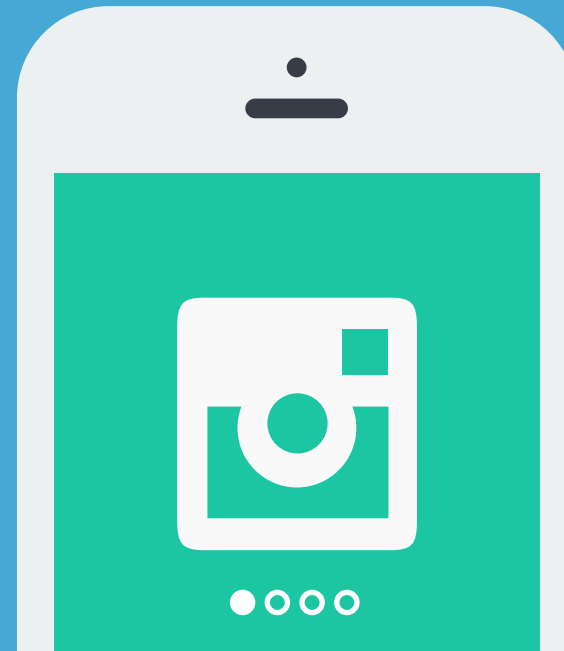


THE MILLENNIAL VOTE

MODERN ELECTIONS:
ISSUES, EXPECTATIONS AND
THE REALITY







Who are we and why you hate us

Millennials

- ☒ Born ~1980 - 2000
- ☒ Social & Connected
- ☒ Cause-Driven





How To Communicate With Us?



“If you don’t understand Millennial, you don’t understand how to speak to us. If you don’t understand how to speak to us, you can’t attract us.”







Issues We Cared About

Clean Elections and Clean Government

Women Empowerment

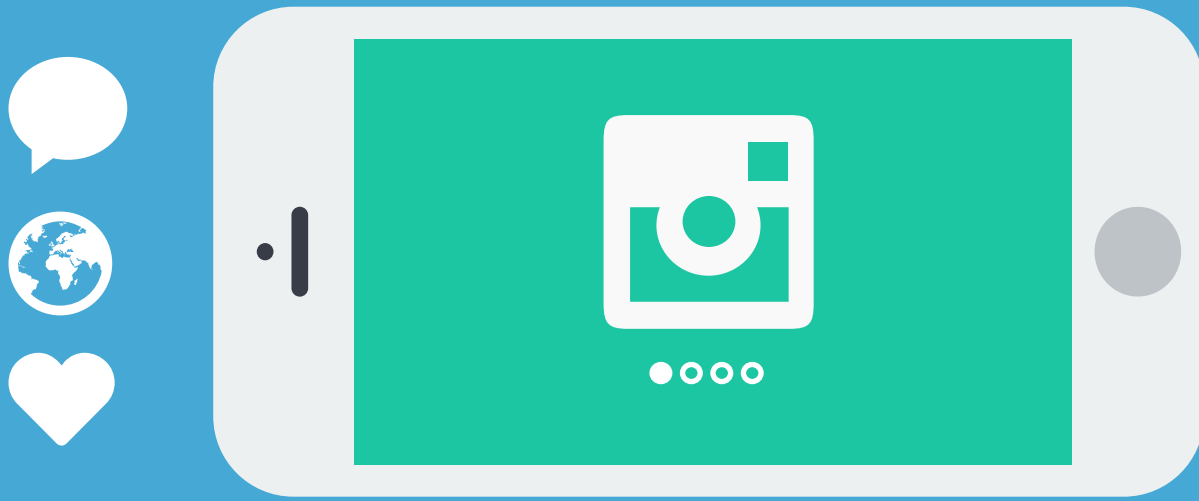
Restoring Malaysia's Economy

Right to Dissent

Inclusive Globalisation



Recognizing Women's Role in Politics

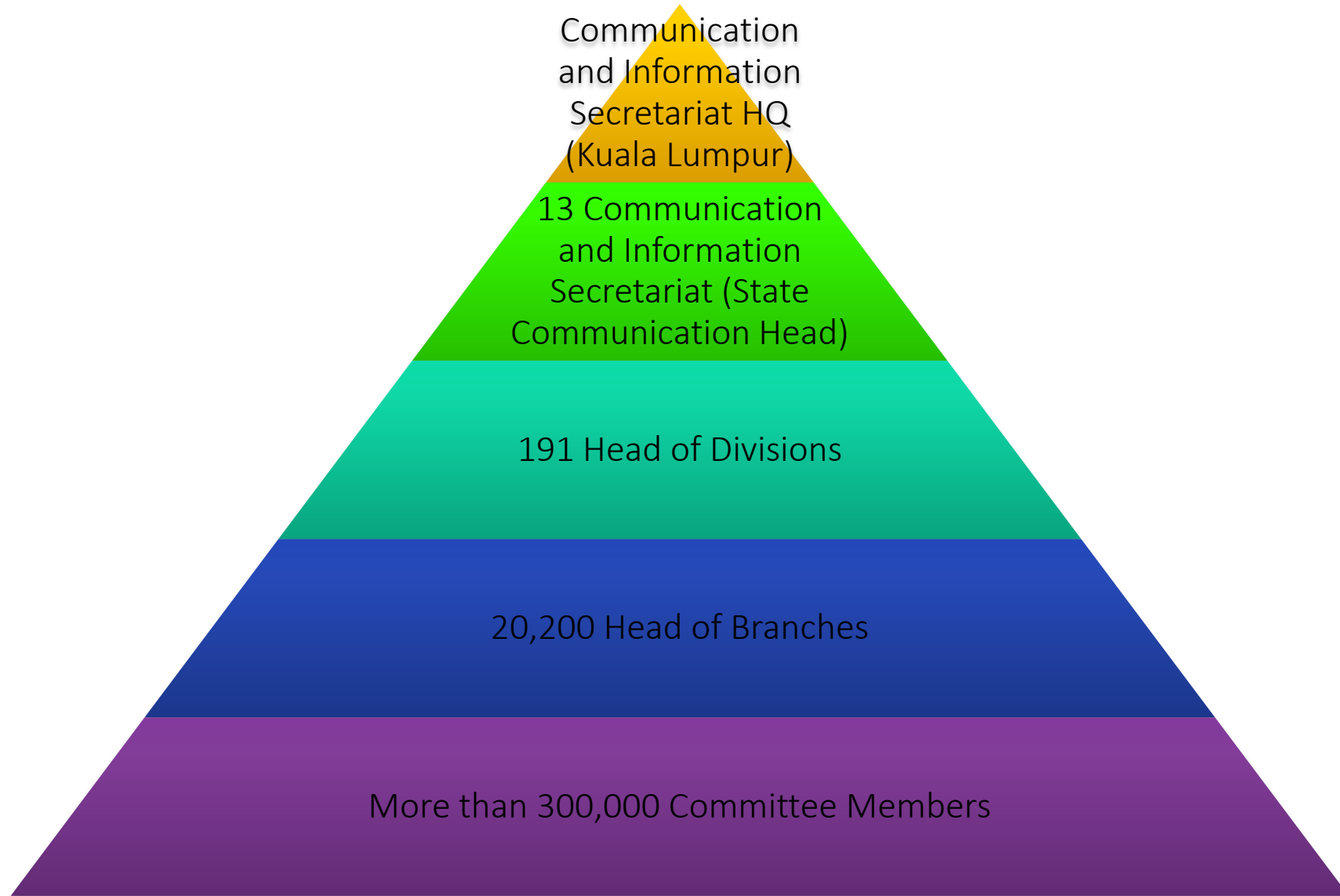


The Secret Winning Formula





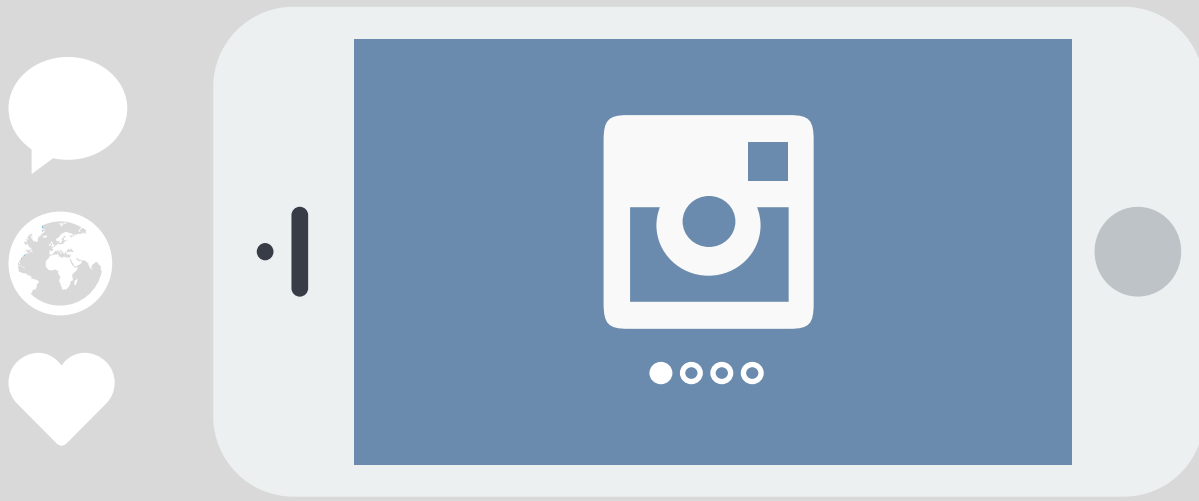






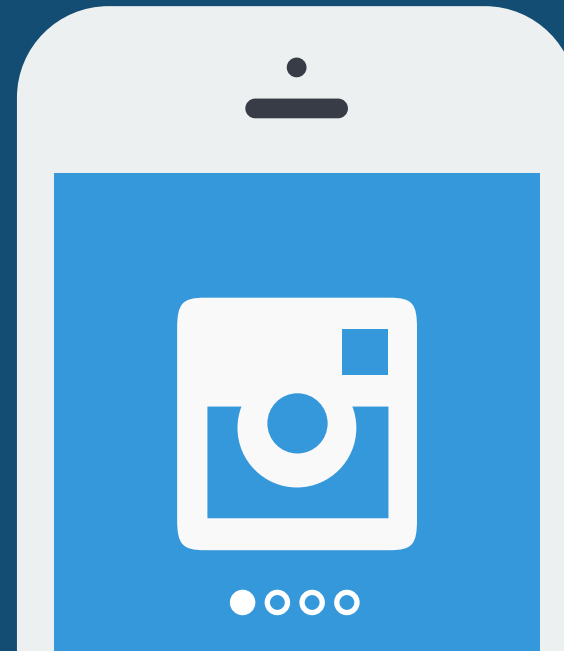


Inclusive Globalization





KEY TAKE AWAY





What is the narrative or brand of your political party?
Speak to Us in Our Language
Genuine Engagement

Thank You 😊

