



A Digital Voter Education Campaign by CECOE
and its partners

I VOTE FINAL REPORT
CECOE, ADDIS ABABA
OCTOBER 2021

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Introduction

This document reports on the I Vote campaign run by CECOIE in partnership with IRI, for the pre- and post-election period during Ethiopia's 2021 general elections.

Deliverables and activities will be discussed, with outcomes for each section of the campaign, as well as key learnings and recommendations.

Section 1 of this report deals with the market research and campaign concept creation, while Section 2 will explore the implementation of the campaign, as well as extended post-election activities.

Phase 1: Research & Campaign Conceptualization

Research

CECOIE has carried out initial research across all regions (except in Tigray region where at the time of data collection there was unrest in the region) on effective and preferred modes of communication between Ethiopians. The report includes a regional map of key media influencers and ways in which Ethiopians communicate most (including additional research around Ethiopian social media habits and preferences) to refine campaign targets. Additionally, the research highlights knowledge, attitude, and perceptions of Ethiopians on subjects touching on the electoral process.

Research design & methodology

CECOIE applied two key methodologies to uncover insights aiding design of the comprehensive multiplatform media campaign for voter education and the management of content generation, coordination, and placement. These two methods used are desk research and quantitative in-home interviews. Desk research provided preliminary Ethiopia country profile data and insights that gave context into the overall tone and approach to the assignment. The limitation of desk research we mitigated by application of a nationwide quantitative face-to-face survey that was carried out in-home across all regions in Ethiopia except Tigray which at the time of data collection was out of reach due to some military operation. Sample selection was based on 2017 population projection estimates from the CSA. However due to lack of granular population data, 2007 population estimates were used only for stratification purposes by residence (rural/urban), gender, age etc.

Conclusions Based on Research

Sources of information and media consumption habits

Available and primary sources of information:

- Among Ethiopians interviewed, TV is the main media platform used by for news and information. Other platforms are available as well but social media (more specifically Facebook) surpasses Radio as a main platform used for news and information.
- Facebook, after Television, is rated as a key source of information among younger to middle age cohorts from 18 years to 44 year olds.
- Radio is perceived to be less of a primary source of information on current affairs
- Among primary sources of information for news and information, TV is rated highest as a primary sources in both rural and urban residences followed by Facebook in both rural and residences.

Most preferred TV and Radio station:

- The most favourite TV station with national reach is according to the respondents is EBS while radio audiences prefer regional radio channels followed by Fana FM 98.1.
- EBS appeals to the young up to middle aged viewers while ESAT and Etv News appeal to middle up to older age cohorts.

Most preferred social media platform:

- Facebook is the most Favourite social media platform used among Ethiopians interviewed.

Attitude and perception on political and electoral process

Key issues that people are talking about/what affects them most:

Domestically driven insecurity/crime is top on the list of concerns cited by Ethiopians interviewed

Degree of politically activeness of women and young people:

Women are perceived to be less actively involved in politics compared to the youth (without specific reference to gender). Women are most perceived to be active in politics in the regions of Benishangul-Gumuz, SNNPR and Afar while in the regions of Somali, Oromia, Harari and Gambela they are perceived to be less active in politics.

What Ethiopians are looking for out of the forth coming elections:

Respondents interviewed, when asked about hopes for the upcoming elections, indicate they are hoping for a free and fair election. They are also hoping for elections free from violence/insecurity.

Decision and Intention to vote:

Nearly all Ethiopians interviewed indicate that they as individuals are the one who determine whether to vote and whom to vote for. In the forthcoming elections, a majority of Ethiopians interviewed intend to vote. The key drivers to voting are right leadership and community development/change while the key barrier to voting is insecurity/violence.

Understanding of Voting Processes:

Based on those interviewed, there is evidence of potential misconceptions about the voting process. Specifically, some interviewed were not sure on whether or not a voter can cast a vote at a polling station where he/she is not registered; whether a voter is still able to vote even if his/her name is not listed in the voter registration roll/book and; on the potential of voters who don't know how to read or write being or not being eligible to vote

Based on these research findings we developed the following campaign strategy.

Campaign Strategy

Campaign Objective

The objective of the campaign was three-fold:

- Educate citizens as to the importance of voting: Why it is important to make your voice heard
- Inform citizens of the facts around the voting process: Become a credible source of information on how and when to vote.
- Mobilize citizens to exercise their right to vote: Encourage voter participation throughout pre-election phase right up to Election Day, with a particular focus on selected demographics

To achieve these objectives, the campaign needed to establish itself as a credible source of truth for Ethiopian citizens and be seen to be addressing questions and events timeously and neutrally.

Campaign Philosophy

It was crucial that our campaign platform be seen as a non-biased, apolitical and neutral source of credible facts, independent of government and party politics. Trust in the electoral process is vital in any election, especially in contentious electoral environments. As a platform, we needed to build that relationship of trust with citizens early.

Likewise, any partnerships with media houses, individuals or organizations were carefully chosen to ensure that none of them exhibit bias or a particular political bent.

High level factors influencing campaign methodology

Several factors in the Ethiopian context had influenced the campaign's rollout. The research revealed several areas of interest which had informed our approach.

Regional identity

Ethiopia is a geographically and ethnically diverse country with the vast majority of the population living in rural areas.

The research did not ultimately reveal specific different concerns per region that need to be addressed, however, we had to be mindful of the diversity across regions, while fostering a sense of national unity. We showcased "real Ethiopians" in campaign creative and messaging, so that citizens saw themselves and their real lives reflected in the campaign, making it easier to relate to. For the imagery, we chose regionally accurate images of people.

Language demographics

The wide variety of languages in Ethiopia was a driver in our chosen campaign methodology. To be consistent with NEBE and the other organizations in Ethiopia that were working on election-related campaigns, we produce all content (ie. audio visual, digital, physical channels) in the following four languages: Amharic, Afan Oromo, Afar and Somali. The brand identity has been created with Amharic as the main language, always present on the logo, and will be adapted to include variations for different regional languages.

Gender

Encouraging women to participate in the voting process was crucial. 57% of people surveyed indicated that they thought women were politically active to at least some degree, with 79% of women surveyed saying they were intending to vote.

However, this still left 21% of women either undecided or not planning to participate.

Women's involvement was critical for two reasons: firstly, despite patriarchal practices and beliefs prevalent in some areas, women are the cornerstone of many families and do exert influence in their communities, even if indirectly. This made them a crucial touchpoint for information and influence. Secondly, for the women themselves, encouraging their involvement and mobilisation in the entire process allowed them to feel more confident in making their voices heard on issues that concern them directly.

Age

There was a widespread belief based on the research that the youth are actively involved in politics. This may be a perception based on the fact that historically the youth have been mobilized/used by political parties for their own purposes. However, the research indicated that 74% of the 18-20-year-old age group intended to vote, which left a fairly large proportion who don't intend to vote, contrary to the perception that youth are currently actively involved. Youth outside of those leveraged by parties may not have been in a position yet to make informed decisions about their voting participation, and so it was important to focus here to educate as to the importance of voting and the voting process including the time needed not only to vote but for all votes to be counted and verified. This was not only useful for this election but for future elections as well.

Youth are well-positioned to spread and share information within their peer networks and families, and as such proved to be an important driver in information dissemination.

On the other end of the spectrum, elders in the community were not forgotten. Their influence with families and communities cannot be discounted and was leveraged to help establish our campaign as a source of credible and trusted information. Interestingly, the 60- to 64-year-old age group had one of the largest percentages of "not sure if they'd vote". This demographic may have first felt jaded from previous election experiences, so the campaign needed to encourage optimism and willingness to engage.

Initial Campaign Concepts

The current iteration required approval positions Amharic as the main text, with space for regional translations in the logo.

It was vital to have a strong, engaging and memorable brand identity to tie the campaign elements together. The brand identity was used on the website, in print and digital media, social media, and also TV ads.

Upon review of the initial suggested names we opted for the punchy option of I VOTE. This allowed us to have the I VOTE as a singular campaign name and we support it with the regional translation. This name was chosen as it was best suited to translation / interpretation into Amharic compared to the others.

Initial other name suggestions as follows:

- Vote your Voice
- Go Abesha!
- For Abesha!
- Abesha 2021 – Now is the Time
- Every1Counts
- Your Vote Your Choice
- Have Your Say
- Your Choice Now!
- Vote Ethiopia!

The visual brand identity of the I Vote campaign had went through phases before landing on the final brand logo with the thumbprint.





አኔ ብኅ
አመርጣኩሁ
"I vote"

አኔ ብኅ
አመርጣኩሁ
"ካገ ኅመርጥ"

አኔ ብኅ
አመርጣኩሁ
"Ani Nan Filadha"

After selection of the thumbprint design, there were different variations of the artwork made before the final decision.



The final logo is shown below. The main name “I Vote” is written in Amharic with a secondary “I Vote” written in the selected regional languages.





Phase 2: Campaign Implementation

The campaign used digital, TV and radio to reach the target audience. Each component is detailed below in respective sections, however, there is a brief overview listed below.

Digital

Activity	Traction	Insight
Website	23,732 visitors	Audience uses English version of site. Most people find the site through the programmatic advertisements.
Facebook	27,676 Likes with over 5 million people reached	Audience was mostly male, based in Addis Ababa, aged 25-34
Instagram	Limited audience, unable to access the analytics due to Instagram's policy	

TV

STATIONS	REGIONAL COVERAGE
FANA TV	Nationwide
EBS TV	Nationwide
KANA TV	Nationwide
ETV	Nationwide
DIRE TV	Nationwide
AMHARA TV	Nationwide
OBN TV	Oromia
ETV SOMALIGNA	Nationwide
ETV AFARIGNA	Nationwide
SOMALI TV	Nationwide

Radio

STATIONS	REGIONAL COVERAGE
FANA 98.1	10 Selected regional
ETHIO FM	Addis Ababa and surrounding area within 472 km
AHADU	Addis Ababa and surrounding area within 472 km
SHEGER	Addis Ababa
BISISRAT	Addis Ababa
FM 97.1	Nationwide
ETHIOPIA RADIO AFAR	Nationwide
DIRE FM	Dire dawa and surrounding areas within 75 KM
AMHARA RADIO	Addis Ababa and Amhara
SEMERA CITY RADIO	Semera city and surrounding areas within 80 KM
OROMIA 103.7	Oromia
OROMIA 92.7	Addis Ababa
JIJIGA FM	Jijiga and surrounding areas within 50 KM
SOUTH FM	SNNPR
ETHIOPIA RADIO SOMALI	Nationwide

Audience

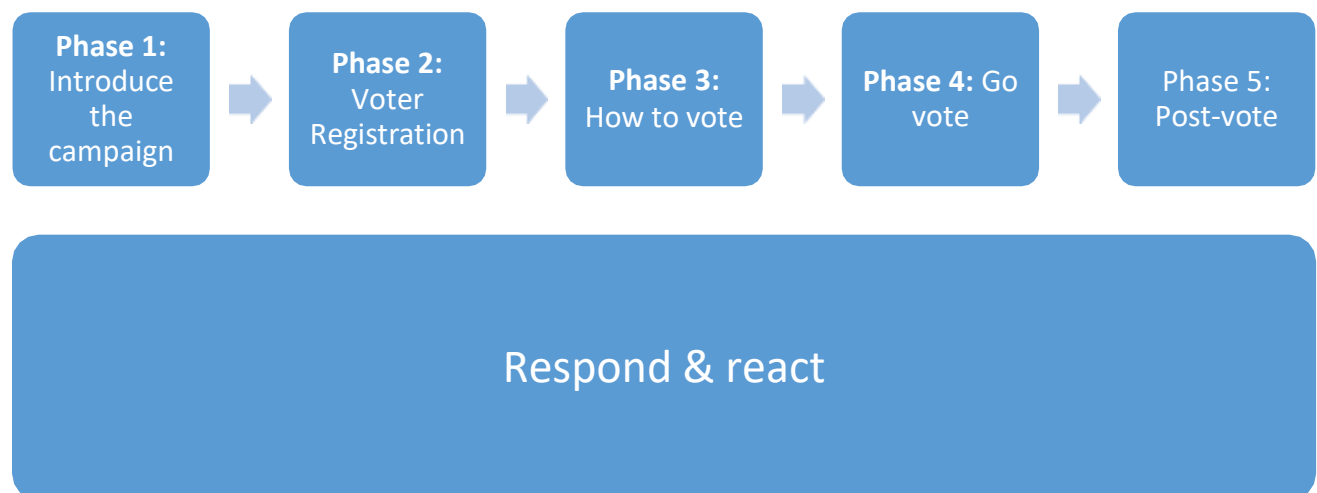
The campaign was designed to talk to everyone, with a unified identity and voice that would appeal to and address the concerns of all Ethiopian citizens. However, there were a few particular demographics it will be important to focus on. Each phase of the campaign had generic messaging that appeals to everybody; however, the demographics below will be particularly targeted with creative and messaging designed to catch their attention and address their concerns.

- Women
- Youth
- Elders
- Unparticipating individuals

Messaging

Messaging for June Elections:

The messaging for the campaign were broken down into five consecutive phases, with a sixth component running parallel throughout the duration.



Phase 1: Introducing the Campaign:

The first phase of the campaign focused on introducing the I Vote campaign to the audience. Sample messages that were used during this phase are listed below:

Introducing I VOTE! Your one-stop-shop for independent voting information.

Introducing I VOTE! Your one-stop-shop for independent voting information. Visit ivote.et

Questions about voting? Visit ivote.et

Just the facts! I VOTE is independent & unbiased

Did you know? Ethiopians wants a free & fair election. It's important to have the right information to cast your vote. Visit ivote.et for the facts about voting

Phase 2: Voter Registration

The second phase focused on informing the audience the voting registration process and were posted during the voting registration period. Sample messages used during this phase are listed below.

Have you registered?

You need to register before you can vote!

Register to vote until 23 April

You will need an identification document to register. You can use your ID card, passport, driver's license, certificate of residence, military discharge document or school ID. Don't have these? There are still ways to register.

You can register to vote if you:

- **Are an Ethiopian citizen**
- **Are 18 years old or older**
- **Have lived in the constituency for at least 6 months**

Body copy in posts: You must be registered before you can vote on 5 June. If you fulfil the requirements, you can register to vote and your name will be placed on the voter's roll.

Phase 3: How to Vote

The messaging for phase 3 informed the audience on what to expect on Election Day, from what to expect at the voting booths to what documents they should have with them. Sample messages used during this phase are listed below.

What happens on voting day? : For more information visit ivote.et

Step 1: Voting Briefing

Step 2: Verify your identity

Step 3: Cast your vote!

The Voting Briefing

For more information: visit ivote.et

The Presiding Officer will explain the process to voters on the day. They will show you how to complete the ballot paper

Remember! The Presiding Officer will never show any bias for against any candidate or party. They are independent! For more information: visit ivote.et

Verifying your identity

For more information: visit ivote.et

1. Your elector's card & ID document are checked
2. Your thumb is inked

After the briefing, you will enter the polling station and officials will verify your identity and make sure you are at the right polling station.

For more information: visit ivote.et

Phase 4: Go Vote

This phase of the campaign was the final push to get the voters to the voting booths. This phase featured count downs to the voting days. Sample messages that were used during this phase are listed below:

Message

Creative message: 5 days to go! Are you ready to vote?

Body copy in posts: Don't let your vote go to waste! Make sure you know how to avoid a spoiled ballot. [Read more here](#)

Creative message: 4 days to go! Are you ready to vote?

Body copy in posts: Start planning your voting day! Make sure you leave enough time for travelling.

Creative message: 3 days to go! Are you ready to vote?

Body copy in posts: Read about who is allowed to be at the polling station.

Creative message: 2 days to go! Are you ready to vote?

Body copy in posts: It's nearly time to make your voice heard

Creative message: 1 days to go! Are you ready to vote?

Body copy in posts: Check that you have the required documents to allow you to vote tomorrow! It's a big day – get to the polls early!

Phase 5: Post Vote

The final phase of the messaging focused on the days after Election Day but before the announcement of the results. These messages called for peace and patience while the results were being determined. Samples of messages used in this phase are listed below:

Message
Creative Message Have patience! Trust the process and keep the peace while we wait.
Creative message: The results are coming. Let us maintain peace.
Creative message: Peace is in our hands! No matter the outcome, peace is our aim!
Creative message: Let us be calm and await the results peacefully!
Creative message: We voted for our future. Let us work together in peace.

Messaging for September Elections:

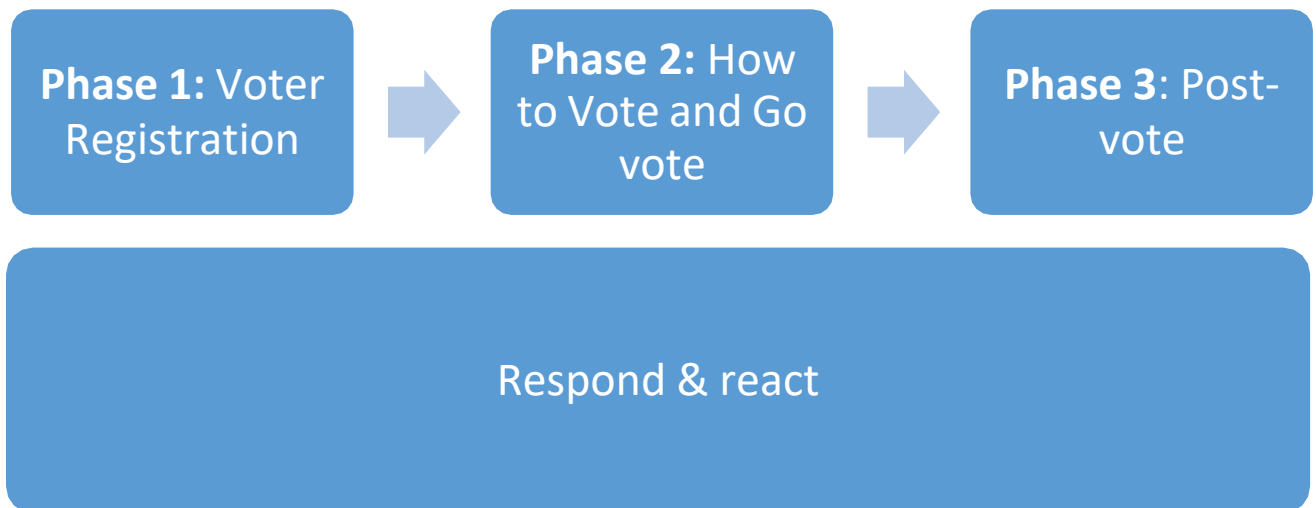
Because of the short time period available for the September election the messaging was reduced to three sections.

For phase 1, the messaging of introducing the campaign was removed and started immediately with information on voter registration.

For phase 2, the messaging merged the June election phase of “How to Vote” and “Go Vote” into one phase.

For phase 3, this was the post voting period that mirrored phase 5 in the June election messaging.

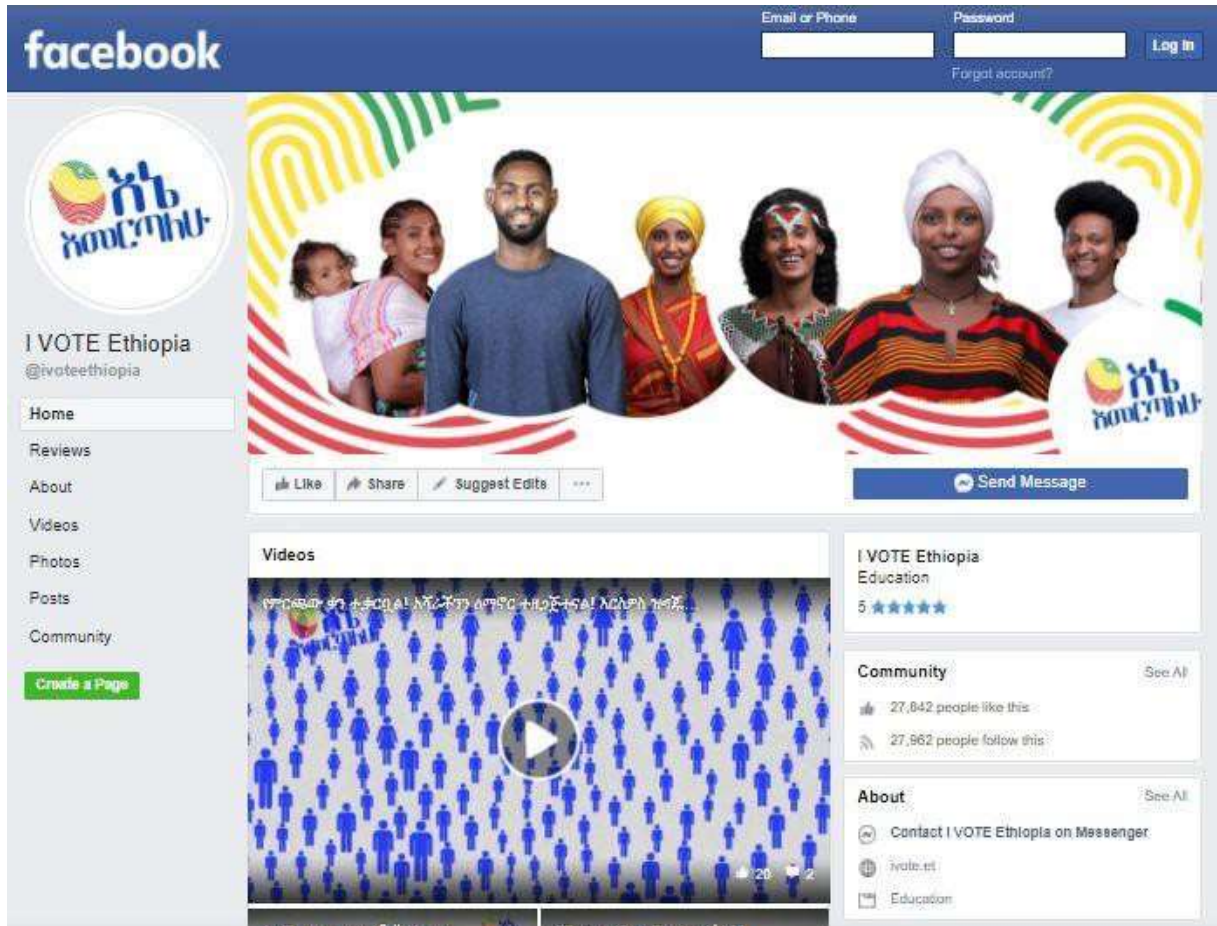
Although the phases were changed, the messaging used in each phase remained the same as the June election and similar to the June election, there was an extra phase where the campaign reacted to the situation on the ground related to elections.



Social Media

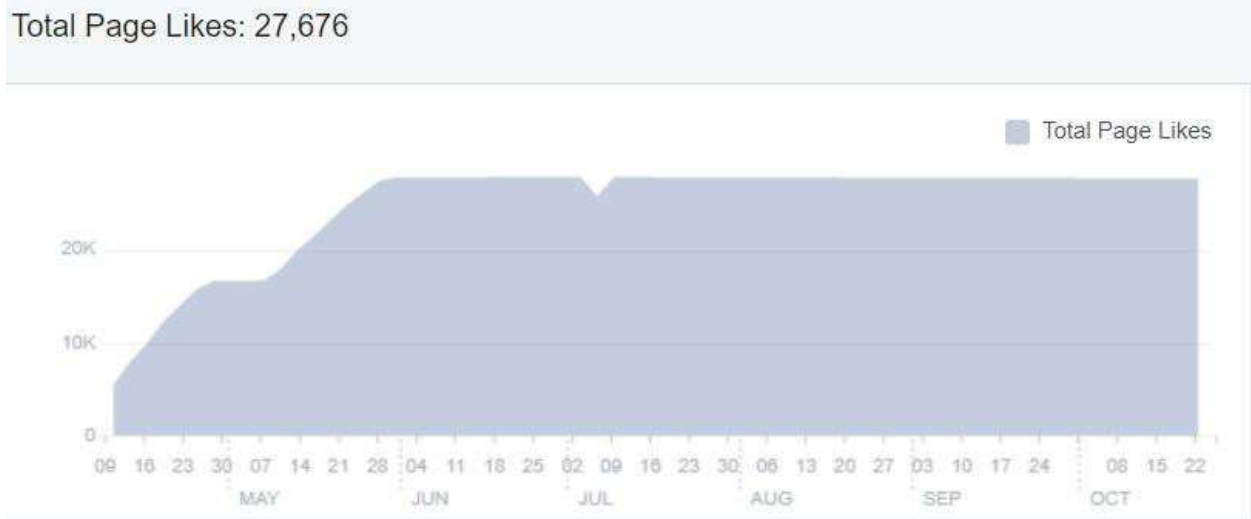
Facebook

Facebook was the main social media channel for the campaign. The I Vote campaign had a reach of over 5 million users.



Page Likes

At the end of the final election period, the page had 27,676. The majority of the growth took place in May.



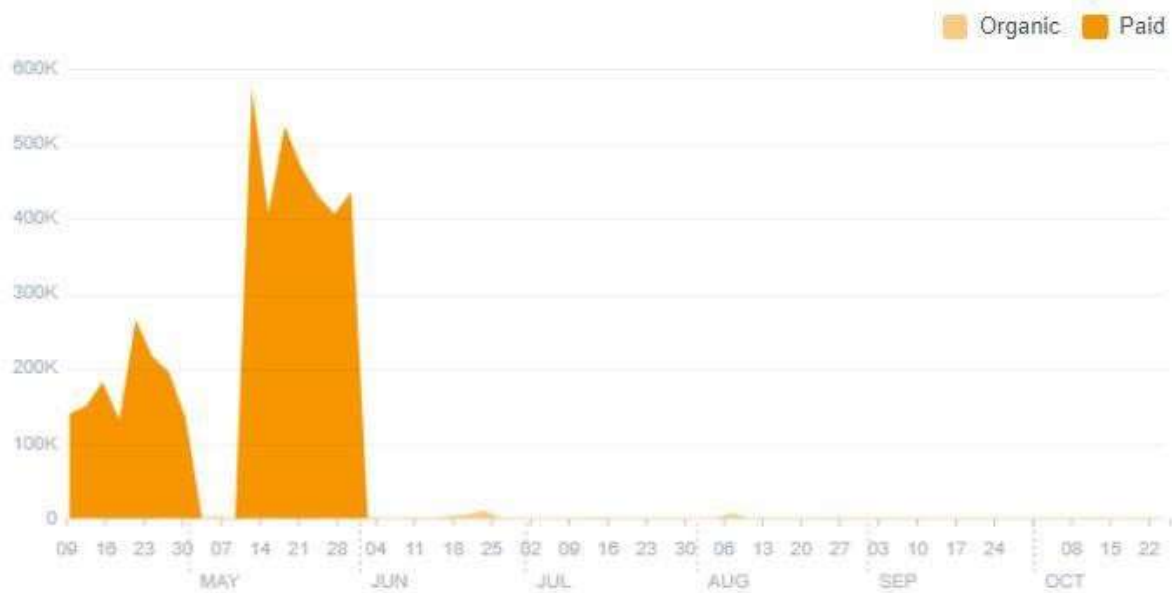
Reach

Most of the reach was through paid advertising. This is due to Facebook's highly restrictive algorithms which prioritize paid content over organic posts.

Facebook blocked the campaign's paid advertisement in June. This was because Facebook classified the page as political page and blocked access to advertisement for the remainder of the campaign. In the chart below, the reach decrease is evident in June after the paid advertisement restriction.

Post Reach

The number of people who saw any of your posts at least once. This metric is estimated.



Engagement

The audience engaged with the content via “likes” or other reactions, far fewer shared the posts. This is in line with general Facebook behavior across all demographics and all content types.

The graph shows that the engagement had a sharp decline as the paid advertisement stopped in June, following a similar pattern to the reach.

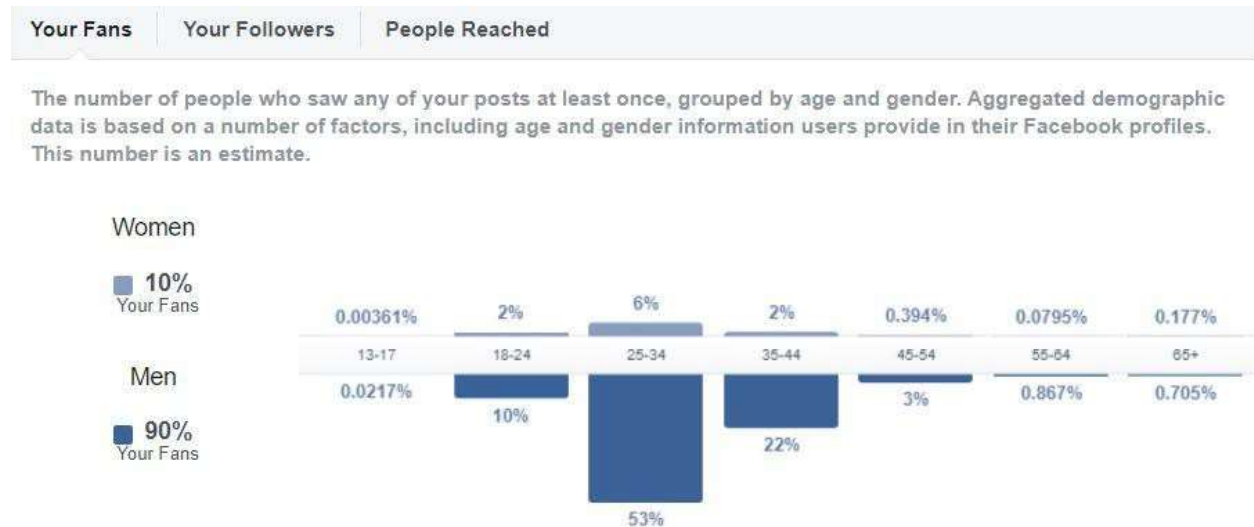
Reactions, Comments, Shares and More

These actions will help you reach more people:



Audience Demographics

The campaign's audience is disproportionately male (90%) with 25-34 year old making the largest age group (59%) with 35-44 being the second largest (24%).






Our audience is located across Ethiopia, with the largest group being in Addis Ababa (36.57%) followed by Bahir Dar (7.6%) and Hawassa (4.9%).


Country	Your Fans	City	Your Fans	Language	Your Fans
Ethiopia	27,619	Addis Ababa, Ethiopia	10,102	English (US)	22,390
United States of America	7	Bahir Dar, Ethiopia	2,099	am_ET	2,586
Sudan	5	Awassa, Ethiopia	1,356	English (UK)	2,313
United Arab Emirates	4	Adama, Ethiopia	779	Arabic	92
Saudi Arabia	4	Gondar, Ethiopia	765	Spanish	69
Kenya	4	Dessie, Ethiopia	625	Somali	54
Somalia	4	Arba Minch', Ethiopia	587	Portuguese (Brazil)	52
South Sudan	3	Jimma, Ethiopia	568	French (France)	26
Ghana	3	Durame, Ethiopia	363	Simplified Chinese (Chi...	25
South Africa	3	Dire Dawa, Ethiopia	343	Traditional Chinese (Ta...	12

Content

In total we had 82 Facebook posts. Our top Facebook posts in terms of engagement are highlighted below. Because the boosted posts were blocked in the September elections there was a significant decrease in engagement compared to the engagement in June Election campaign.

June Elections Campaign

Creative	Post Message	Posted	Engagement
	<p>Did you know? We need to hear the voice of the youth. Be there and make your mark!</p>	<p>April 16, 2021</p>	<p>5,902</p>
	<p>Just the facts! I VOTE is independent & unbiased</p>	<p>April 7, 2021</p>	<p>3,091</p>
	<p>Did you know? As a woman, your voice matters! Visit ivote.et for the facts about voting</p>	<p>April 9, 2021</p>	<p>1,302</p>

	<p>Your vote is your future. Make your mark at the voting booth.</p>	<p>April 13, 2021</p>	<p>95</p>
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September Elections Campaign

Creative	Post Message	Posted	Engagement
	<p>You must be registered before you can vote.</p>	<p>September 16, 2021</p>	<p>3</p>
	<p>Did you know? We need to hear the voice of the youth. Be there and make your mark!</p>	<p>September 23, 2021</p>	<p>3</p>
	<p>2 days to go! Are you ready to vote? It's nearly time to make your voice heard</p>	<p>September 28, 2021</p>	<p>3</p>

Instagram

The Instagram page of the campaign remained small. The detailed analytics of the campaigns' Instagram page is currently unavailable due to Instagram's analytics policy, which states that a page must have at least 100 followers to access analytical data of its audience.




Details of the most popular posts are listed in the content section below.



Content

On Instagram we had a total of 53 posts. Our top Instagram posts in terms of engagement are highlighted below. Because the boosted posts were blocked in the September elections there was a significant decrease in engagement compared to the engagement in June Election campaign.

June Elections Campaign

Creative	Post Message	Posted	Engagement
	<p>Just the facts! I VOTE is independent & unbiased</p>	<p>April 7, 2021</p>	<p>1,085</p>
	<p>Did you know? We need to hear the voice of the youth. Be there and make your mark!</p>	<p>April 16, 2021</p>	<p>569</p>
	<p>Did you know? As a woman, your voice matters! Visit ivote.et for the facts about voting</p>	<p>April 9, 2021</p>	<p>295</p>

September Elections Campaign

Creative	Post Message	Posted	Engagement
	<p>You must be registered before you can vote.</p>	<p>September 16, 2021</p>	<p>3</p>
	<p>Did you know? We need to hear the voice of the youth. Be there and make your mark!</p>	<p>September 23, 2021</p>	<p>3</p>
	<p>2 days to go! Are you ready to vote? It's nearly time to make your voice heard</p>	<p>September 28, 2021</p>	<p>3</p>

Website

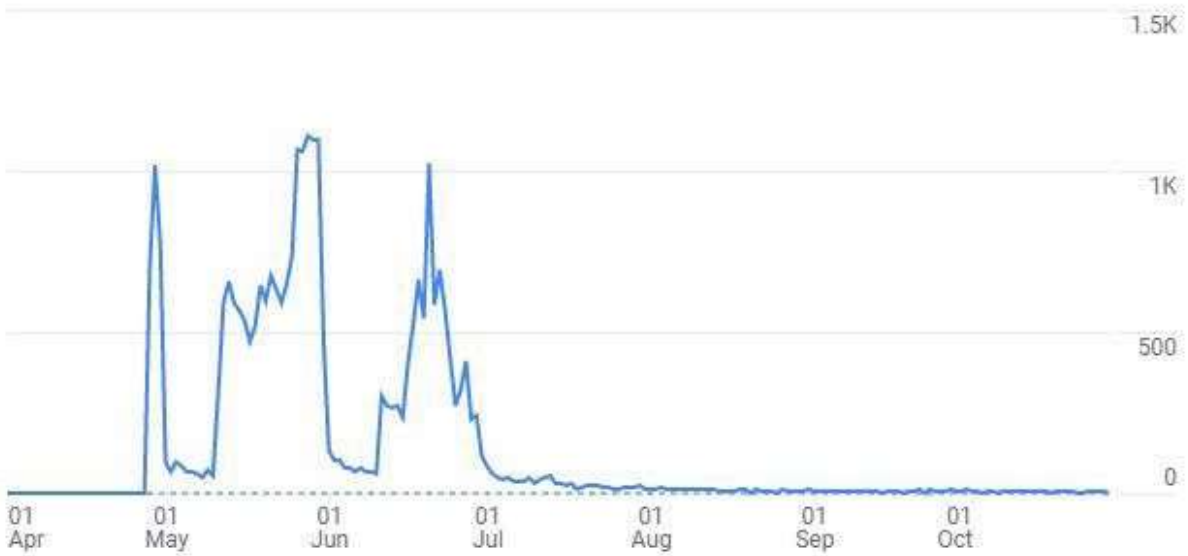
The website served as the main portal for voter education material, with information on how to get registered, how to vote, where to vote, when to vote and a range of informative articles.








The site saw over 23 thousand usres throught out the course of the campaign:



The users spiked as the election day approached and fell dramatically after election day:



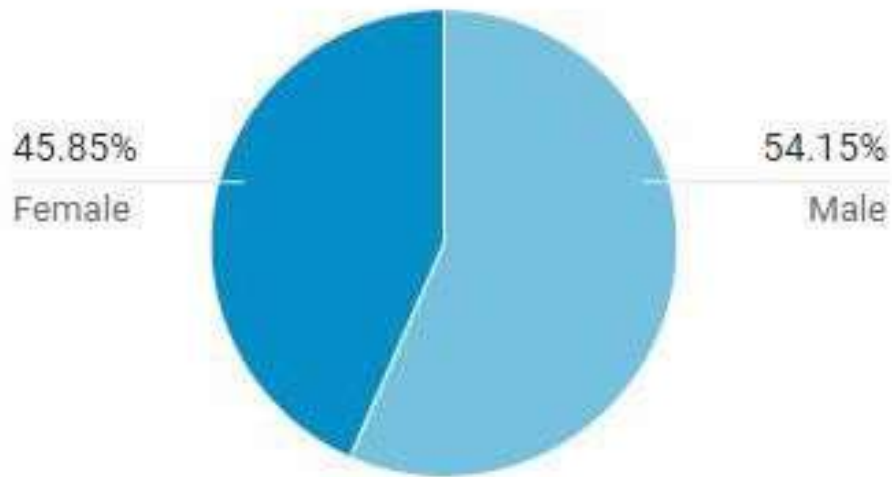
The majority of the website location was Ethiopia at 73 percent. Although the campaign had not targeted the US audience, they made up the second largest audience with over 8 percent.

Country ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	23 % of Total: 100.00% (23)	1 % of Total: 100.00% (1)	33 % of Total: 100.00% (33)	87.88% Avg for View: 87.88% (0.00%)	1.30 Avg for View: 1.30 (0.00%)	00:02:25 Avg for View: 00:02:25 (0.00%)
1.  Ethiopia	17 (73.91%)	1 (100.00%)	22 (66.67%)	86.36%	1.41	00:02:49
2.  United States	2 (8.70%)	0 (0.00%)	2 (6.06%)	100.00%	1.00	00:00:00
3.  Lebanon	1 (4.35%)	0 (0.00%)	3 (9.09%)	100.00%	1.00	00:00:00
4.  Somalia	1 (4.35%)	0 (0.00%)	1 (3.03%)	100.00%	1.00	00:00:00
5. South Sudan	1 (4.35%)	0 (0.00%)	4 (12.12%)	75.00%	1.25	00:04:30
6.  South Africa	1 (4.35%)	0 (0.00%)	1 (3.03%)	100.00%	1.00	00:00:00

Unlike the social media audience, the audience breakdown by gender is more balanced. Men make up the majority with 54 percent and women making up close to 46 percent.

Gender

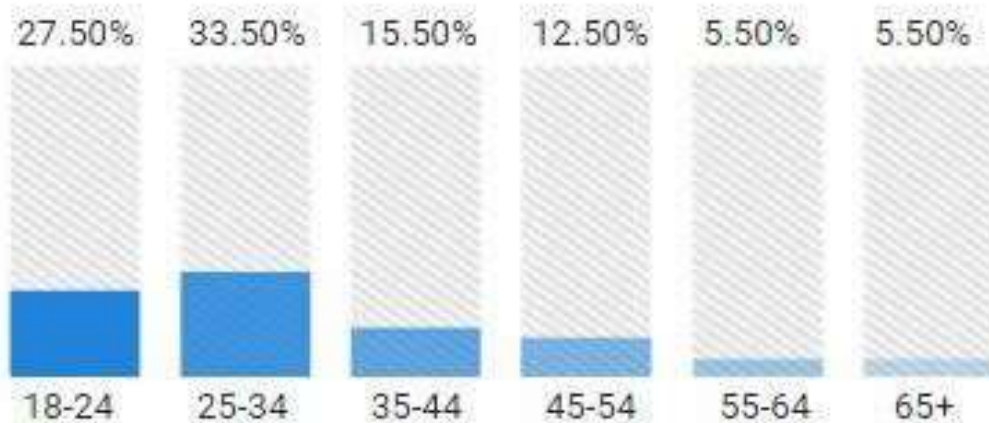
100% of total sessions



The age demographics breakdown is similar to social media with the largest audience being 25-34 year olds (33.50 percent) and 18-24 years making the second largest audience (27.50 percent.)

Age

100% of total sessions



Programmatic and Search Advertisement

From the result of this advertising, we have listed the key analytics below. The total campaign spend was \$11,279.11.

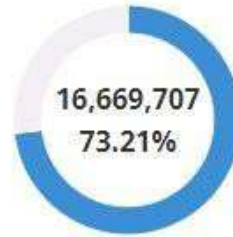
Total Reach and Engagement

The reach of all the ads were over 16.6 million, with over 22.7 million impressions and 207 thousand clicks on the advertisements.

The average click through rate, the number of people who click the ad compared to the number who see the ad is 0.91%. This rate is better than average, as our experience has shown the 0.6% is the average click through rate for most campaigns.



Impressions



Reach



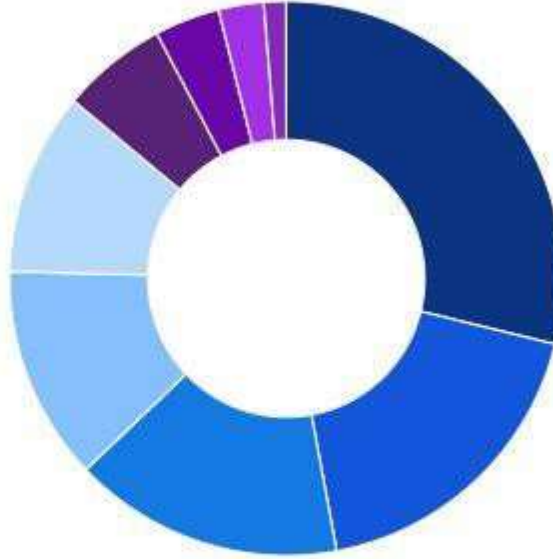
Clicks

Age

The age group is hard to measure compared to the previous years as 28 percent of our audience age is not accounted for. However, from what we can measure we see that 18-24 year olds make up 18.27 percent. This makes them the largest group. The second largest group, 25-34 year olds, make up 15.81 percent of the audience.

Age groups

Unknown	40 - 44
28.81%	6.20%
1,915,612	412,242
18 - 24	45 - 54
18.27%	3.80%
1,214,723	252,706
25 - 29	55 - 64
15.81%	2.64%
1,051,066	175,358
30 - 34	65+
12.52%	1.30%
832,297	86,372
35 - 39	
10.65%	
708,033	



Gender

Although 28.81% percent of our audience gender was unknown, 55.74 percent were made up of men while 15.44 percent were women.

Genders

Male

55.74%

3,706,008

Unknown

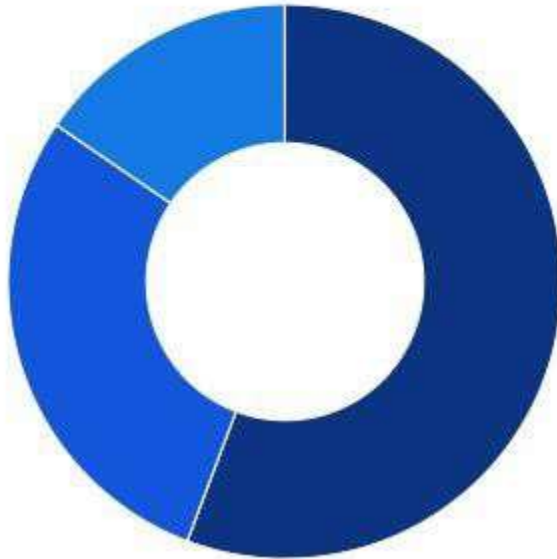
28.81%

1,915,612

Female

15.44%

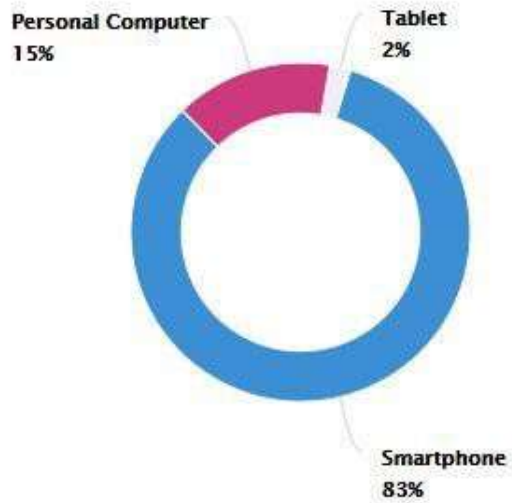
1,026,789



Devices Used

Smartphones are the main devices used by our audience making up 83 percent. The second most used devices were personal computers that make up 15 percent.

Device type used



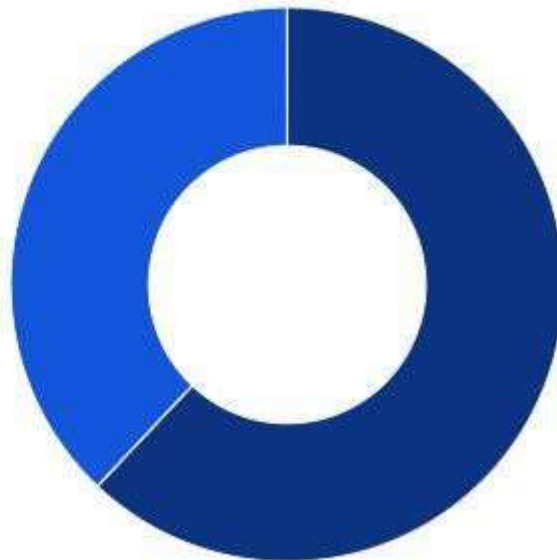
Types of Ads

From the different types of online ads, the audience received more ads through apps (62.05 percent) than ads through websites (37.95 percent).

Types

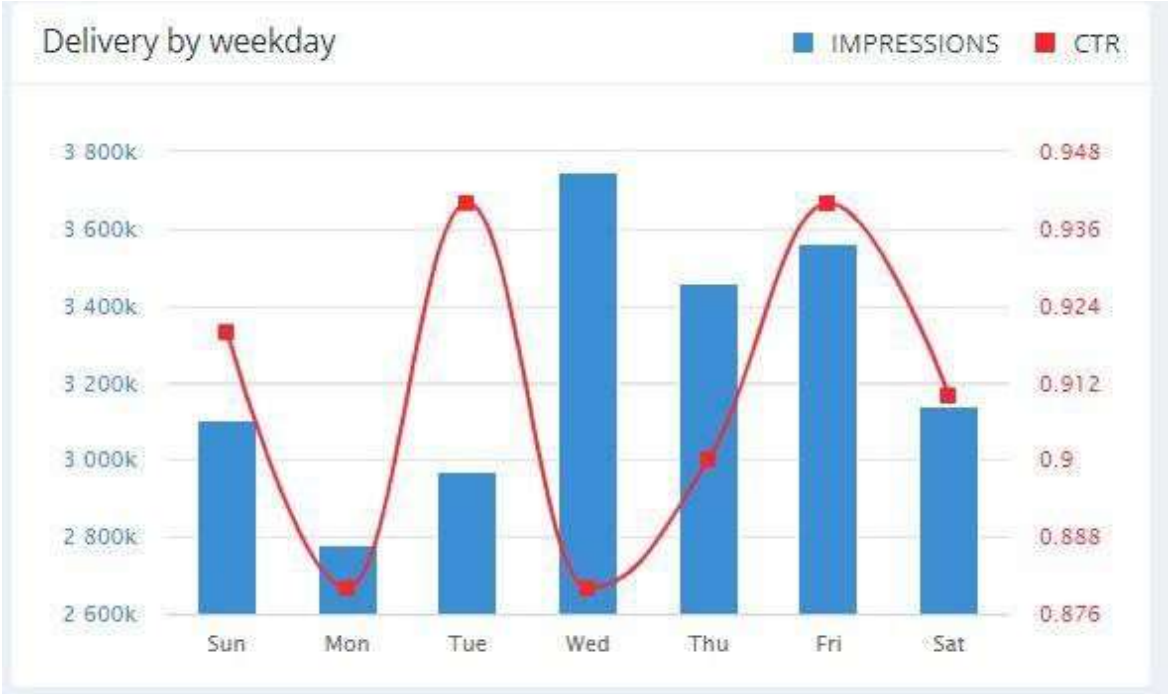
App
62.05%
4,125,211

Site
37.95%
2,523,198



Activites by Weekday

Although Wednesdays were the day with the highest impressions of our ads, Tuesdays and Fridays had the highest click through rate with 0.936 percent.



TV & Radio

June 21, 2021 Elections

April 9 – April 19

Unique Ads – 1 Radio, 1 TV

Radio Ads

	Topic/Name	Language	Times Aired								
			Fana 98.1	Ethio FM	Ahadu	Sheger	Bisrat	FM97.1	Ethiopia Radio	Dire FM	Amhara Radio
1		Amharic	20	18	7	25	12	20	9	14	11
	Total		20	18	7	25	12	20	9	14	11

TV Ads

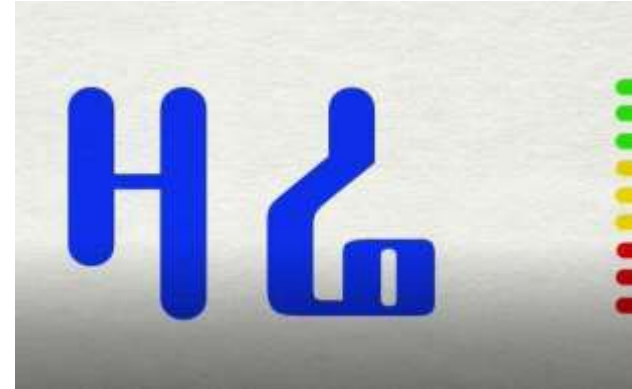
	Topic/Name	Language	Times Aired					
			Fana TV	EBS	Kana TV	ETV	Amhara TV	Dire TV
1		Amharic	12	10	12	8	8	9
	Total		12	10	12	8	8	9

- All spots in this time period were transmitted in Amharic.

- This ad introduced the I Vote campaign to the public. The ad uses different voice over actors to emphasize the different reasons to vote. The voice actors were selected to represent the full spectrum of society. The reasons they give for voting are varied and include voting for peace, voting to improve Ethiopia's democratic progress, voting for the future of their families, and other reasons.

Screenshot of ad in this period

TVC 1:



April 20 – May 16

Unique Ads – 2 Radio, 2 TV

Radio Ads

	Topic/Name	Language	Times Aired												
			Fana 98.1	Ethio FM	Ahadu	Sheger	Bisrat	FM97.1	Ethiopia Radio Afar	Dire FM	Amhara Radio	Semera City Radio	Oromia 103.7	South FM	Ethiopia Radio Amharic
1		Amharic	56	37	25	35	28	47		35	29			53	28
2		Oromiffa											45		
3		Afar							37			52			
	Total		56	37	25	35	28	47	35	35	29	52	45	53	28

TV Ads

	Topic/Name	Language	Times Aired								
			Fana TV	EBS	Kana TV	ETV	Amhara TV	Dire TV	South TV	OBN TV	ETV languages
1		Amharic	34	21	18		16	15	28		
2		Oromiffa								15	
3		Afar									16

Total	34	21	18	23	16	15	28	15	16
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From the total spots listed above:

- 103 spots are transmitted on Afarigna language
- 60 spots are transmitted on Oromiffa language
- 528 spots are transmitted on Amharic language

(The Somali scripts were not approved in time to air. There have not been any Somali TV or radio spots within this time period.)

Both ads in this time period focused on voter registration.

The first ad informed the audience that they would not be eligible to vote without registering and that they will receive an elector's card. The ad also noted that the electors card was mandatory at the polling station during voting day.

The second ad highlighted similar points but also stressed that the voter registration period was ending soon and pushed the audience to register as soon as possible so that they would not miss out on the opportunity.

Screenshots of ads in this period

TVC 2:





TVC 3:





May 17 – June 21

Unique Ads – 3 Radio, 3 TV

Radio Ads

	Topic/Name	Language	Times Aired															
			Fana 98.1	Ethio FM	Ahadu	Sheger	Bisirat	FM97.1	Ethiopia Radio	Dire FM	Amhara Radio	Semera City Radio	Oromia 103.7	Oromia 92.3	Jijiga FM	South FM	Ethiopia Radio Amharic	Ethiopia Radio Somali
1		Amharic	70	72	27	84	38	73		42	37					16	66	
2		Oromiffa											35	52				
3		Afar																
4		Somali													127			16
	Total (837)		70	72	27	84	38	73	16	42	37	66	35	52	127	16	66	16

TV Ads

	Topic/Name	Language	Times Aired									Somali TV
			Fana TV	EBS	Kana TV	ETV	Amhara TV	Dire TV	OBN TV	ETV languages Somali	ETV languages Afar	
1		Amharic	30	16	20	32	16	19				
2		Oromiffa							31			

3		Afar									16	
4		Somali								26		44
	Total		30	16	20	32	16	19	31	26	16	44

From the total spots listed above:

- 197 spots were transmitted on Somali language
- 98 spots were transmitted on Afarigna language
- 118 spots were transmitted on Oromiffa language
- 675 spots were transmitted on Amharic language

These ads focused on reminding the audience of the approaching voting day as well as what to expect at the polling stations.

1. The first ad encouraged the audience to pledge to tolerate the views of their fellow Ethiopians. It reminded the audience that their role in building a positive future for the country starts with partaking in peaceful elections.
2. The second ad asked the audience to pledge to vote in the election for a peaceful future for Ethiopia. It reminded the audience that every vote counts.
3. The third ad reminded the audience of the times that the polling stations will be open and reminded the audience that details on what to expect at the polling stations were available on the I Vote website.

TVC 4:



TVC 5:





TVC 6:

እርስዎን በዚህ ታላቅ ቀን በመገኘት
ድምፃን ከመስጠት ዝግጁ ነዎት?



**ድምፃን
ከመስጠት**



**የተሻክ ነገን
ከመፍጠር**

በድምፃቸው የተሻክ ነገን ከመፍጠር ይወስናሉ

ነገሎት ቀናት በኋላ ኢትዮጵያውያን



ኢትዮጵያውያን

ደስታውሱ! የምርጫ ጣቢያዎች በምርጫው ቀን



ደስታውሱ!

I VOTE Statistics – TV & Radio September Harar and Somali Election

September 1 – October 10, 2021 Elections

Radio Ads

	Topic/Name	Language	Times Aired		
			ETV Somali	Somali TV	Nebad TV
1		Somali	43	81	
2		Amharic			84
	Total (208)		43	81	84

TV Ads

	Topic/Name	Language	Times Aired	
			Ethiopia Radio Somali	Harari FM
1		Somali	41	
2		Amharic		116
	Total (157)		41	116

From the total spots listed above:

- 165 spots were transmitted on Somali language
- 200 spots were transmitted on Amharic language

These ads coverage the range of the election process from registration to post-election day messages.

1. The first ad focused on voter registration and reminded the audience that all voters are required to register to be eligible to vote.
2. The second ad reminded the audience of the importance of an election process towards the development of a democratic society.
3. The third, fourth and fifth ads aired only on radio. Each was a one day countdown to election day. These ads aired for one day each.
4. The final ad aired after election day and called for peace while waiting for the election results.

The following are screen shots from the TV ads that aired:

TVC 1:



TVC 2:



Conclusion

Overall, the campaign was successful measured by how the audience engaged with the campaign.

However, there were aspects of the campaign that could have been improved, list below are some of the most important points:

Campaign

- Start earlier. Because the campaign needed CECOE's accreditation before launching, we were forced to push back our start date. Although this was due to the fault of the National Election Board of Ethiopia (NEBE), this delay affected our credibility. If the campaign had started earlier, we would have been able to build more trust with our audience and by doing so have a larger audience as well.

Digital Practices

- Boosting post. For the campaign, the paid advertisement on social media were blocked by Facebook midway through the campaign. Although we were able to have the advertised working again for a period of time, they were blocked again permanently. This was a problem we had not foreseen when starting the campaign. If we had considered this ahead of time, perhaps we could have received clearance from Facebook before starting the campaign and avoided confusion from the beginning.
- Developing more content than planned. Although we had created content based on the election schedule announced by the National Election Board of Ethiopia (NEBE), we had not anticipated the frequent changes and postponement that occurred throughout the campaign. We were able to adapt to this further along in the campaign, however preparing content ahead of time would have help the campaign run more smoothly.