

## NPP Base Campaign

**Implementation:** This campaign can be embedded into any or all of the previous campaigns with SCL offering consultancy, concepts and ideas in the initial phase.

**Target Audience:** NPP party supporters

**Objective:** To run an ad hoc campaign that will use humour and satire to present the leadership of the NPP, and particularly Nana Akufo-Addo, as incompetent to govern, which will aid the sowing of dissent among the ranks of the NPP. The overall aim of this campaign will be to weaken the solidarity amongst NPP supporters to a point where its base may decide not to vote.

**Theme:** A negative campaign using satire and comedy to undermine the credibility of the NPP and its leadership.

**Description:** The NDC can utilise a creative satirical campaign to capitalise on divisions within the NPP and to target particular members. Word of mouth campaigns, informal channels and social media, as well as widespread posting of fly posters and even graffiti, can be exploited to spread rumours about and criticism of the NPP.

The campaign will be non-partisan so as to seem neutral and give the rumours a veneer of independent credibility. This campaign will also be designed to be non-attributable to the NDC, and will seemingly have originated amongst the population.

Throughout these campaigns, SCL will continue through its research to target key constituencies and to undertake on-going impact monitoring to ensure that each campaign is reaching and influencing its target audience.