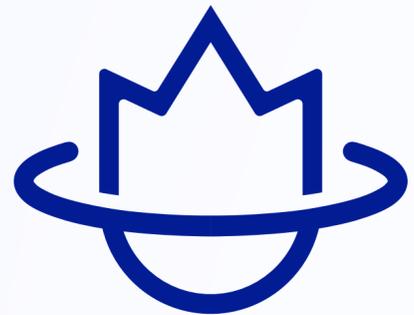




**Cosmonauts & Kings**

**Digital Public Affairs in Germany**





## Cosmonauts & Kings

**Cosmonauts & Kings** is an owner-managed company based in Berlin, founded by Jochen König and Juri Schnöller in 2016 with the vision of becoming Europe's leading technological and strategic service provider for digital political communications. C&K's **Mission** is simple: **to reinvent democracy for the digital age.**

We enable organizations and people to develop their political communications in a **digital and data-based** way. Our client base includes

political parties and associations, companies, ministries, foundations and NGOs. C&K has gathered extensive expertise in the course of these mandates for the **targeted and differentiated approach** of relevant stakeholders.

C&K is made up of a growing team of **60+ political and digital natives** with extensive expertise in political campaigning, digital strategic consulting, data & analytics, performance marketing and content creation.



# Our Services

## Strategic Communications

**Digital communication strategies for political issues.**

- \_ Strategic consulting
- \_ Digital campaigning
- \_ Narrative development
- \_ Targeted messaging approaches

## Content Production

**Audience-specific content for the digital realm.**

- \_ Graphic design
- \_ Videos and animations
- \_ Visual conception and editorial work
- \_ Political Community Management



## Performance Marketing

**Breaking through filter bubbles and generating actionable reach.**

- \_ Messaging tailored to target audiences
- \_ Data-based performance reporting
- \_ Target audience analysis
- \_ Channel-specific strategies

## Data & Analytics

**Deriving communicative action from data.**

- \_ Monitoring and social listening
- \_ Survey design and analysis
- \_ Digital stakeholder management



**Case Study:**

**Using digital measures to place  
topics in coalition talks**

A decorative graphic on the right side of the slide. It features two overlapping circles: a light blue one in the foreground and a light red one behind it. A thick, dark blue curved line starts from the bottom left and sweeps upwards and to the right, passing through the circles. A thin red line also curves from the bottom right towards the center, overlapping the blue line.

# Digital Public Affairs

## Objective

C&K was commissioned to use an interplay of digital channels and a landing page to create an **effective public policy framework** for a major health care provider in the run-up to the German Federal Elections 2021.

The primary objective was to create regulatory conditions that would allow the **digitalization of the healthcare industry to reach new frontiers**. To this end, the company's demands for the federal election were strategically positioned with political decision-makers during the coalition-building phase.



# Digital Public Affairs

## Approach & Methodology

To position the client's demands with stakeholders, a number of ads were posted on LinkedIn, designed to create traffic on the landing page. The social media posts were designed to be dialogical in order to position the client as an open-minded partner for productive discourse. The company's political positions are embedded in narratives on the digital channels, and users can find further information on the landing page.

The performance marketing strategy is focussed on LinkedIn as a channel as it is best suited to reaching the 'political bubble' as a priority target audience in a cost-efficient manner.



## Results

The campaign landing page was successfully launched after the German Federal Election. Through carefully targeted ads, political decision-makers and their peer group were reached and brought in touch with the client's positions.



# Learnings



## NEED FOR NEW KPIS

With digital PA campaigns, success is not measured in the number of MP-meetings organized. We instead need new ways of measuring success.



## YOUNG MPS PRESENT NEW OPPORTUNITIES

Around 25% of MPs in the German Federal Government are under 40. This makes digital campaigns even more important for making one's policy issues heard.



## SOCIAL POSTS AND LANDINGPAGE GO TOGETHER

Social Media posts and landing pages build on each other within campaigns. It makes sense to conceptualize them together.



## LINKEDIN FOR TAGETING CAMPAIGNS

Most platforms do not offer the possibility to target policy-makers. As the only platform to offer precise political targeting, LinkedIn is becoming increasingly important for campaigns.



## RETHINKING DIGITAL STAKEHOLDERS

An organization's stakeholders in the analogue world might not be the people they need to target with their digital campaigns. It is important to also take into account the people influencing policy-makers online.

