

HOW THE WEB IS CHANGING DUTCH POLITICS

BY RUBEN BOS

AND ILLUSTRATED BY NOZZMAN.COM

@RUBENBOS #DUTCHPOLITICS



HI!
I'M RUBEN BOS
CREATIVE DIRECTOR AT MANGROVE

#DUTHPOLITICS

**BUT MORE IMPORTANT:
I'M FROM THE NETHERLANDS!!**



ERM... THERE IT IS:



SO, WE'RE SMALL...

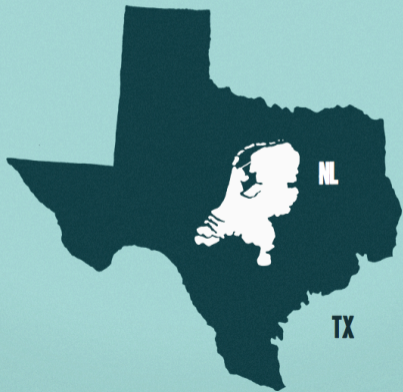


THE NETHERLANDS



TEXAS

NO, REALLY SMALL.



**BUT THERE'S SOMETHING THAT MAKES
THE NETHERLANDS STAND OUT FROM THE CROWD....**



...IT'S CROWDED



THE AVERAGE DUTCHIE



* NO SCIENTIFIC RESEARCHERS WERE HARMED DURING THE MAKING OF THESE SLIDES

THE AVERAGE DUTCHIE



THE AVERAGE DUTCHIE



THE AVERAGE DUTCHIE

AVERAGE SALARY \$46.000,-



THE AVERAGE AMERICAN

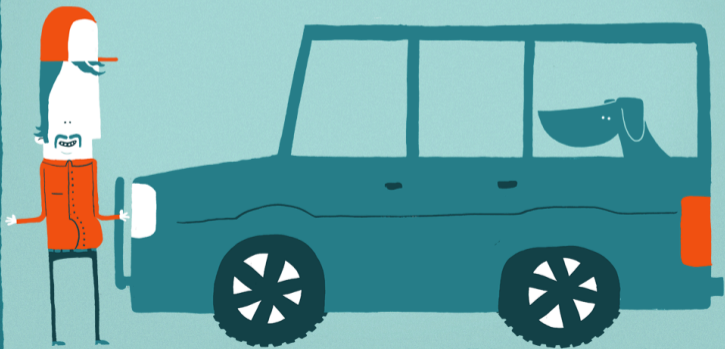


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THE AVERAGE AMERICAN

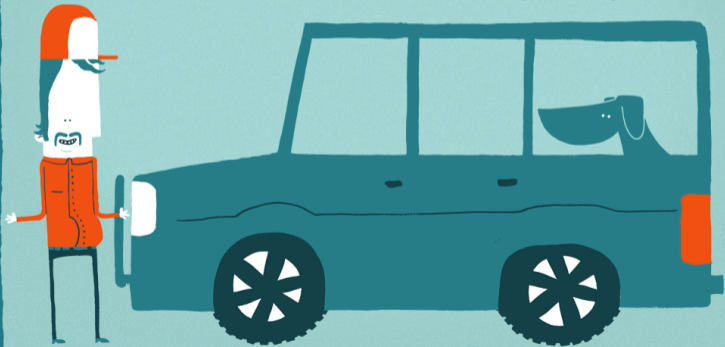


THE AVERAGE AMERICAN



THE AVERAGE AMERICAN

AVERAGE SALARY \$47,000,-



**IT'S NOT THAT
DIFFERENT**

**ONE OF THE MOST
INTERNET PENETRATED COUNTRIES
IN THE WORLD**

89% IS CONNECTED



GLOBAL NUMBER 1 IN BROADBAND CONNECTIONS



AND HE HAS

A SMARTPHONE 20%+



AND HE HAS

A SMARTPHONE

WITH

3G NATIONWIDE & CHEAP



INTERNET

=

NUMBER 1 MEDIA CONSUMPTION



SOCIAL NETWORKS ARE HUGE



3 MILLION
(ESTIMATE)



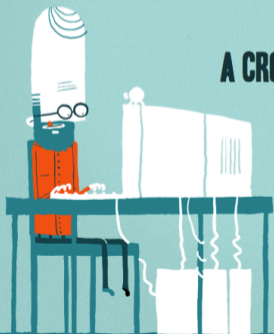
4 MILLION



9 MILLION

AND USED BY...

A CROSS-SECTION OF THE DUTCH POPULATION



DUTCH **POLITICS**

LIBERALS

CHRISTIAN DEMOCRATS

SOCIAL DEMOCRATS

NATIONALISTS

LIBERAL DEMOCRATS

SOCIALISTS

GREEN LIBERALS

CHRISTIAN SOCIALS

ORTHODOX PROTESTANTS



LIBERALS

CHRISTIAN DEMOCRATS

SOCIAL DEMOCRATS

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SOCIALISTS

GREEN LIBERALS

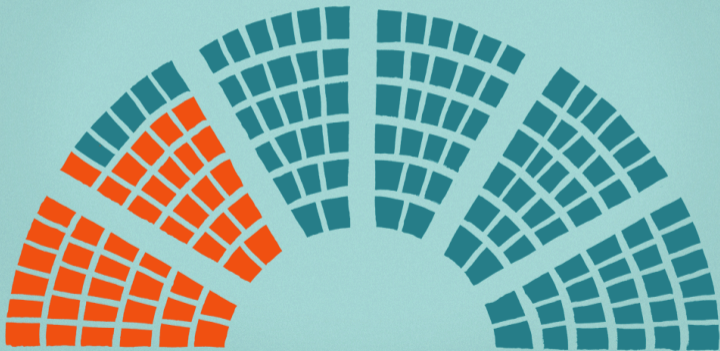
CHRISTIAN SOCIALS

ORTHODOX PROTESTANTS

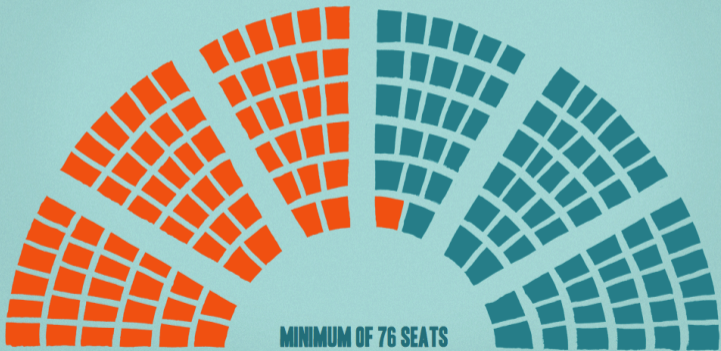
PARTY FOR THE
ANIMALS



30% OF VOTES = 30% OF SEATS

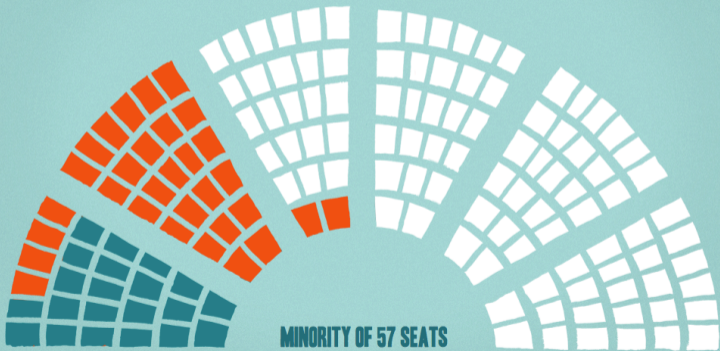


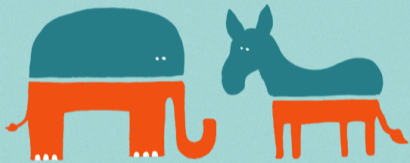
MAJORITY



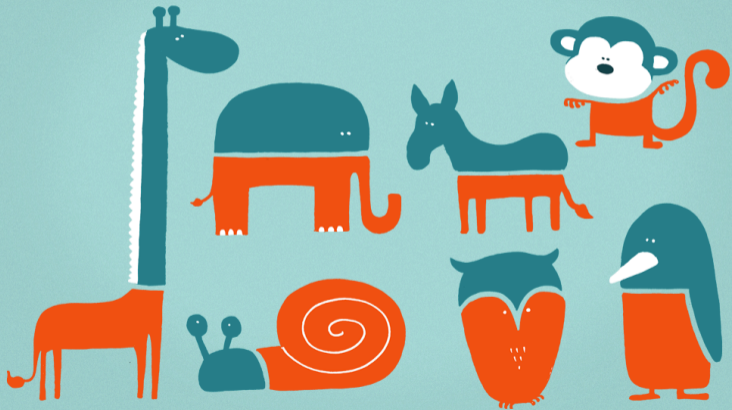
MINIMUM OF 76 SEATS

CURRENT GOVERNMENT PARTIES



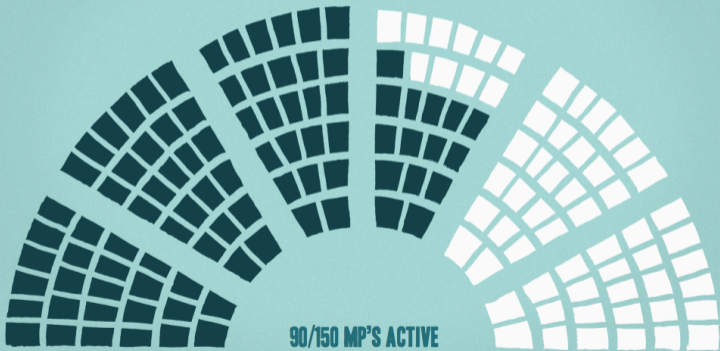


WE HAVE MORE PARTY ANIMALS





TWITTER



90/150 MP'S ACTIVE

**OMG!! THE DUTCH ARE OWNING
US !!11 #TWITTERDEBAT**



@AMERICANGUY

POSTED ONE ELECTION AGO



THINGS THAT WORKED FOR US



1

ADVISE

YOU CAN HELP HIM TO CHOOSE

> 50% IS A SWING VOTER



**“THE DUTCH SHOULD TAKE
OVER THE WORLD”**

AGREE. DISAGREE. DUNNO.



**1/3TH OF ELECTORATE
IN 1 MONTH!**





VOTE COMPASS



VOTE COMPASS



BRAND VOTING



VOTE COMPASS



BRAND VOTING



DUMB VOTER



VOTE COMPASS



BRAND VOTING



DUMB VOTER



VOTESMARTERCOMPASS?



2 MEASURE

KNOW WHAT HE IS SAYING



PREDICTION BASED ON TWITTER

1. VVD

2. PVDA

3. PVV

4. CDA

**PREDICTION
BASED ON
TWITTER**

- 1. VVD**
- 2. PVDA**
- 3. PVV**
- 4. CDA**

**REAL 2010
ELECTION
RESULTS**

- 1. VVD**
- 2. PVDA**
- 3. PVV**
- 4. CDA**

(SMALLER PARTIES WEREN'T PREDICTED IN THE RIGHT ORDER, YET.)

3

CONVINCE

YOU CAN START A CONVERSATION WITH HIM



party.nl

party blog

Why I did this and that



by party leader

• WAR

• MONEY





HE IS A LIAR!!

NO, I'M NOT.



**OK. I WAS EXAGGERATING.
SORRY!**





**THAT PARTYLEADER DOES NOTHING
FOR THE UNEMPLOYED! I HATE HIM!!!**



AWESOME. LOVE YOU.



4

ADVERTISE

IF YOU DON'T GET HIS ATTENTION, BUY IT

○ ● ● ← → ↻ 🏠 cnn.com



Government to raise taxes

Wavy lines representing text content.





cnn.com



Government to raise taxes

Placeholder text for the first paragraph of the article.

NOT WITH US - PARTY NAME

Placeholder text for the second paragraph of the article.



CONCLUDING



QUESTIONS?

THANKS FOR LISTENING!



@RUBENBOS

MANGROVE.NL

SLIDESHARE.NET/RUBENBOS

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