

# TVK Election Campaign Manual – 2025

Turning Star Power into Structured Political Support

## 1. Introduction

TVK (Tamizhaga Vetri Kazhagam), under the leadership of actor and social influencer Vijay, has become a talking point in Tamil Nadu's political landscape. While the party enjoys widespread popularity on social media and among youth, the challenge lies in converting this public enthusiasm into vote share. This campaign manual outlines practical strategies designed to help TVK transition from a movement of hope to a formidable electoral force.

## 2. Campaign Strategies

### 2.1 Ungal Nanban Vijay – Door-to-Door Listening Yatra

Vijay will visit all 234 constituencies, not to give speeches but to listen. This approach creates emotional bonding and builds trust among marginalized and local groups. Targeting farmers, auto drivers, sanitation workers, women SHGs, and youth, this yatra will foster genuine dialogue.

Vote Conversion Impact: Builds emotional trust, attracts neutral and first-time voters.

### 2.2 Cinema to Samudhayam – Social Message Mini-Series

Weekly 3-minute videos released on YouTube, the TVK App, and screened before movie shows. These videos creatively address real-life problems like unemployment, corruption, and education with cinematic flair.

Vote Conversion Impact: Engages urban audiences and the digitally active youth.

### 2.3 TVK Padai – Youth Army March

A 26-km youth march in every assembly constituency symbolizes TVK's readiness for 2026. Uniforms, flags, slogans, and disciplined formations will display strength and unity.

Vote Conversion Impact: Converts digital support into on-ground campaigning and visibility.

### 2.4 Ungal Grama Vetri Petti – Grievance Redressal Campaign

Installation of suggestion boxes in every panchayat. Vijay will personally resolve 100 documented issues to show commitment to action over promises.

Vote Conversion Impact: Appeals to anti-incumbency sentiment and showcases results-oriented leadership.

### 2.5 Pengal Thalamai – Women-Centric Campaign

Public meetings run entirely by women. Vijay engages with SHG leaders, achievers, and women who faced injustice. This campaign empowers women as stakeholders in the political process.

Vote Conversion Impact: Builds loyalty among women voters and household influencers.

### 3. Estimated Vote Conversion Overview

| Campaign                | Target Segment                  | Estimated Vote Share Impact |
|-------------------------|---------------------------------|-----------------------------|
| Ungal Nanban Yatra      | Rural & semi-urban families     | +3% to 5%                   |
| Cinema to Samudhayam    | Urban youth & first-time voters | +2%                         |
| TVK Padai – Youth March | Fan base & college students     | +5%                         |
| Grievance Redressal     | Middle-aged & swing voters      | +3%                         |
| Women-Centric Campaign  | Female voters                   | +4%                         |

### 4. Conclusion

These interconnected campaigns position TVK as a party that listens, acts, and includes. By turning fans into foot soldiers, and listeners into loyal voters, TVK can aim for a 10–15% boost in vote share in over 100 constituencies. This approach will redefine how political success is achieved in Tamil Nadu – through honesty, people-first action, and real grassroots connection.