

# LET'S LEGO PLAY

## for Government & Voting Strategies

### WORKSHOP OBJECTIVES

The goal of this workshop is to define the campaign strategy of general and regional elections, focusing the strategy on both traditional media and digital media. Apart from defining segments of target voters as well as messages, associated needs.



#### AUDIENCE

Candidates, Candidate Electoral Team, Companies or Strategic Electoral Support Agencies, Key Staff.



#### DELIVERABLES

- Strategic Model and Campaign Positioning.
- Voter Segment Objective / Strategic.
- Messages by Segment.
- Door-to-Door Campaign Strategy.
- Strategy of Meetings vs. Messages.
- Work Model Campaign Team.



#### WORKSHOP DURATION

5 Days of 5 Hours a Day - performed 3 times in terms of 2 weeks.

Let's Lego Play have more than 200 customers worldwide where we have contributed to the Digital Transformation Challenge with these workshops.



Chile | Colombia | Costa Rica | Ecuador | Spain | Mexico | Panama | Dominican Republic | United State | Venezuela



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