# Labour Takes Conservative Approach in Election Strategy Amid Digital Campaign Focus



**Labour’s Conservative Election Strategy and Digital Campaign**

In the lead-up to the 2024 General Election, Labour, under Sir Keir Starmer’s leadership, is taking a conservative approach, avoiding new policy announcements to minimize criticism from opponents. This strategy contrasts sharply with the Conservative Party's aggressive policy rollouts led by Prime Minister Rishi Sunak.

While the Conservatives have been active with various proposed initiatives, including conscription-like national service and increased apprenticeships, Labour maintains a low-profile, safety-first campaign. Critics within Labour and political observers have expressed concerns about this strategy, fearing it might leave a vacuum for the Conservatives to exploit.

On the digital front, both parties are heavily investing in social media, marking this as the first "TikTok election." Labour has outspent the Conservatives on digital ads, focusing significantly on platforms like Facebook, YouTube, and Instagram. Their TikTok presence has leaned towards humorous and meme-based content, contrasting with the Conservatives' more traditional, direct videos.

Despite Labour's quiet campaign approach, polling has shown a significant lead for the party, indicating that the strategy of letting the Conservative announcements spotlight potential flaws might be working.

Sunak's aggressive policy announcements and comparisons to Labour's 2019 campaign under Jeremy Corbyn have raised questions about fiscal credibility and political strategy. Labour’s digital campaign aims to engage a younger audience through targeted, relatable content, setting the stage for a contrasting digital battle leading up to the election.