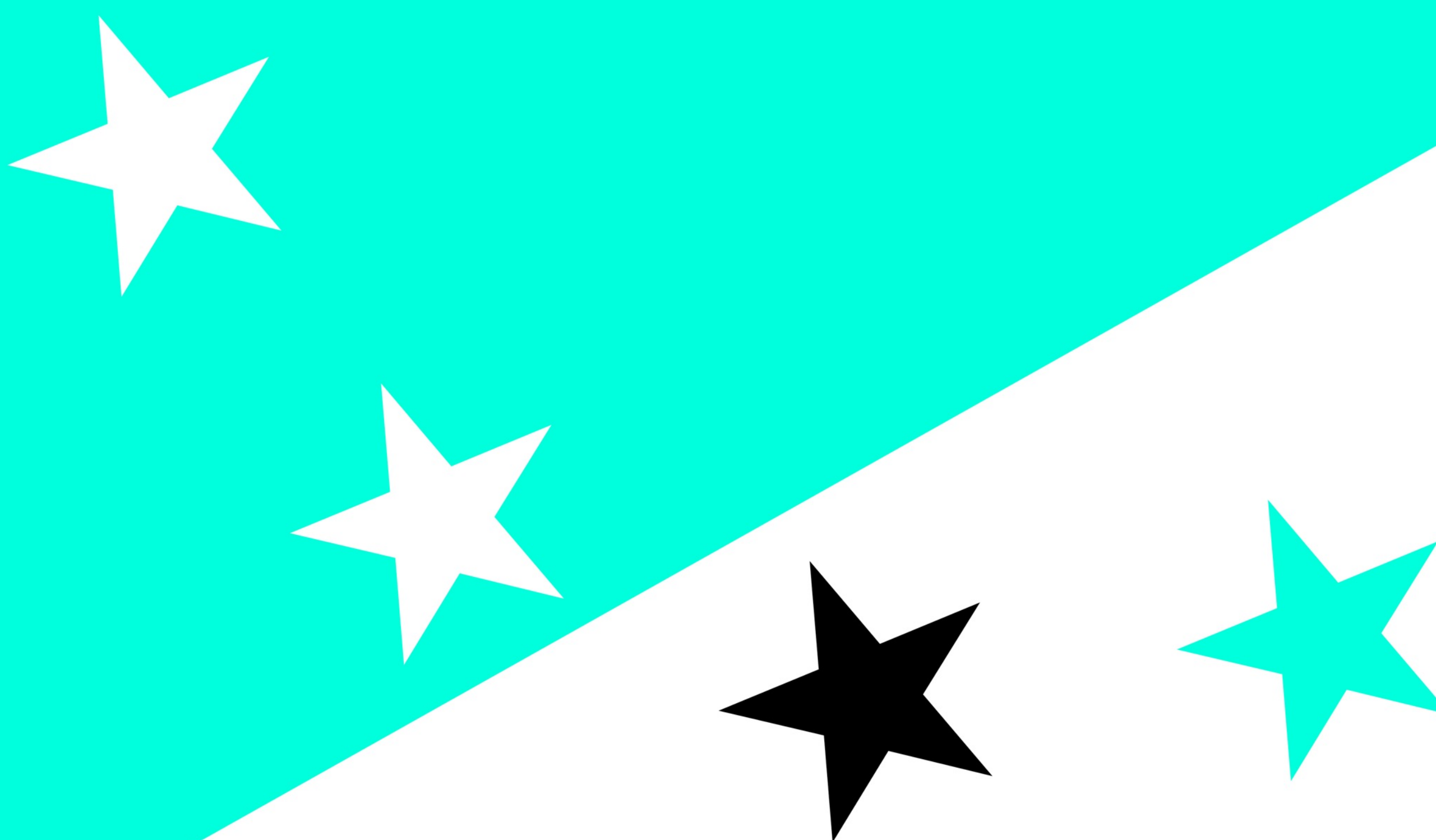
# **ON 26 MAY THE EUROPEAN UNION ITSELF IS UP FOR A VOTE.**

**ONLY 1 IN 4 PEOPLE  
UNDER THE AGE OF 25 VOTES.\***

In this way, young Europeans are deciding to allow or not allow anti-European parties to enter the EU Parliament. The EU Elections seem to not matter at all to most young people.



# Who profits from this?



The New York Times

## *Matteo Salvini Announces New European Alliance of Far-Right Populists*

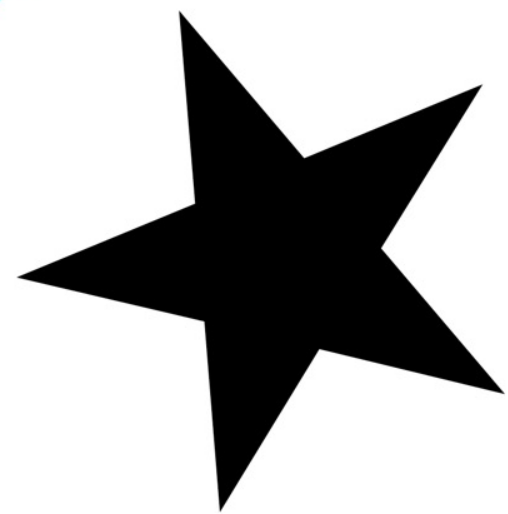


Populist leaders gathering in Milan on Monday included, from left, Olli Kotro of Finland, Jörg Meuthen of Germany, Matteo Salvini of Italy and Anders Vistisen of Denmark. Luca Bruno/Associated Press

\*Quelle: New York Times

**This vote is crucial:**

**#GoVoteEU**





**We are working on this  
non-partisan voter  
mobilisation campaign...**





... along with around 35  
volunteers...



**Fortunately,  
more and more  
companies are  
taking on  
responsibility**

**...and  
demonstrating  
their values!**

# What's expected of brands

## #Zeitgeist

**Handelsblatt**

KOMMENTAR ZU „WE4EUROPE“-AKTION

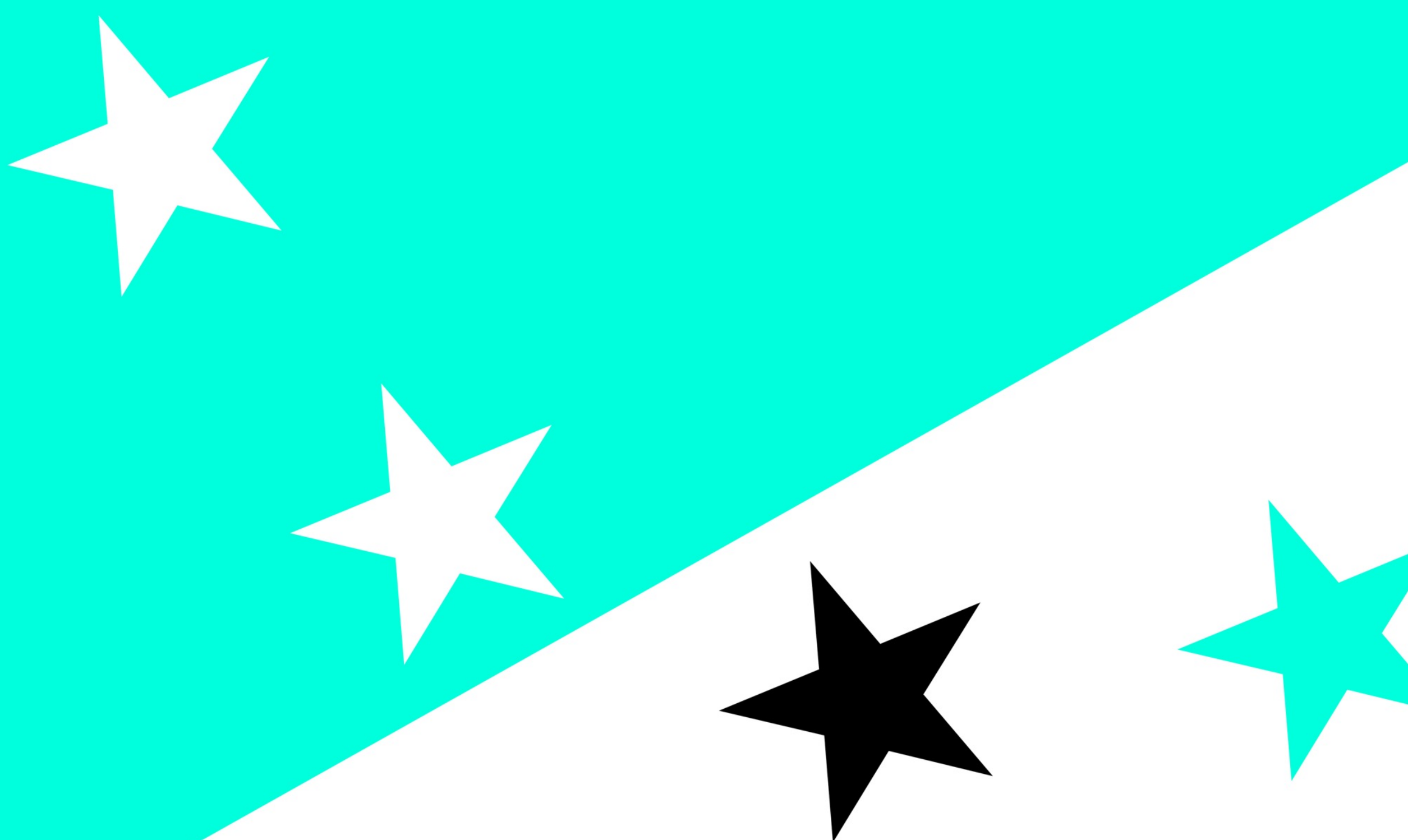
## Haltung zeigen!

Manager werden wieder politisch. Das ist gut so. Denn wenn gesamtgesellschaftliche Zukunftsfragen zur Debatte stehen, ist die Stimme von Unternehmern heute unverzichtbar. Ein Kommentar.



**Klaus Stratmann, Handelsblatt  
Korrespondent**

# Companies are becoming political.



WIRTSCHAFT KAMPAGNE

## Unternehmer schmieden neuen Pakt gegen Populisten

Veröffentlicht am 07.04.2019 | Lesedauer: 5 Minuten

Von **Michael Gassmann**  
Korrespondent Handel und Konsumgüter



50 große deutsche Familienunternehmen beziehen Stellung gegen Fremdenfeindlichkeit: Nach der Anzeigenkampagne soll es weiter gehen  
Quelle: picture alliance/dpa



**Joe Kaeser** ✓

@JoeKaeser

Folgen



Lieber „Kopftuch-Mädel“ als „Bund  
Deutscher Mädel“.

Frau Weidel schadet mit ihrem Nationalismus  
dem Ansehen unseres Landes in der Welt.

Da, wo die Haupt-Quelle des deutschen  
Wohlstands liegt. [#Bundestag](#)

[#Bundesregierung](#) [#steffenseibert](#)

12:36 - 16. Mai 2018

663 Retweets 2.125 „Gefällt mir“-Angaben



385

663



2,1 Tsd.



**Levi's is positioning itself as an environmentally conscious brand by calling on buyers to wash jeans at 30 degrees Celsius only and to give them to clothing recyclers instead of throwing them in the trash when they are done with the product.**



# Spotify has removed R. Kelley from its platform

## The Guardian

The R Kelly conundrum: does Spotify's new mute button go far enough?

As many call for Kelly's music to be removed altogether, the platform introduced a tool that puts the onus on to its users



**WHAT'S MISSING IS  
A CAMPAIGN  
FOR MILLENNIALS  
BY MILLENNIALS.**

**SOMETHING LIKE AN ADIDAS  
CAMPAIGN FOR EUROPE.**

# **A CAMPAIGN THAT PACKS A PUNCH.**

A campaign that comes skidding in on two wheels spouting fireworks. The opposite of what the EU Parliament itself would do - but for the same cause. We are Generation Europe, EasyJet, Netflix and Panorama Bar.

**AND LEAVES  
THE CROWD BREATHLESS.**





**#Operation  
Götterfunken  
was born.**

 **OPERATION  
GÖTTERFUNKEN**

**LEBEN  
OHNE  
EU**



**IST WIE  
MILLENIALS  
OHNE  
AVOCADO**

Currently we are translating our posts.

# LEBEN OHNE EU



**26. MAI  
EUROPAWAHL  
GEH HIN!**

**IST WIE  
KORN  
OHNE  
FANTA.**

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# LIFE WITHOUT EU IS LIKE



**26. MAI  
EUROPAWAHL  
GEH HIN!**

**IS LIKE  
NETFLIX  
WITHOUT  
CHILL.**

OPERATION-GOETTERFUNKEN.DE

# UNE VIE SANS L'EUROPE,



**26. MAI  
EUROPAWAHL  
GEH HIN!**


**C'EST  
CHOISIR LE  
MARASME  
PLUTOT  
QU'ERASME.**

OPERATION-GOETTERFUNKEN.DE

# THE EU IS LIKE WIFI.

Only when it's gone do we realise how essential it is to us. But that's exactly what can happen. The Trump election has shown that anything is possible.

Our call to action: GO VOTE!



**26. MAI**  
EUROPAWAHL  
**GEH HIN!**

# **LEVEL 1: AWARENESS FOR THE EU**

**In the first phase, we want to demonstrate the fragile implicitness of the European Union.**

**The headlines can range from silly and playful (INTERNET WITHOUT PROCRASTINATION) to clear EU benefit communication (ERASMUS WITHOUT FOREIGN COUNTRIES).**

**At the heart of our website is a MEME generator to allow for individual MEME creation.**

**Life without the EU is like the internet without porn.**

**Life without the EU is like Kardashians without selfies.**

**Life without the EU is like the internet without procrastination.**

**Life without the EU is like the internet without cats.**

**Life without the EU is like riding the train without a podcast.**

**Life without the EU is like sexting without nudes.**

**Life without the EU is like hipsters without irony.**

**Life without the EU is like millennials without avocados.**

**Life without the EU is like lean without Sprite.**

**Life without the EU is like a group chat without the eggplant emoji.**

**Life without the EU is like a millennial who doesn't produce a podcast.**

**Life without the EU is like falling asleep without Hitler's documentary.**

**Life without the EU is like carpooling without headphones.**

# **LEVEL 2: IT WON'T HAPPEN.**

**Each headline refers to a specific subject area, a problem. They scratch the surface and focus on placativity and provocation. Their conciseness is intended to encourage their choice and they therefore urgently need our CTA:**

**No vacation without a visa?  
It won't happen.**

**52% for the Brexit?  
It won't happen.**

**Economic climate more important than real climate?  
It won't happen.**

**Enemies instead of friends.  
It won't happen.**

**Everyone against everyone.  
It won't happen.**

**Nazis in Parliament.  
It won't happen.**

**Germany declares war on Poland?  
It won't happen.**

**France occupies the Saarland?  
It won't happen.**

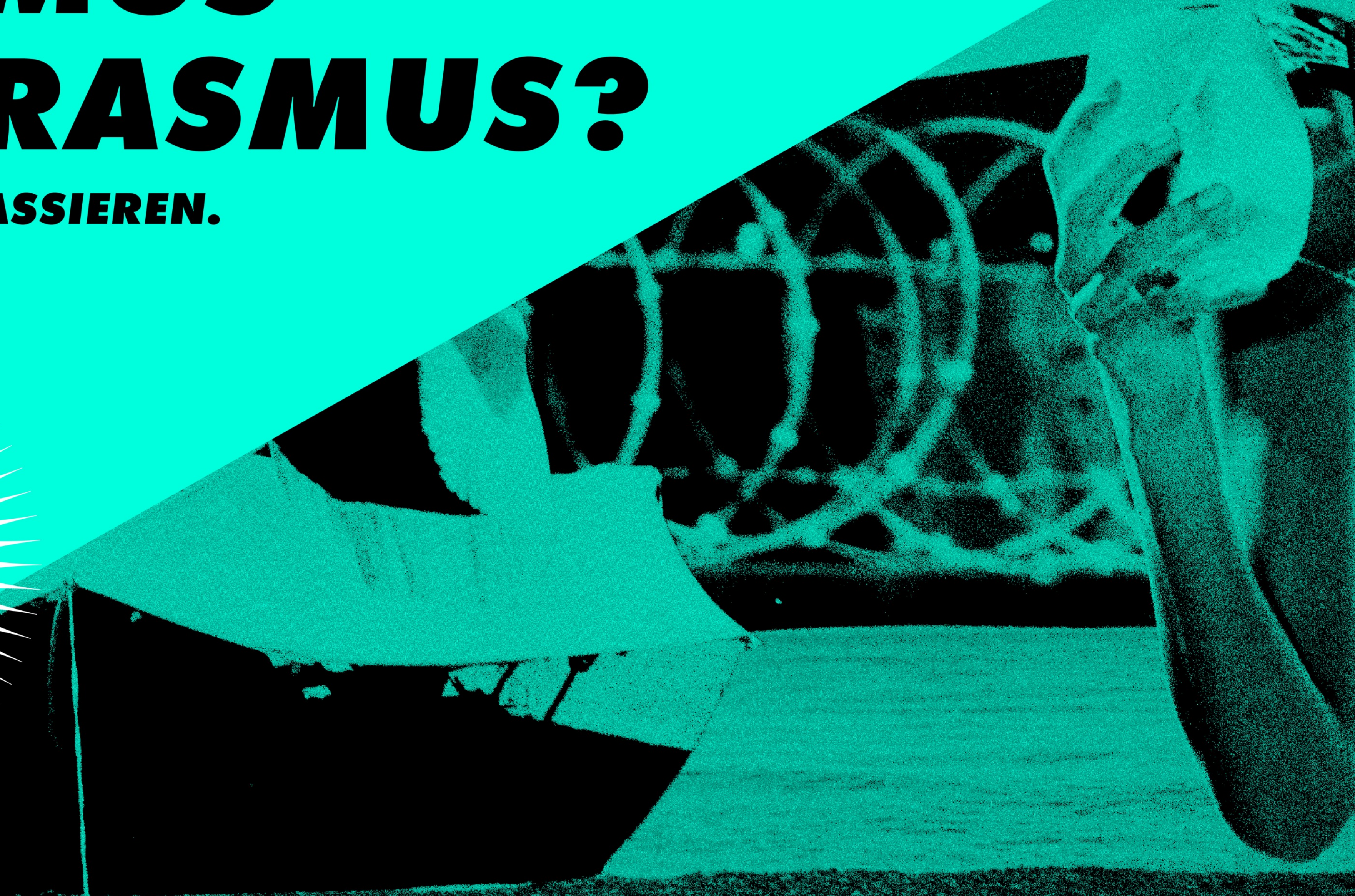
**Facebook decides the election?  
It won't happen.**



# **RASSISMUS STATT ERASMUS?**

**WIRD SCHON NICHT PASSIEREN.**

**26. MAI  
EUROPAWAHL  
GEH HIN!**

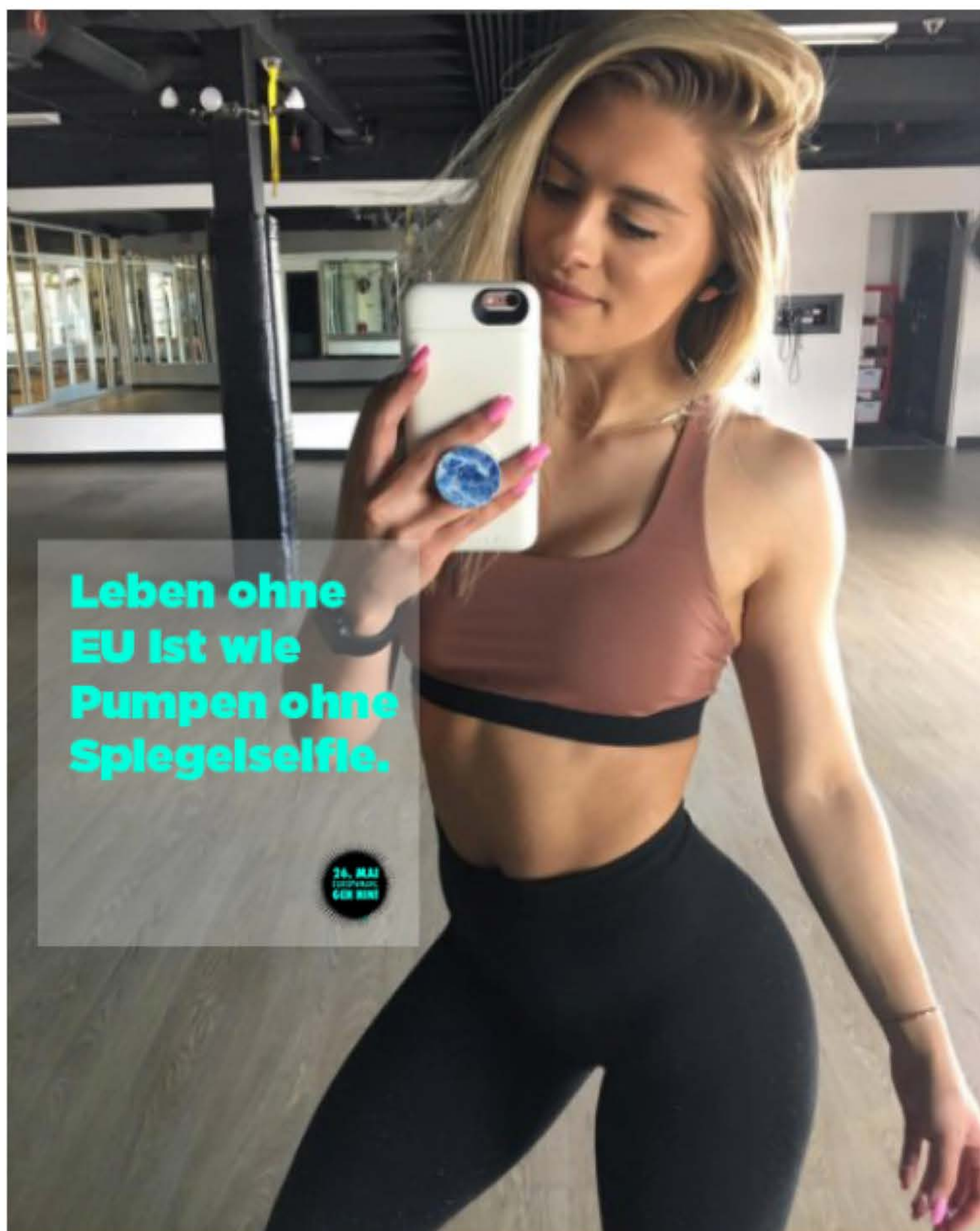


# MERCH & PR STUNTS



# Sticker.

To be confirmed



Leben ohne EU ist wie Pumpen ohne Spiegelselfie.

26. MAI  
2017  
GEM. NIM

„Leben ohne EU ist wie Pumpen ohne Spiegelselfie“

Kooperationen mit Fitnessstudios (McFit & John Reed)

Unterschiedliche Copies (15 Stück...)

Leben ohne EU ist wie Erasmus ohne Ausland.

Leben ohne EU ist wie Korn ohne Fanta.

Leben ohne EU ist wie Netflix ohne Chill.

Leben ohne EU ist wie Kim ohne Selfies.



„I vote“ Sticker

To be confirmed

# Kondome.

Einhorn Kooperation

**Don't fuck  
the EU  
Fuck each  
other.**



# Klopapier.

„Leben ohne EU ist wie kacken ohne Klopapier“



# WHO WE'RE TALKING TO

## THE YOUNG, ACTIVE VOTERS AND MOTIVATORS

Those who spends their Fridays out on the pavement, those who communicate, those who inform themselves and others, and stand up to older generations.

**MILLENNIALS**  
**GENERATION**

## THE YOUNG, PASSIVE LISTENERS AND THINKERS

Those who understand and shake their heads when they hear the name 'Trump', those who care and no longer think of wonderland when they hear the name 'Alice'.

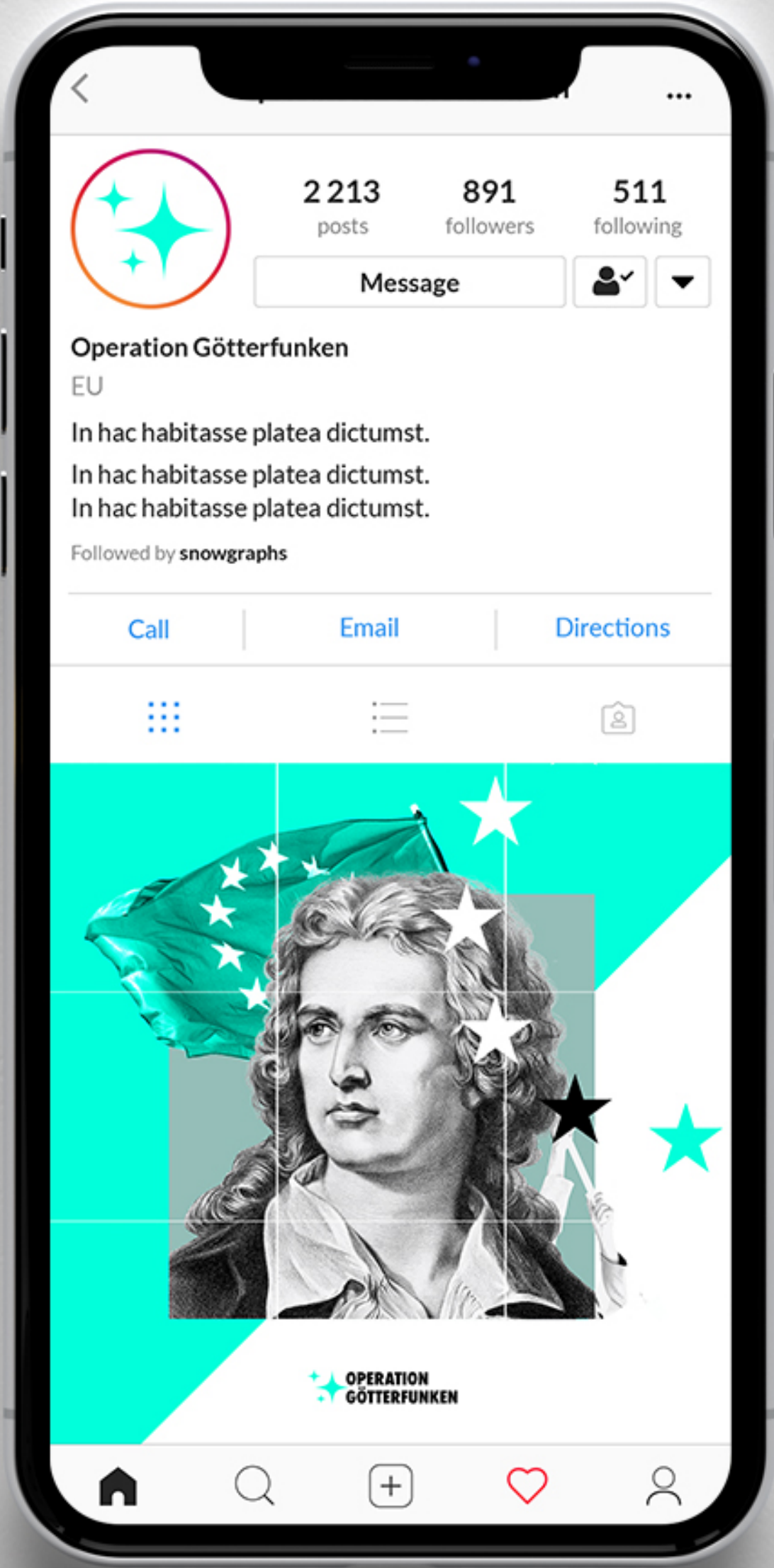
# WHERE WE WILL REACH OUR TARGET AUDIENCE\*



**INSTAGRAM, SNAPCHAT, YOUTUBE ARE  
OUR MAIN CHANNELS.  
THROUGH FACEBOOK UND TWITTER WE  
INTEND TO REACH FURTHER  
DISSEMINATORS.**

**\* IN GERMANY, FRANCE, AND OTHER COUNTRIES.**





2 213

posts

891

followers

511

following

Message

Operation Götterfunken

EU

In hac habitasse platea dictumst.

In hac habitasse platea dictumst.

In hac habitasse platea dictumst.

Followed by snowgraphs

Call

Email

Directions



OPERATION  
GÖTTERFUNKEN





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project  
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