

Sonstige

For the rest of us!

sonstige.netlify.app

Final Project - April 2024

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Some Sonstige Values

**Human &
Reptilian Rights**



Pro Immigration



River Quinn
Founder of Sonstige

Anti -Capitalism



Anti-Fascism



Pro-EU



LGBTQ+ Rights & Feminism

Meet the Sonstige 2024 EU Parliament Candidates



Lizzy Slitherskin

A passionate feminist and reptilian activist dedicated to promoting equality and ecological preservation



Aline Fabulosa- Weidelicious

Fearless drag queen who passionately champions LGBTQ+ rights, advocates for the inclusion of all minorities, and promotes diversity in all spaces.



Mark von Lizardstein

Reptilian candidate who fervently advocates for reptiloid rights, environmental justice, and an anti-capitalist economy.



Triticum Niccicum 'Niccolo'

A literal plant-based advocate with over 20 years in animal and plant rights activism. With a deep-rooted commitment to sustainability, inclusion, and harmony with nature.,



What Sonstige requested us



Create online presence to bolster their political efforts in one central hub.



Run Ads Campaigns on Google, Facebook & Instagram.



Creation of a survey to be sent to the newsletter subscribers.



Analyzing all this for proper data-driven decisions.

Our Voters Personas



Amira Schmidt

- Human
- Half German, half Syrian.
- 29 years old
- Sociologist
- Single – No children
- Interests: Feminism, Ecology, Music, History, Politics, Inclusion, Chess.

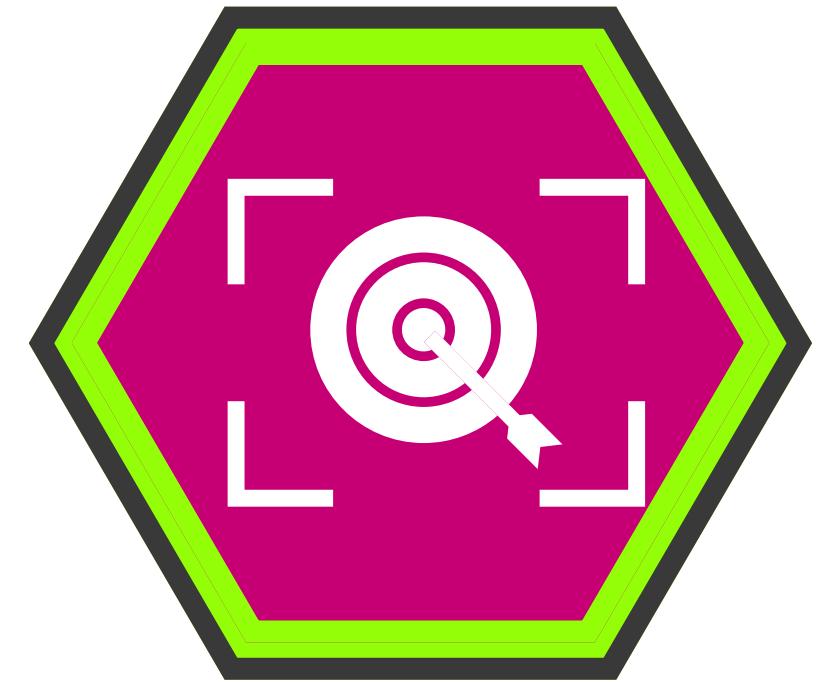


David Icke

- Reptilian
- 46 Years old
- Fantasy writer
- Married – 2 Children
- Interests: Ecology, Reading, Sunbathing, Traveling, Interspecies-Relationships.

Website Goals

The screenshot shows the homepage of the Sonstige website. At the top left is the logo 'Sonstige' with a circular icon containing a stylized figure. To the right are the operating hours '8:00 - 17:00' (Opening Hour Mon - Fri), the phone number '030 50457193' (Call Us to tell us your thoughts), and social media links for Twitter, Facebook, LinkedIn, and Instagram. Below the header is a navigation bar with links to HOME, OUR PARTY, NEWS & EVENTS, OUR CANDIDATES, GET INVOLVED, and CONTACT. A 'Subscribe to our Newsletter' button is also present. The main content area features a large image of multiple hands holding small green plants in soil. Overlaid on this image is the text 'We fight for your future' in bold white letters, followed by a subtitle: 'Together, we can shape a future where every person is valued, every voice is heard, and every life matters.' At the bottom of this section is a button labeled 'WHAT WE STAND FOR'. Navigation arrows are visible on the left and right sides of the main image.



Macro goal: Get users to subscribe to our newsletter

Microgoals: Analyze user behavior, Increase party awareness, Get conversions: Get supporter kit, download Manifesto AND Discover users preferences (candidates, topics, etc).



Data Analysis



What we expected...



Being a left-wing party, we expected our **supporters** to be **leftists** too.



Newsletter subscriptions as the top conversion, as is the macro-goal of the website.



More activity towards the elections date

The Survey Questions

-  Gender
-  Age
-  Location
-  Species
-  Religion
-  Education level



- Did you vote for us? 
- Did you vote in the 2019 EU election? 
- For what party did you vote for
then? 
- Why did you not vote? 
- Most important topic this election? 
- Favorite Candidate 

Average Voter

According to survey data



Most relevant topic:
Defending Democracy



42 years old



Munich



Human



Non-Binary



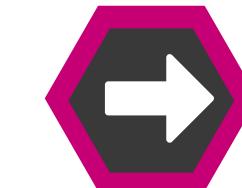
Jewish or Christian



High School



Has voted in 2019



Voted Right-Wing

Average Subscriber

According to survey data



Most relevant topic:
Defending Democracy



43 years old



Munich



Reptilian



Non-Binary



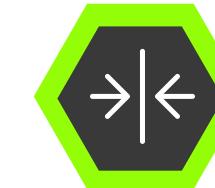
Muslim



Master

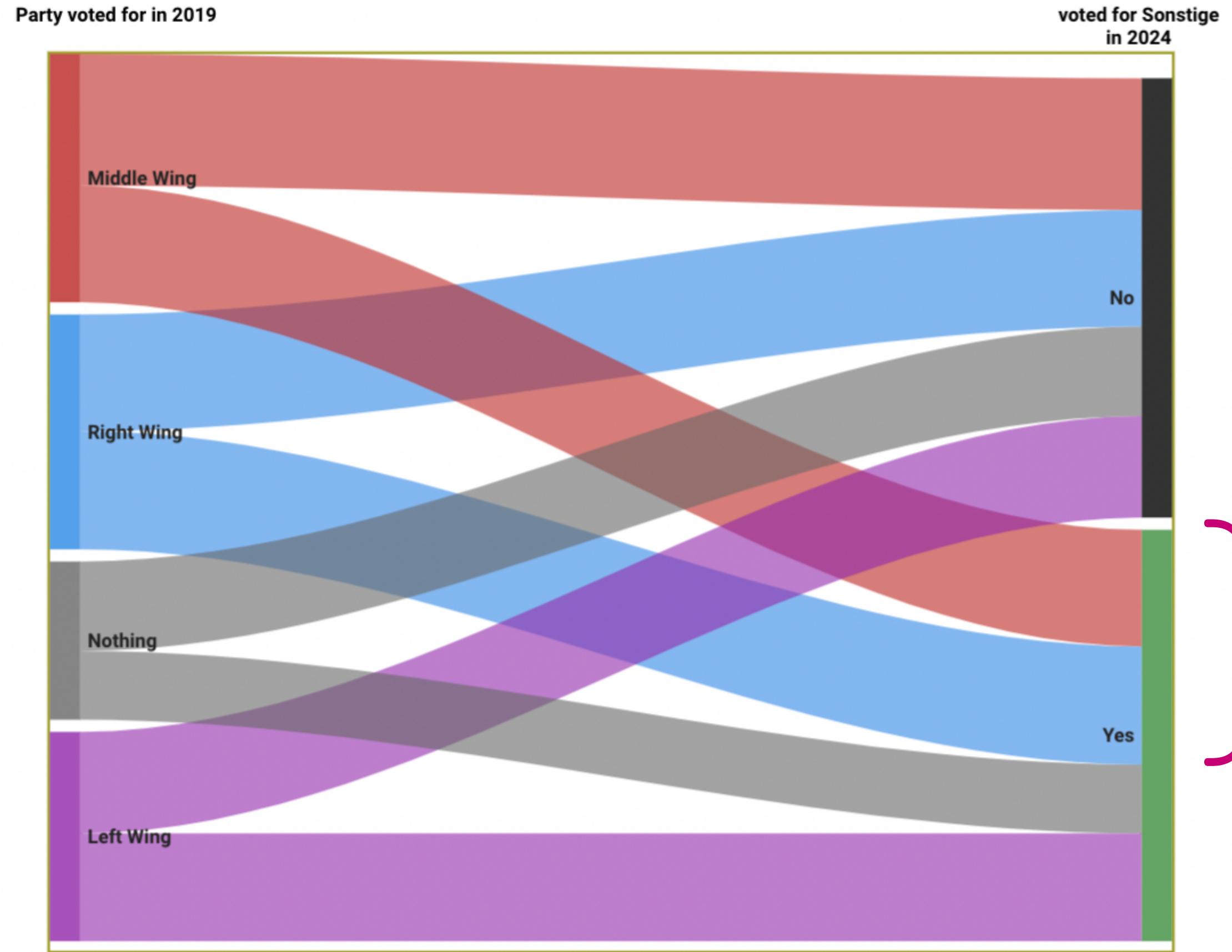


Has voted in 2019



Voted Center

Swing voters towards Sonstige



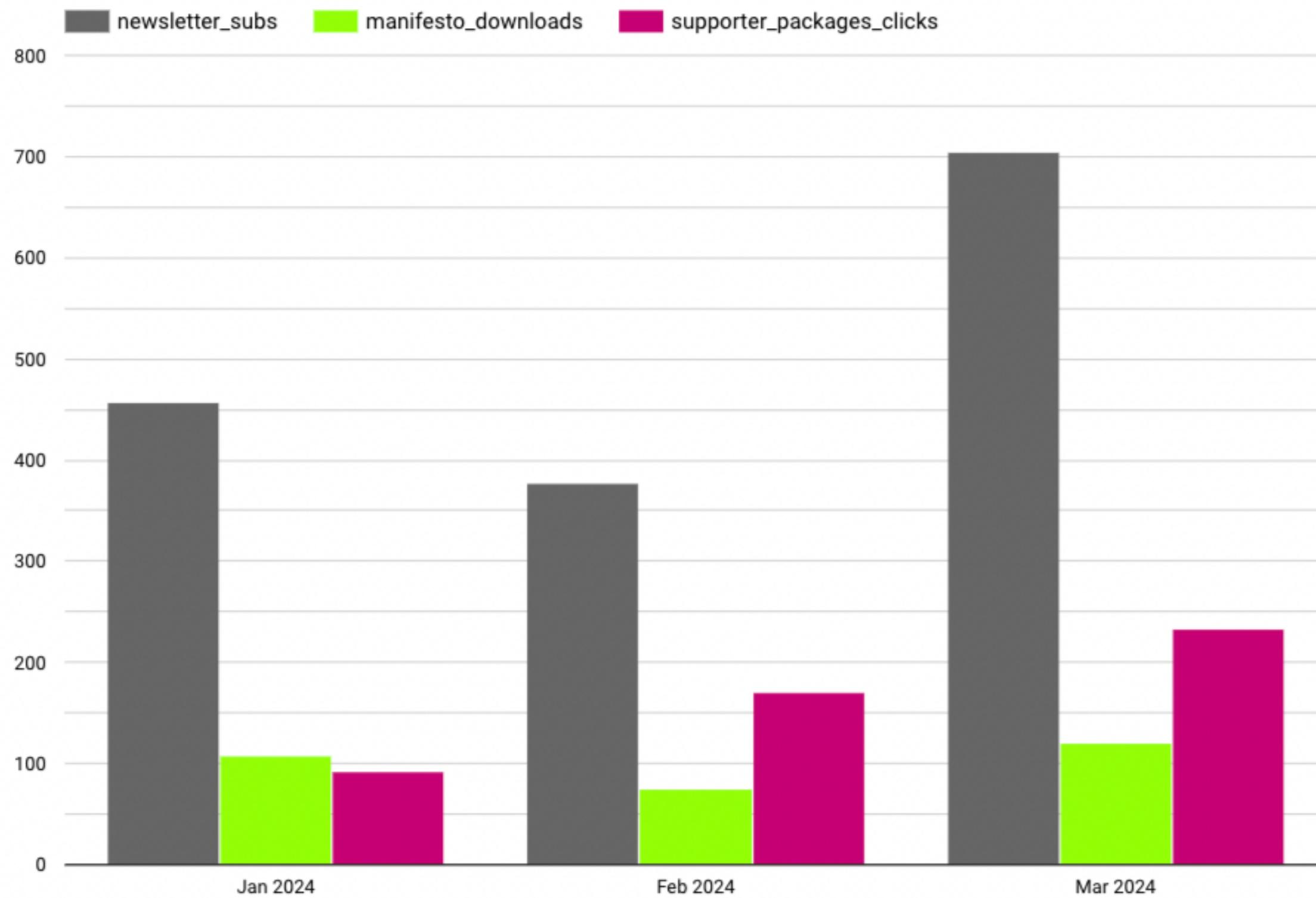
What we expected versus what we got



Larry Bartels (Political Scientist) mentioned:

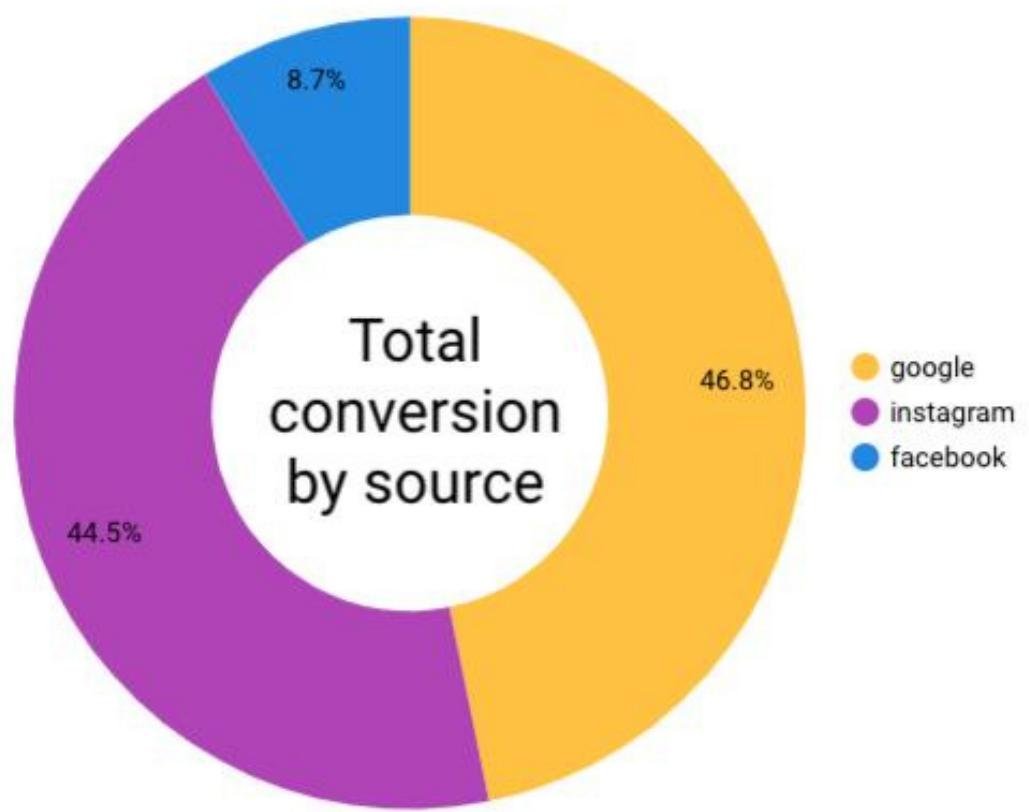
Voters frustrated with mainstream parties are more open to alternatives promising genuine change, leading them to be attracted to unconventional candidates or parties.

Top conversions per month

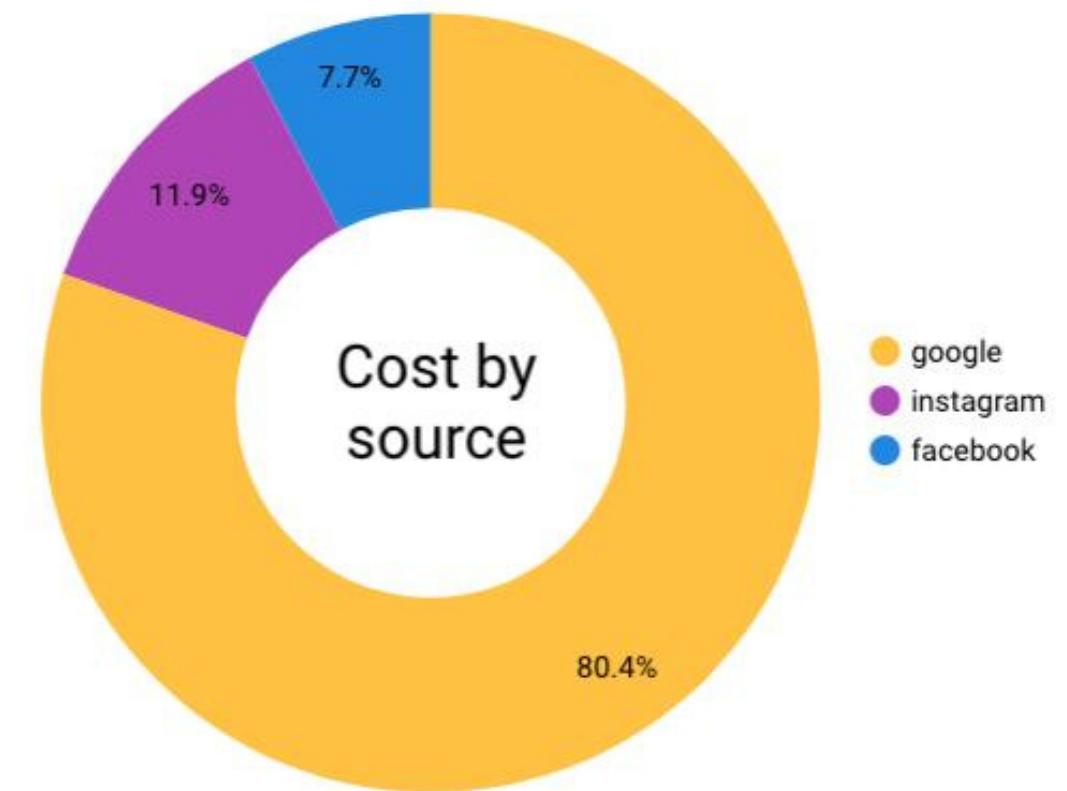


Query results: 1549 newsletter subscriptions in total

Performance of Ad-Campaigns

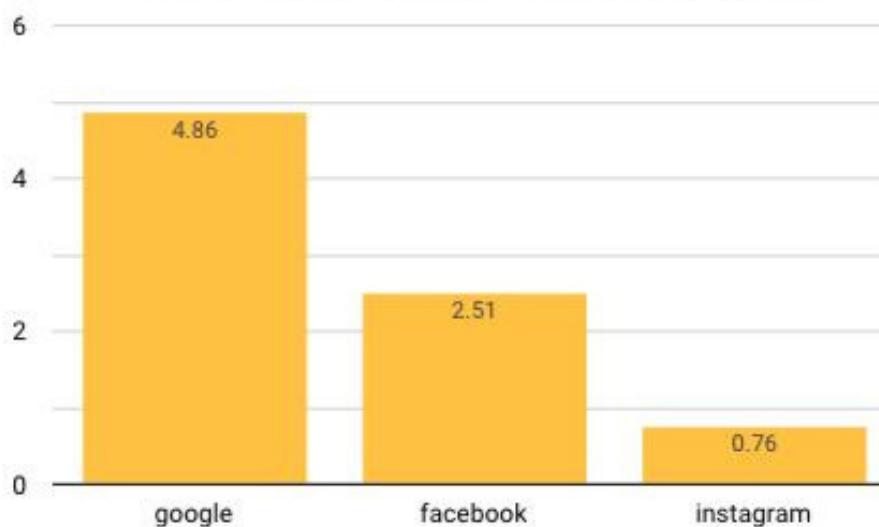


google
instagram
facebook



google
instagram
facebook

Cost per total Conversion



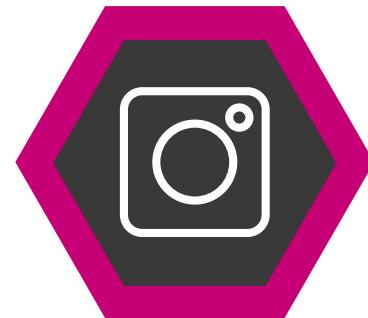
Conclusions



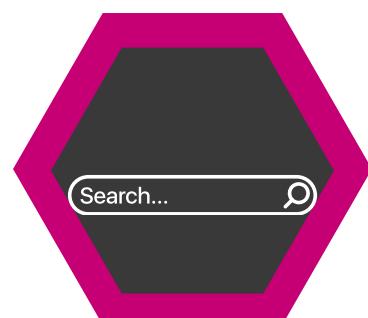
The importance of proper data analysis for proper decision-making.



Our voters /Subscribers aren't what expected



Instagram is the most efficient platform.



People looked for info closer to the elections

Thank You

