

The “Like a bad movie” campaign making space for compromise on the e-privacy regulation

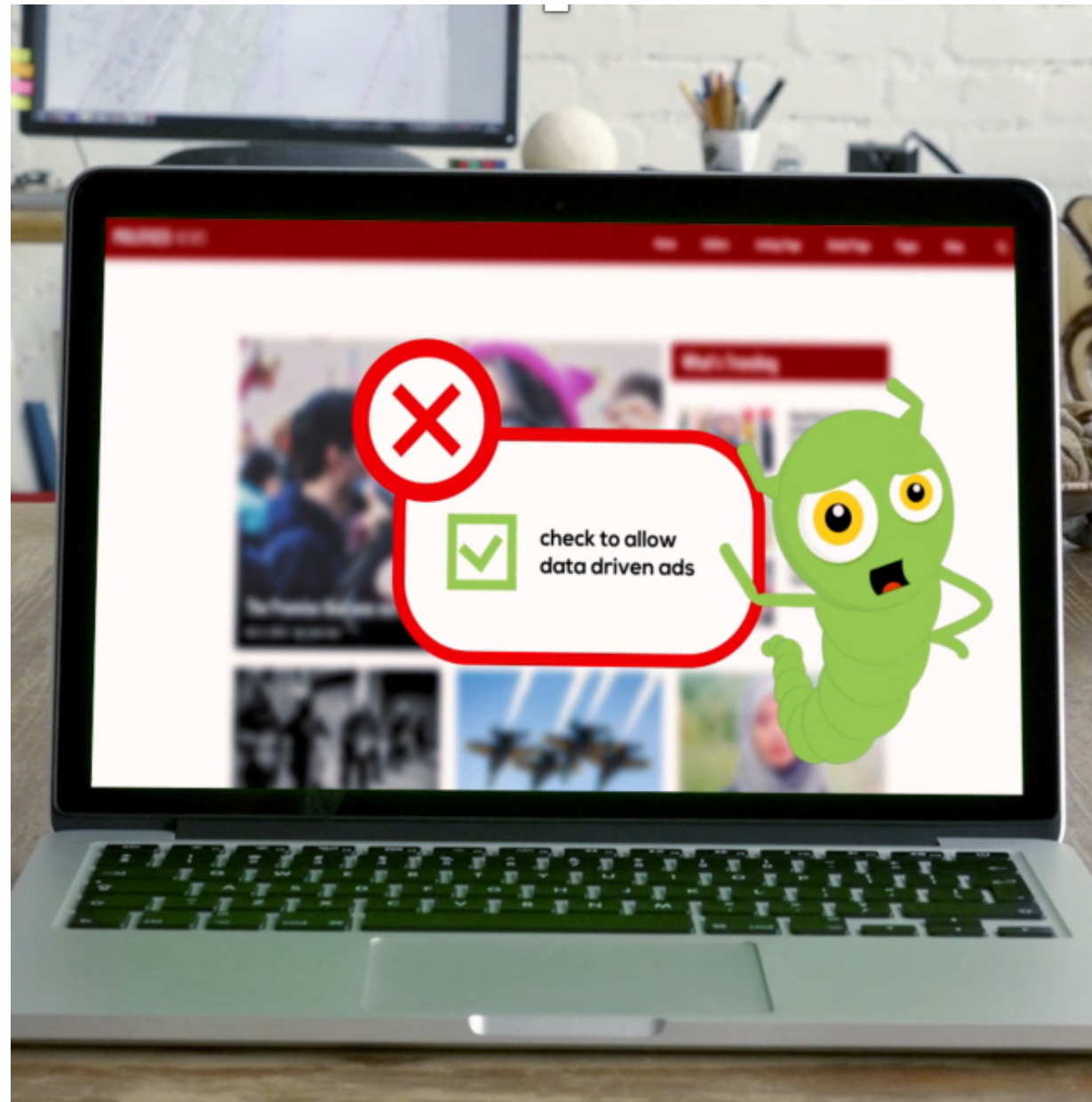
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FLEISHMANHILLARD



Where we started

A very negative direction of travel

The e-privacy regulation was moving quickly in a direction that would not only endanger the data-driven advertising business model but would be detrimental to the experience of all internet users.

A toxic narrative & short timeline

The story of data-driven advertising was one-sided and very negative. The file was moving fast, leaving industry associations an extremely short timeline to influence the debate.

The industry challenge

Policymakers were “dug in” to their positions and industry needed to prompt them to question their resolve and create space for compromise.



The industry's communications imperative

Upend the toxic OBA
narratiVE

Prompt policymakers to doubt
their hardline stance

Make room for compromise



The industry's strongest asset: Unintended consequences for consumers

Showcasing absolute absurdity

The LIBE Committee's draft of the e-privacy regulation suggested a number of scenarios in which European internet users would end up unwitting victims.

We set out to showcase these Kafkaesque scenarios in a way that was easy to understand, memorable and clearly consumer-focused.



The campaign concept

The draft e-privacy regulation could do inexplicable damage to a user's internet experience.

Consumers would be faced with consent fatigue, fewer sources of high-quality journalism and be forced to pay more money for services and content that used to be low-cost or free.

In short. The e-privacy regulation sounds...
like a bad movie.

THE DRAFT E-PRIVACY REGULATION IS

LIKE A BAD MOVIE.

BUT WE CAN STILL CHANGE THE ENDING.

#LIKEABADMOVIE
LIKEABADMOVIE.EU

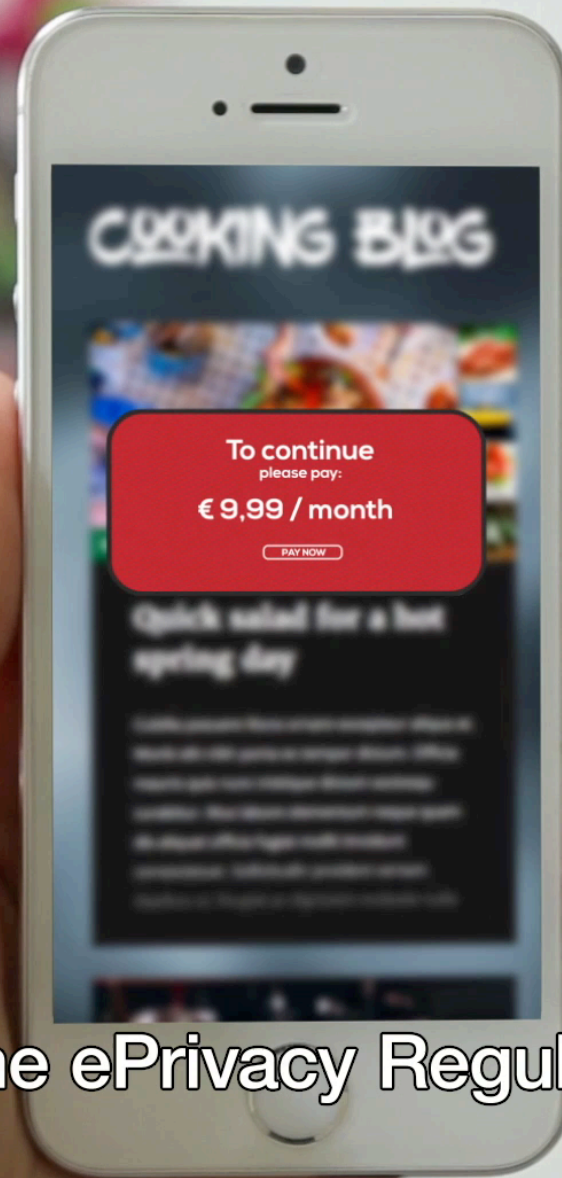


TAP FOR SOUND



TAP FOR SOUND





The ePrivacy Regulation

Impact on media and social media

POLITICO

W&V
Werben & Verkaufen

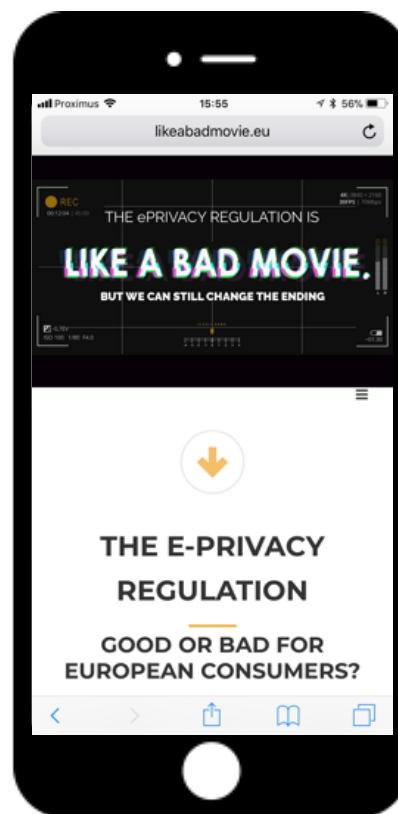
ADZINE

BEZPRAWNIK
PRAWO • SPOŁECZEŃSTWO • OPINIE

NETZPOLITIK.ORG

HORIZONTonline

krytyka polityczna



2,500 unique visits to Campaign microsite
50,000+ video views across platforms



campaign timeline



In summary

A clear shift of the needle

Policymakers suddenly aware
of possible unintended
consequences

A thinning of support in
European parliament -

committee and plenary
More room for compromise in
trilogue as member states
more aware of controversy

